



SESSION 4:

# MASTERING ECONOMIC DEVELOPMENT MARKETING AND COMMUNICATIONS

[abq.org/ed101](http://abq.org/ed101)



## *SESSION PRESENTER*

**Erin Brubaker**

Digital Media & Graphic Design Specialist  
AREA

Yes, it is true - there is a LOT of marketing in economic development. We have a large number of different audiences to reach, and we do so with a sniper approach. Learn about the overall considerations that economic development marketers must address, get a refresher on branding, and learn how we are working to market the region to numerous audiences from company decision makers, to site selectors, to top talent - and even our local community! Finally, learn how you can get involved in the effort.





# Session Topics

- 01 Key ED marketing considerations
- 02 What is branding
- 03 how AREA markets the region
- 04 Measuring for success





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# Inextricably Linked!

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Without sound marketing and value propositions for your community, business attraction efforts are unlikely to succeed.

Economic development marketing and attraction is not just selling business sites, or attracting businesses, it is a means of **promoting the community as a viable location for economic activity.**

Decorative geometric shapes in the bottom left corner, including a white triangle, a blue triangle, and an orange triangle.

# Components of Marketing & Attraction

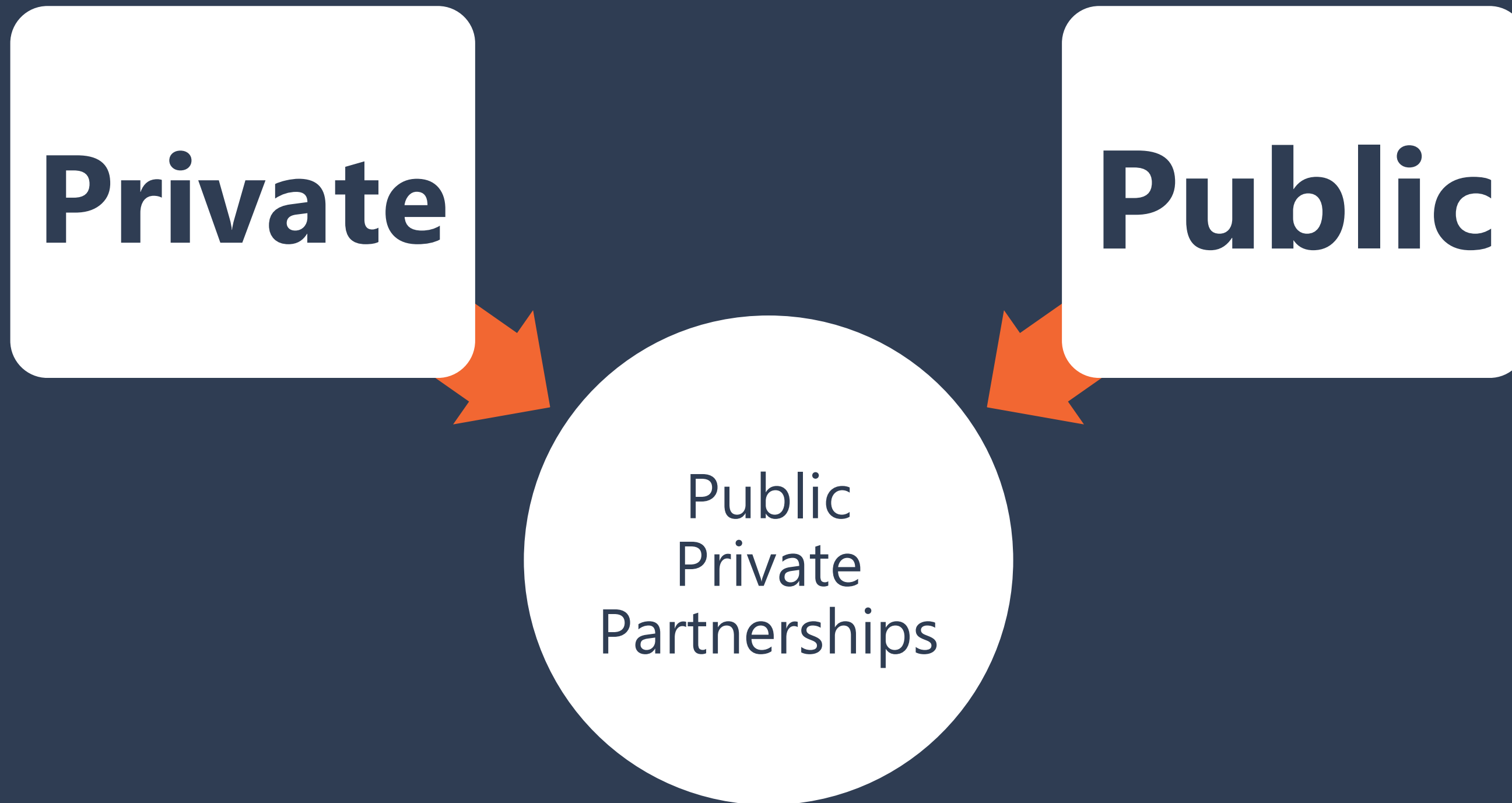
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1. Know the product
2. Know the market
3. Know the process
4. Reach the market
5. Improve the product





# We all have a role to play...



# It's All About the Plan

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Ensure limited resources are used efficiently

Develop a singular clear message

Better understand prospects' business functions/needs

Reduce time spent attracting companies not compatible with the community;

Communicate the community's message succinctly

Formulate a consistent and distinctive image of the community;

Set out clear and attainable goals.





# Steps in Marketing Plan Development

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Identify key partners and stakeholders – rally support

Assess your competitive position

Identify top potential recruitment markets

Lay out key goals, objectives and strategies – be realistic

Develop real action plans: who does what? How is it implemented? Cost of the effort? Timeline? Staff needed? What does success look like?

IMPLEMENT IT!

Monitor and evaluate progress and outcomes

Adjust as needed – the world and conditions change, and outcomes from implementation may then create a need for a pivot

# Why Bother?















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*"If you're going to be successful in your larger economic efforts, you need to constantly market your brand, programs and your successes to keep the momentum going and attract more residents and businesses to your community."*

*-Jay Garner & Ross Patten,  
from their book "Economic Development is STILL not for Amateurs!"*



# If You Aren't on Social Media, They ARE...

					
	NYCEDC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Beacon Council	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Boston Redevelopment Authority	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Dallas Economic Development	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Greater Houston Partnership	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Invest Atlanta	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	LAEDC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Select Greater Philadelphia	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	WDCEP Washington, DC Economic Partnership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	World Business Chicago	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<https://www.rivaliq.com/>

# Website and Marketing Budgets

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## According to IEDC:

*"Organizations serving communities or regions with a population of up to 250,000 people tend to spend about 10% of their budget on marketing efforts, reaching a median marketing budget of \$70,000. EDOs serving populations greater than 250,000 spend 11% or more on marketing, having a median marketing budget of up to \$300,000. Of that marketing budget, organizations spend an average of about 20% of their marketing budget on Internet marketing activities."*



# Marketing Effectiveness vs Spending (for economic development)

Marketing Strategy	Average Budget Allocation	Rating of Effectiveness
Internet/website	17%	79%
Print advertising	11%	16%
Brochures	11%	20%
Trade shows and conferences	11%	36%
Out-of-town meetings with businesses	10%	72%
Public Relations	8%	64%
Special Events	7%	56%
Site selection familiarization tours	6%	64%
Direct mail	5%	26%
E-mail	4%	48%
Slogans, logo and identity	3%	38%
Videos	2%	14%
Targeted lead development databases	2%	43%
Telemarketing	1%	6%
Online advertising	1%	10%
TV/radio advertising	1%	10%

# Size Matters (in Econ Dev Marketing)

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## Small Communities

- Focus on low cost items:
- Websites
- Social and new media
- Public relations and press releases
- E-mail newsletter
- Building relationships with local realtors, bankers
- Targeting supply chain linkages

## Mid-Size Communities

- Have a PR firm assist with PR and media outreach
- Place ads in national magazines and trade publications
- Video production, podcasts, blogs
- Polished print and digital materials

## Large Communities, Regions or States

- All the stuff the smaller ones do, PLUS:
- Big international trade missions
- Hosting inbound media visits
- Attending site selection conferences



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# Positioning Your Community's Brand


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- Is a set of beliefs, ideas, or impressions that someone has about your community based on the cultural, economic, political, or physical assets it has?
- It varies among industrial sectors, residents, businesses, and visitors, and among different demographic groups
- Your role as a marketer is to determine this image (as it currently is), understand how it impacts your efforts at attracting firms, and then work to build the brand you WANT by educating on realities or combatting negative perceptions

# What a Brand Is NOT

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*"A brand is not a factory, machinery, inventory, technology, patent, founder, copyright, logo, or slogan. Not even your product is your brand...a product is made in a factory; a brand is made in your mind."*





# What a Brand IS

**“Nothing less than everything  
anyone thinks when they see your  
logo or hear your name.”**

-David F. D'Alessandro, Brand Warfare: 10 Rules for Building the Killer Brand

- Emotional connection to a logo/visual element
- Evokes response, both verbal and non-verbal (sense of pride, value, quality, etc.)
- Core component of all aspects of an organization's being
- Carries throughout marketing, advertising, public relations, media, etc.




# The Importance of Community Branding

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*“Rather than a world in which places compete for business (and people follow), we will increasingly live in a world where places compete for people (and businesses follow).”*

-Joseph Cortwright, Impresa Consulting

- A community's image is defined by the way it is perceived by residents and those outside of it
  - One of their biggest weaknesses of less successful locations is a lack of distinction
  - A lack of identity, visibility, and brand personality can impede locations from acquiring the types of employers and TALENT needed to drive a strong economy
- 


# Market Perception Research

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In the Spring of 2023, AREA commissioned Albuquerque Business First to conduct a survey on perceptions of the greater Albuquerque region.

ABF surveyed corporate leaders in Chicago, Los Angeles, San Francisco, and Seattle to find out what they really think of Albuquerque, and what misconceptions they may have....

Of those surveyed, most were aware of outdoor recreation, **but lacking in knowledge about our advanced industry sectors and career opportunities.**



# Session Topics

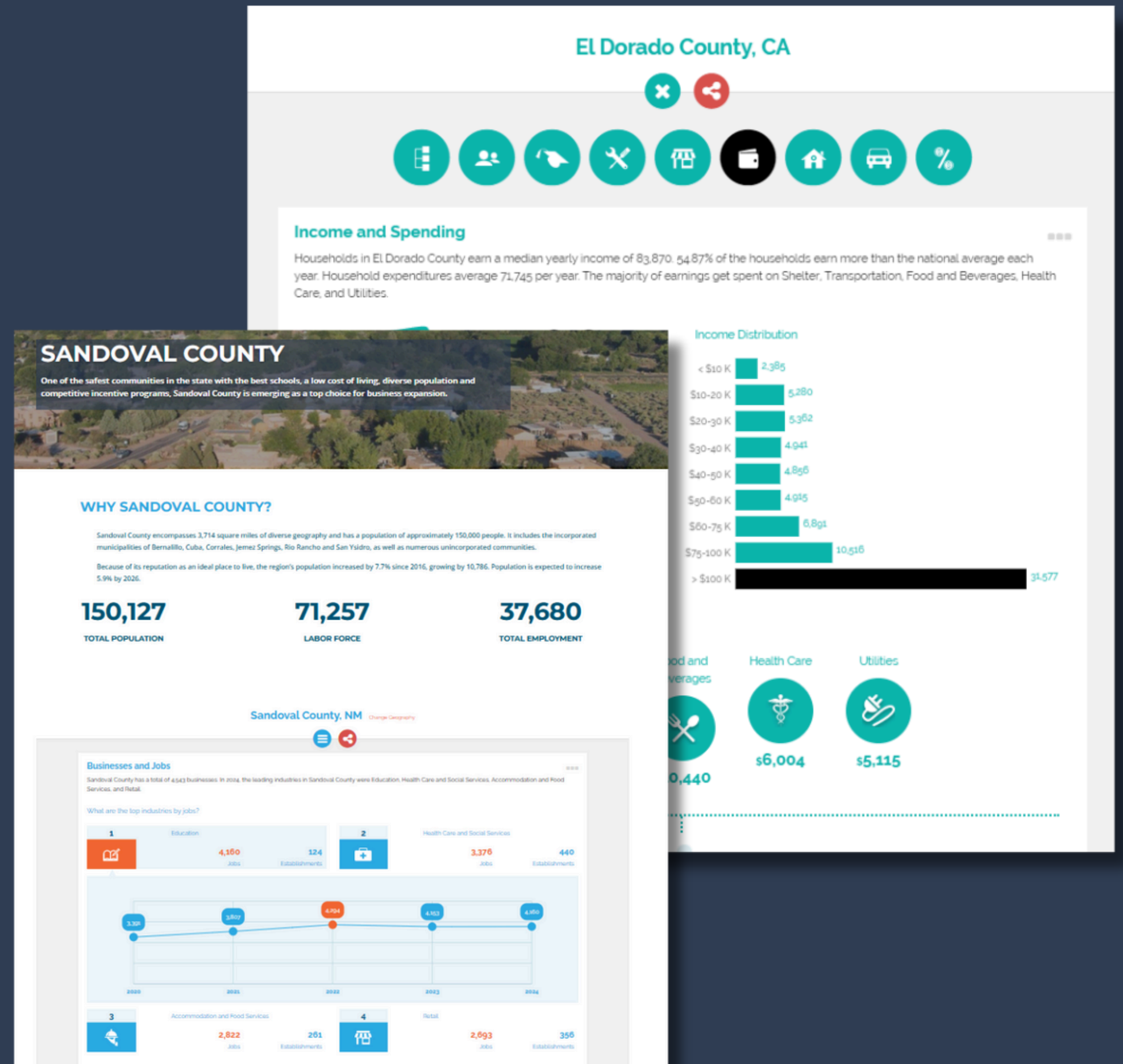
- 01 Key ED marketing considerations
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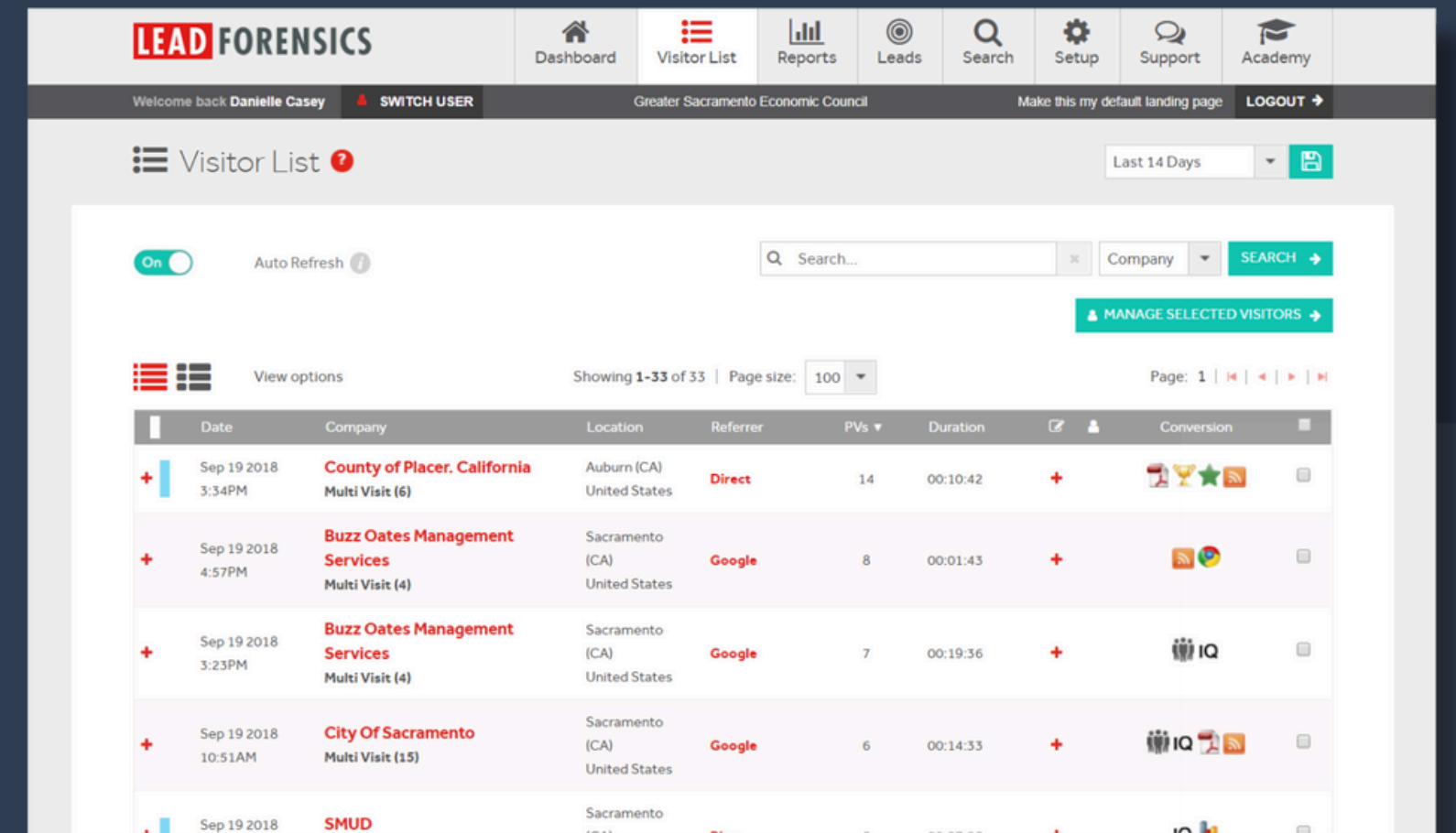
# Current Tools : Live Data Feeds

- Webpage for each community in a region which also has infographic plugin data

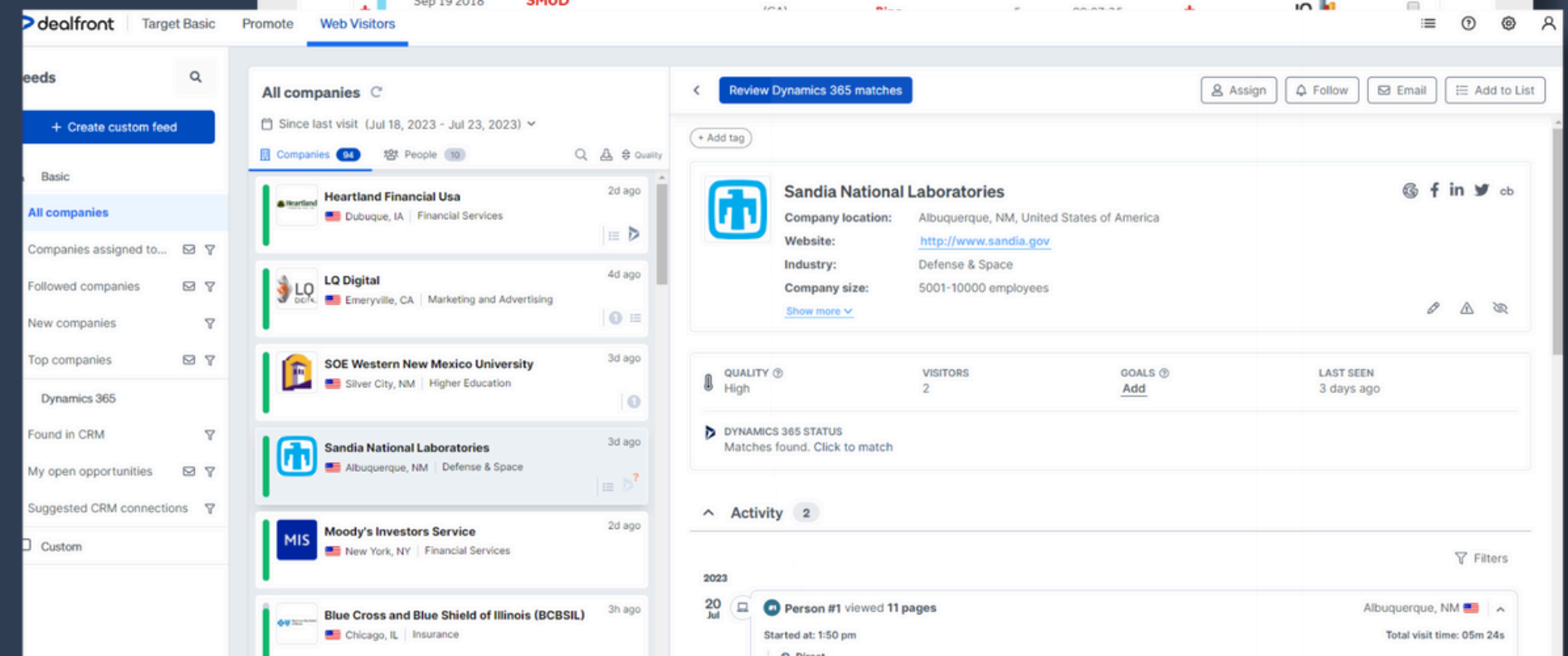


# Current Tools : Dealfront, Leadfeeder

- We can tell when a local partner or board member views a page, OR when a client reviews an online proposal and property listing we sent them.
- Also allows for tracking of external marketing (paid social media ads, for example) effectiveness and outcomes
- Can integrate with CRM tools to track leads



Date	Company	Location	Referrer	PVs	Duration	Conversion
Sep 19 2018 3:34PM	County of Placer, California Multi Visit (6)	Auburn (CA) United States	Direct	14	00:10:42	+
Sep 19 2018 4:57PM	Buzz Oates Management Services Multi Visit (4)	Sacramento (CA) United States	Google	8	00:01:43	+
Sep 19 2018 3:23PM	Buzz Oates Management Services Multi Visit (4)	Sacramento (CA) United States	Google	7	00:19:36	+
Sep 19 2018 10:51AM	City Of Sacramento Multi Visit (15)	Sacramento (CA) United States	Google	6	00:14:33	+
Sep 19 2018	SMUD	Sacramento (CA)				



**Dealfront** | Target Basic | Promote | Web Visitors

Since last visit (Jul 18, 2023 - Jul 23, 2023)

Companies 84 | People 19

**All companies**

- Heartland Financial Usa (Dubuque, IA | Financial Services) 2d ago
- LQ Digital (Emeryville, CA | Marketing and Advertising) 4d ago
- SOE Western New Mexico University (Silver City, NM | Higher Education) 3d ago
- Sandia National Laboratories (Albuquerque, NM | Defense & Space) 3d ago
- Moody's Investors Service (New York, NY | Financial Services) 2d ago
- Blue Cross and Blue Shield of Illinois (BCBSIL) (Chicago, IL | Insurance) 3h ago

**Review Dynamics 365 matches**

Assign Follow Email Add to List

**Sandia National Laboratories**

Company location: Albuquerque, NM, United States of America

Website: <http://www.sandia.gov>

Industry: Defense & Space

Company size: 5001-10000 employees

QUALITY High VISITORS 2 GOALS Add LAST SEEN 3 days ago

DYNAMICS 365 STATUS: Matches found. Click to match

Activity 2

2023

20 Jul Person #1 viewed 11 pages

Started at: 1:50 pm

Albuquerque, NM

Total visit time: 05m 24s



# Current Tools : Virtual Tours

Zoom Tours to promote the community and offer remote talent the ability to 'tour' interactively in GIS: [abq.org/area-zoom-tours](http://abq.org/area-zoom-tours)

- Housing Tour
- Brewery Tour & Coffee Shop Tour
- Recently Announced Companies
- Higher Education
- Local Healthcare



Albuquerque Regional Economic Alliance

by GIS Planning

**AREA**  
Albuquerque Regional Economic Alliance

Housing Projects in the Albuquerque Region

Albuquerque boasts a unique trifection that is unrivaled by its fellow large r outstanding quality of life, low cost abundant amenities.

This ideal combination is enabled by exceptional talent base, attracting e diverse workers from all over the w

**Start Tour**

**STEM Focused Schools in Albuquerque Region**  
12 STOPS

- 1 Career Enrichment Center (CEC)
- 2 College and Career High School (CCHS)
- 3 Early College Academy (ECA)
- 4 eCADEMY Virtual High School
- 5 Garfield STEM Middle School
- 6 Hayes STEM Middle School
- 7 Nex Gen Academy
- 8 ACE Leadership High School
- 9 Albuquerque Institute for Mathematics and Science
- 10 Digital Arts and Technology Academy (DATA)

Map Hybrid

A map of Albuquerque, New Mexico, with 12 numbered blue circles indicating the locations of STEM-focused schools. The map includes labels for various neighborhoods and landmarks, such as the Kirtland Air Force Base and the University of New Mexico. The schools are distributed across the city, from the downtown area to the northern and southern outskirts.



# Talent Profile Report

A comprehensive guide to the region, used frequently by new firms as a recruitment resource; interactive report includes numerous company and community videos





# Site Selector Newsletter

## In the News



- Visit ABQ unveils master plan, prioritizes outdoor recreation
- New Mexico higher education funding outpaces national averages
- Albuquerque is one of the top 30 most affordable metros in the nation
- Biden-Harris Administration Announces CHIPS Incentives Awards with B Systems, Inc., and Rocket Lab (in New Mexico) to Expand Production of Critical for U.S. National Security and Space Industry

Explore More Regional News

## Kairos Power Breaks Ground in Albuquerque



ny, is expanding in Albuquerque's **Mesa del Sol** with a \$269 million project to build two new fuel cells and create 100 high-paying jobs. The facilities will produce hydrogen fuel for advanced nuclear reactors, supporting the state's economic development. The project is expected to generate \$478 million in economic activity.

With federal funding, \$1.8 million in **Job Training Incentive Program** grants, the expansion will hire technicians, engineers, and more, creating a skilled workforce. The company also collaborates with UNM and CNM for workforce development. Project leaders highlight this project as a key step in building a clean energy hub.

## Available Properties

### 451 Quantum Road - Rio Rancho, NM.



#### Property highlights

- 38,860± TOTAL SF ( 100K sq ft available in September 2025 )
- 3-phase 1200 amp electrical service
- 20'3" - 21'10" clear height
- 32'6" X 38' and 50' X 38' column spacing
- Three dock high doors
- One drive in door
- SU zoning - City of Rio Rancho
- Evaporative cooling, suspended gas heat in warehouse
- HVAC in office
- Approx. 25 minutes to downtown Albuquerque/ International Sunport Airport miles

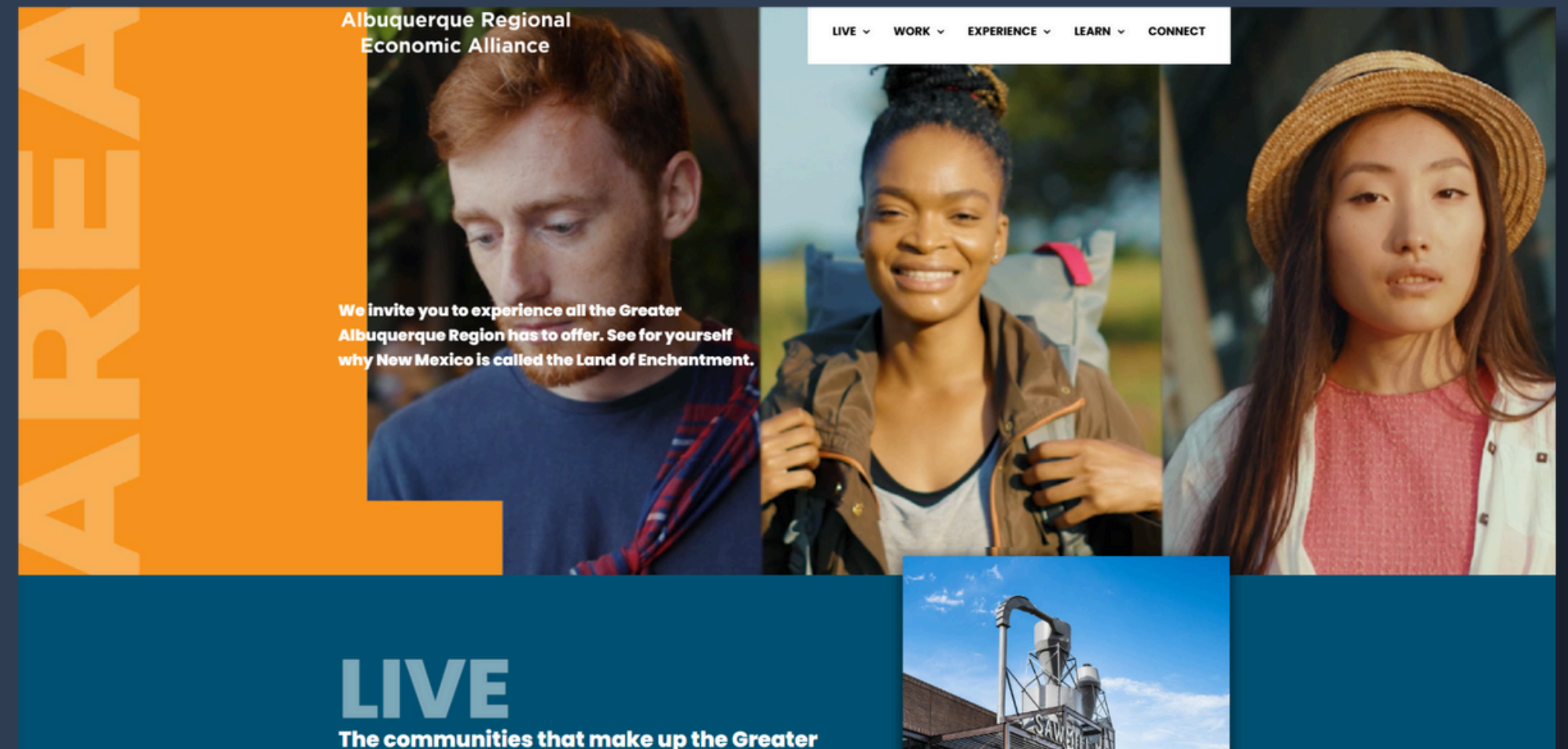


# Dedicated Talent Attraction Website

## Live.ABQ.org

A standalone website designed to provide information designed for prospective new employees to the region. Contents include:

- Housing
- Healthcare
- Education
- Jobs Board (free for employers in ABQ region)
- Culture & Art



# Targeted Advertising Campaign

*\*The average Click-through-rate (CTR) for display ads is around 0.1%.*

## General Talent Attraction to ABQ



Reach: **181,990 impressions**

\* CTR: **.08%**

Top 3 Locations:

- **Florida**
- **Texas**
- **California**

## Aerospace persona



Reach: **244,454 impressions**

\*CTR: **.13%**

Top 3 Locations:

- **New York**
- **Illinois**
- **New Jersey**

## Bioscience persona



Reach: **225,771 impressions**

\*CTR: **.17%**

Top 3 Locations:

- **California**
- **Alabama**
- **Mississippi**

## Renewable Energy persona



Reach: **231,091 impressions**

\*CTR: **.15%**

Top 3 Locations:

- **Vermont**
- **Mississippi**
- **Pennsylvania**

*Data from Multiview as of 1/10/25 over a 6 month period*



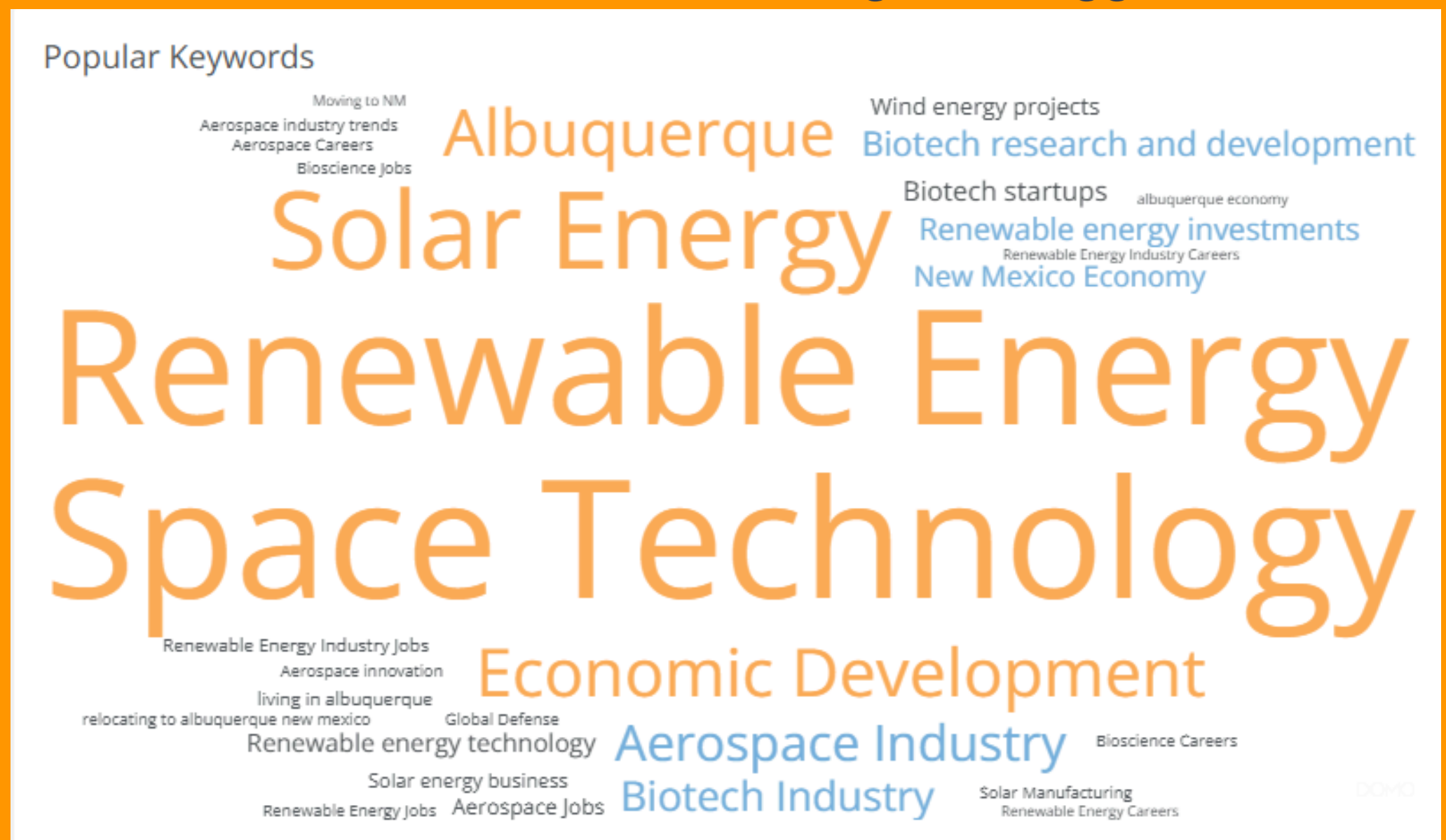
# Multiview Digital Ad Placement

How can we use this  
information  
to better brand our region  
& target our ads?

*Which pages are users visiting  
on the live.abq.org website?*

1. Industries
2. Homepage
3. Housing & Neighborhoods
4. Cost of living
5. Jobs

*What words are users entering that trigger the ad ?*



*Data from Multiview as of 12/12/24 after 5 months of tracking*



# Print & Digital Ad Placement



Greater Albuquerque has  
**3rd highest** count for  
semiconductor and  
electrical equipment  
manufacturing jobs in the  
mountain west U.S.

(Metro Areas 500k-1M, NAICS 3344)

Learn more about business  
opportunities in bioscience,  
manufacturing, aerospace, and  
renewable energy in  
greater Albuquerque





# Paid Social Media Ads

*Example: live.abq.org. carousel ad for Linked In.*

**WORK**

AREA  
Albuquerque Regional Economic Alliance

Diverse job options. Fun colleagues. High-quality work environments. That's what you get in the greater Albuquerque Region. Join the workforce that's **younger and more educated than the national average.**




....in greater Albuquerque, NM.

**LIVE**

AREA  
Albuquerque Regional Economic Alliance

The greater Albuquerque Region lets you **build the life you've always wanted** — whether it's fast city living or a quiet, rural existence.

Heading



....in greater Albuquerque, NM.

**EXPERIENCE**

AREA  
Albuquerque Regional Economic Alliance

The greater Albuquerque Region's **rich history and ethnic tapestry** is reflected in its architecture, artwork, cultural centers, festivals, and cuisine.



....in greater Albuquerque, NM.



# Blog (A Work in Progress!)

## GET EXPERT INFO

Get industry expertise from our staff. Anything from site readiness to talent attraction to workforce development to digital marketing. Collectively, our team has decades of experience.

## AREA Blog

### The Importance of Site Readiness in Economic Development for New Mexico

Aug 19, 2024


by Chad Matheson, Senior Vice President - New Mexico and greater Albuquerque are in constant competition for jobs and investment. To capitalize on this opportunity and to attract and expand investment potential, it's essential for New Mexico to be proactive in attracting...



# Leveraging Video Content

[Home](#) [Videos](#) [Shorts](#) [Live](#) [Playlists](#) [Community](#)


**AREA in the media** ▶ [Play all](#)



**Albuquerque Regional Economic Alliance (AREA)...**

KRQE ✓  
196 views • 2 months ago


CC



**Potential Business Improvement District in...**

KRQE ✓  
161 views • 4 months ago


CC



**Albuquerque Regional Economic Alliance (AREA)...**

KRQE ✓  
200 views • 5 months ago

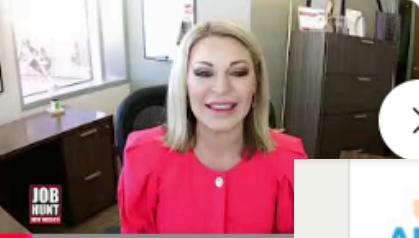
CC



**Albuquerque Regional Economic Alliance to releas...**

KRQE ✓  
112 views • 7 months ago

CC




**Danielle Casey Interview "Job Hunt New Mexico"**

Albuquerque Regional Econ...  
32 views • 8 months ago


CC

**Driving Progress: Insights from greater Albuquerque's Economic Leaders** ▶ [Play all](#)


Each month, Danielle will host interviews with lead economic & community leaders in our region to raise awareness on key subjects like site readiness, talent attraction, and workforce retention.




**Site Readiness: Dale Dekker & Danielle interview**



**Revitalizing downtown Albuquerque: Danielle Case...**



**How does AREA's expertise help businesses elevate in...**



**Site Readiness in greater Albuquerque: Sal Perdomo...**



**Albuquerque Regional Economic Alliance**  
7,471 followers  
4mo • Edited •

🌟 **COMMUNITY MEMBER SPOTLIGHT** 🌟

Recently, our President & CEO, Danielle Casey sat down with Bill Keleher, a lawyer and community member who's focus lies in improving business opportunities downtown & more via BID (Business Improvement Districts).

Watch the full interview on our YouTube channel <https://lnkd.in/gZsqq4P>

[#abqcondev](#) [#downtownalbuquerque](#) [#revitalizeddowntown](#)  
[#businessimprovementdistricts](#) [#economicdevelopment](#)



  51

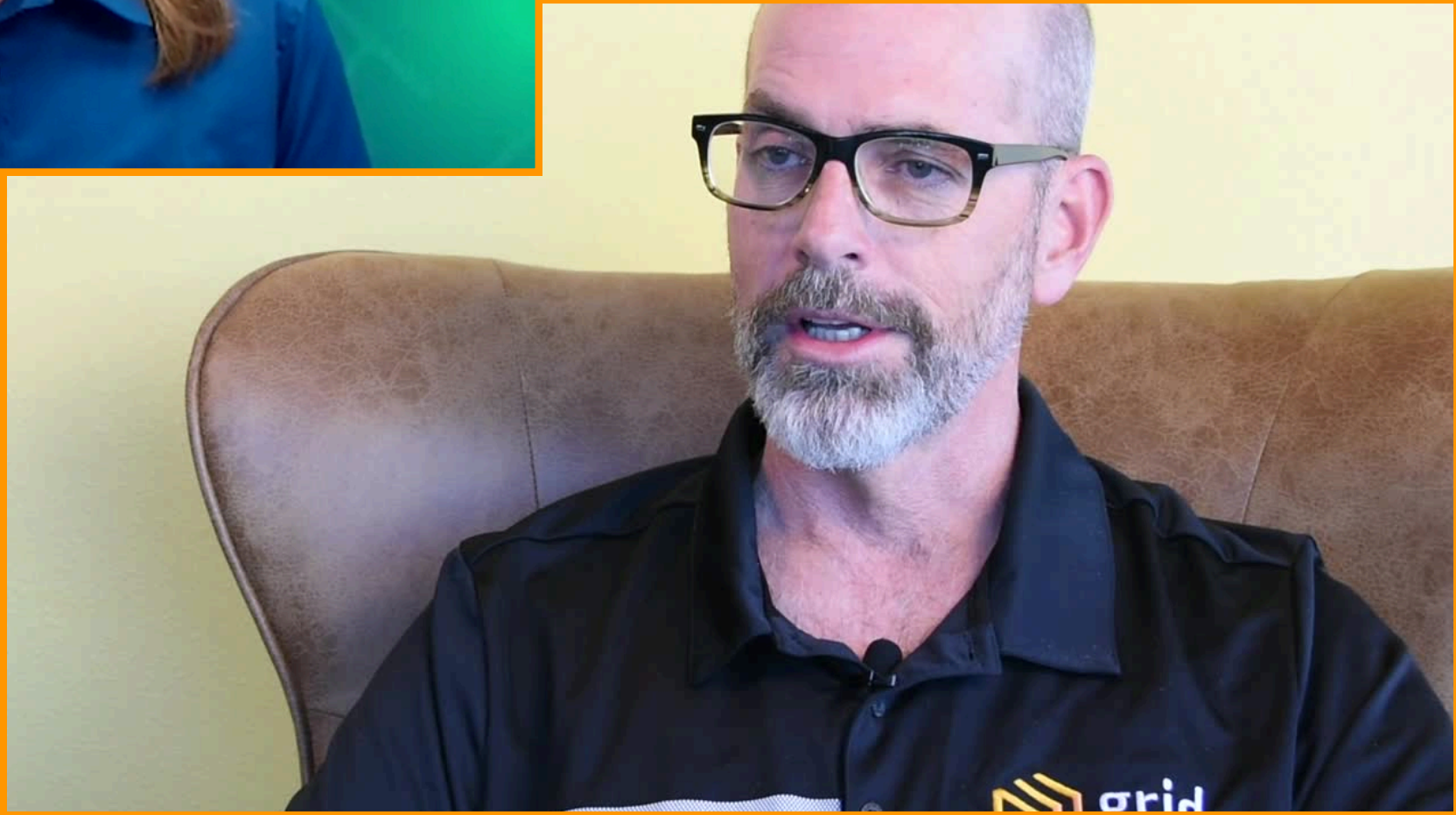
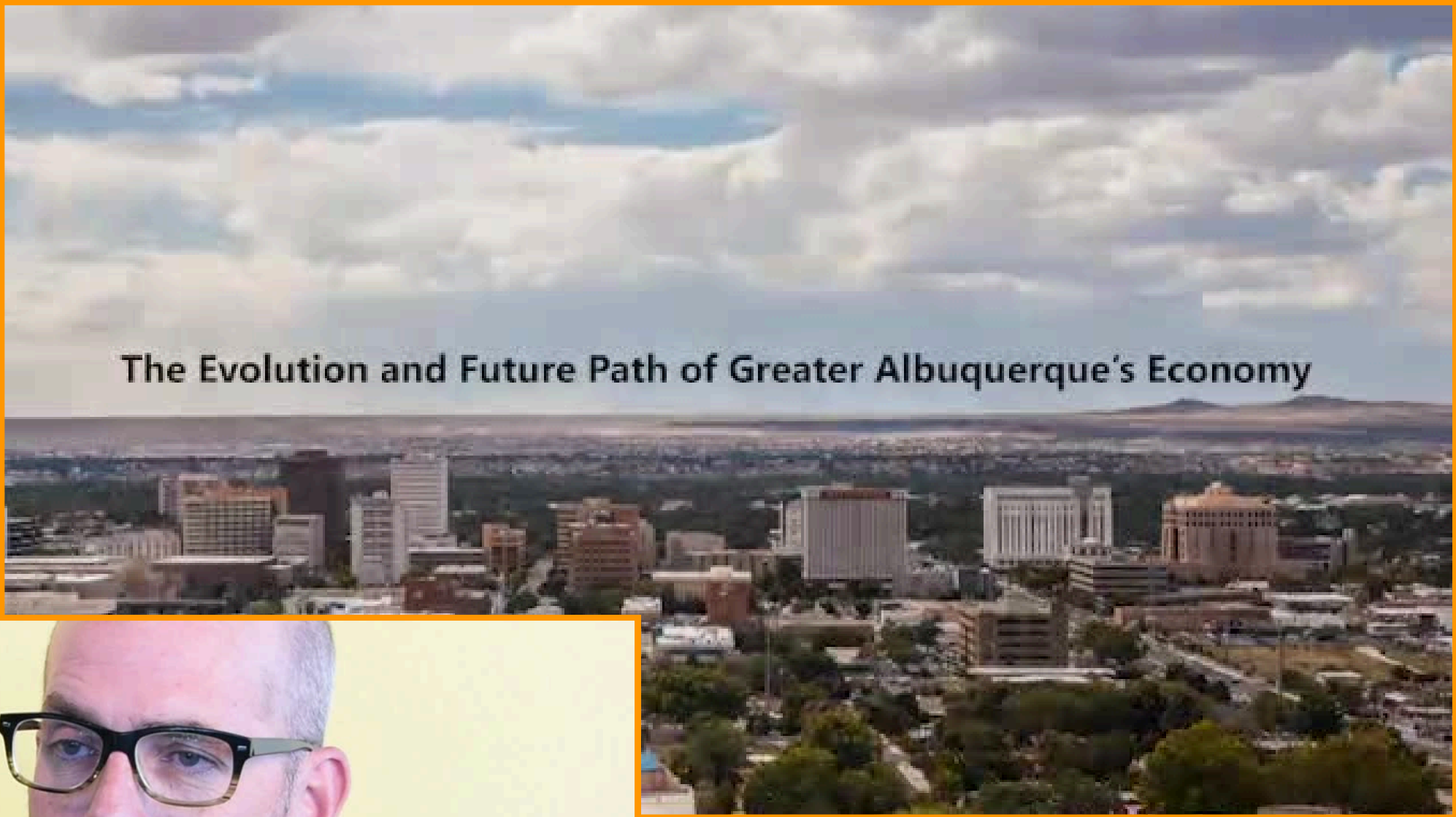
2 comments • 1 repost



# Testimonials

Various partners- past & present

Blue Halo



Gridworks





# Talent Attraction Initiatives National Best Practices Programs

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## EXAMPLE MARKET PROGRAMS:

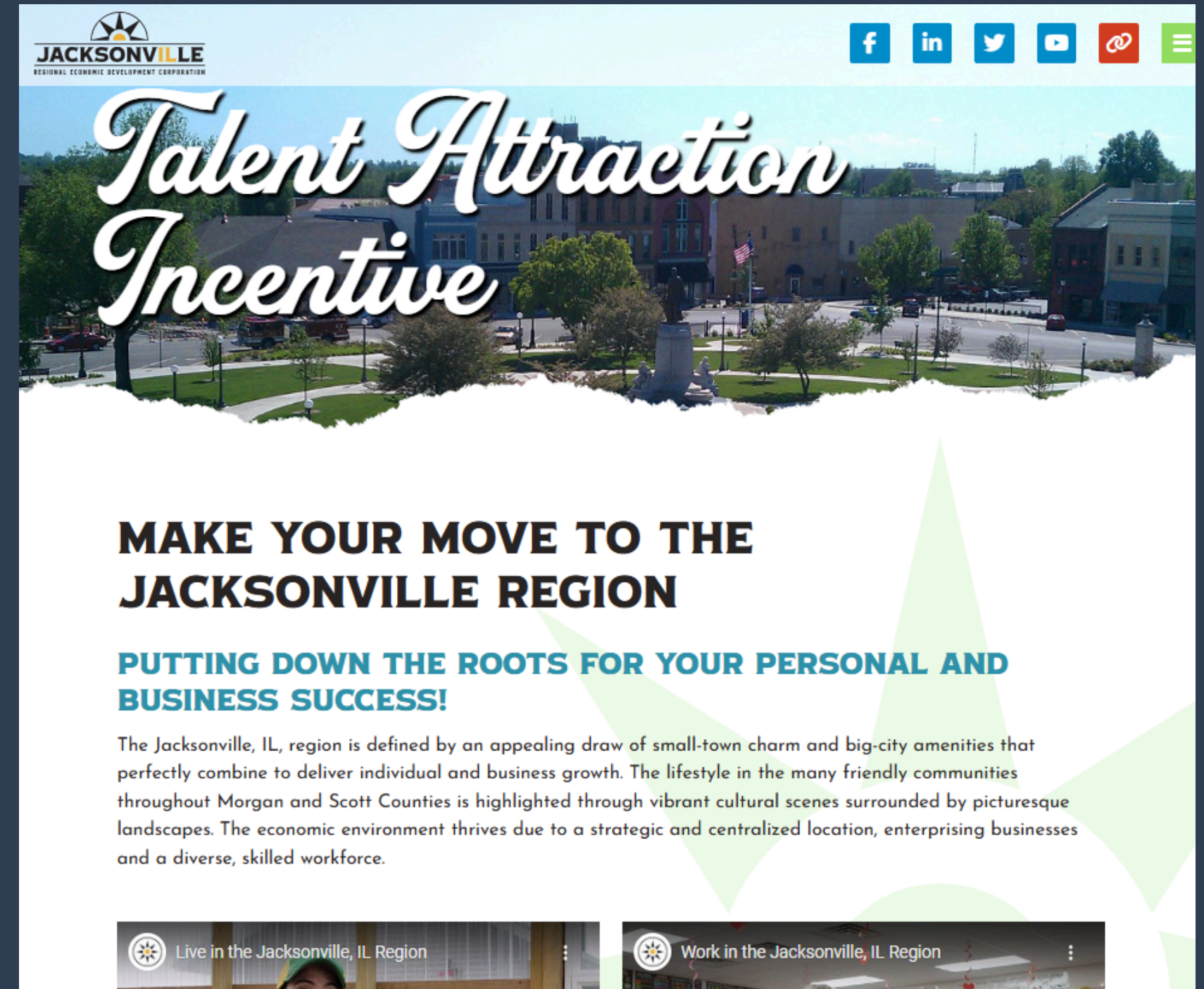
- [www.themichiganlife.org](http://www.themichiganlife.org)
- [www.atlantawhereyoubelong.com](http://www.atlantawhereyoubelong.com)
- [www.chooseatl.com](http://www.chooseatl.com)
- Tulsa Remote
- Be In Buffalo

## COMMON PROGRAM COMPONENTS:

- Robust advertising and web presence, leveraging big data
- Connections to Alumni groups in other markets
- 'Welcome Packets'
- Relocation incentives
- Relocation Perks: golf, gym memberships, free bike, etc.
- Tours and local events

# Jacksonville, Illinois

- Campaign to target professionals in high-need industries and used a mix of financial incentives and community perks to attract talent
- The JREDC offered a relocation incentive package worth \$9,300, which included \$5,000 in cash for moving to specific counties and \$4,000 in quality-of-life perks like gym memberships and guided real estate tours
- Robust marketing on popular digital platforms, including LinkedIn, Facebook, and Instagram, to reach a national audience, showcasing Jacksonville's lifestyle and career opportunities.



The screenshot shows the homepage of the Jacksonville, IL Region's Talent Attraction Incentive campaign. At the top, the Jacksonville Regional Economic Development Corporation (JREDC) logo is on the left, and social media icons for Facebook, LinkedIn, Twitter, YouTube, and Instagram are on the right. The main header features the title "Talent Attraction Incentive" in a large, white, cursive font over a background image of a town square. Below this, the text "MAKE YOUR MOVE TO THE JACKSONVILLE REGION" is displayed in bold, black, uppercase letters. Underneath, the phrase "PUTTING DOWN THE ROOTS FOR YOUR PERSONAL AND BUSINESS SUCCESS!" is written in blue, uppercase letters. A paragraph of text describes the region's appeal, mentioning its small-town charm, big-city amenities, and vibrant cultural scenes. At the bottom, there are two video thumbnails: "Live in the Jacksonville, IL Region" and "Work in the Jacksonville, IL Region".

**JACKSONVILLE**  
REGIONAL ECONOMIC DEVELOPMENT CORPORATION

*Talent Attraction Incentive*

**MAKE YOUR MOVE TO THE JACKSONVILLE REGION**

**PUTTING DOWN THE ROOTS FOR YOUR PERSONAL AND BUSINESS SUCCESS!**

The Jacksonville, IL, region is defined by an appealing draw of small-town charm and big-city amenities that perfectly combine to deliver individual and business growth. The lifestyle in the many friendly communities throughout Morgan and Scott Counties is highlighted through vibrant cultural scenes surrounded by picturesque landscapes. The economic environment thrives due to a strategic and centralized location, enterprising businesses and a diverse, skilled workforce.

Live in the Jacksonville, IL Region

Work in the Jacksonville, IL Region

# Michigan: Pure Opportunity

Michigan Economic Development Corporation (MEDC) launched its reimagined "Pure Opportunity" business marketing campaign, which aims to position Michigan as a destination for businesses, visitors, and talent. The "Pure Opportunity" initiatives focus on promoting the state's business potential, natural beauty, and quality of life. The campaigns target businesses seeking growth, travelers looking for unique experiences, and individuals considering Michigan for their careers. The expected outcome is increased business investments, a rise in tourism, and an influx of skilled talent, fostering long-term economic growth for the state (Michigan.gov).





# Partnership Expansions

- **AREA's Own Investors and Partners**
  - Marketing & PR Advisory Task Force
  - Economic Development Professionals
  - Talent Insights Advisory
- **Local Partnerships**
  - Space Valley, New Space, NMBio, Tech Council
  - Visit Albuquerque
  - Universities ( UNM, CNM)
- **State Partnerships**
  - New Mexico Partnership
  - New Mexico Economic Development Dept.
  - New Mexico True



# PR and Marketing Task Force!!

- Reboot started in December 2024
- Cross-section of people with marketing, journalism, and PR backgrounds
- Sent survey to get feedback on expectations:

What initiative are you MOST excited about and would like more involvement in?

5 responses

How making a destination a place people want to travel and live. Providing insights specifically from the tourism perspective.

To be determined

Tying in the beauty of ABQ through the many tourism assets. Use of the Community Vitality Wheel will be important.

Creating marketing content to showcase the unique and promising aspects of New Mexico's economy. In particular, I'm most excited about creating human-centered stories to feature on social media or in various advertisements to showcase the breadth of interesting people working in this state

Getting ABQ out in the world in a bigger way

What Role(s) Can/Should This Task Force Serve?

5 responses

Providing ideas/concepts that can "Sell" ABQ from varying perspectives

Develop brand positioning for econ development in AREA domain

Work with AREA to creatively enhance the understanding of ABQ and New Mexico. This would be the time to highlight how ABQ is different from other locations and the large initiative to improve the concerns around ABQ. I also believe this group will also be vital in conducting research with a few different types of respondents to better understand what are the main reservations when considering ABQ and what are the main areas of focus when determining relocation. These respondents would include: boomerangs, large companies looking to locate here, student looking to enter the workforce, local companies.

Semi-regular supply of ideas and expertise to ensure AREA marketing and PR doesn't become stagnant, as well as too explore various ways to evolve AREA's PR and marketing

Creative development media buying

Want to join or know someone who would?  
Email Erin Brubaker





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# Digital Metrics & Benchmarks

Multiple tracking methods help adjust to our audience

Google Analytics = Website User Behavior

Pages and screens: Page path and screen class ✓ + Last 12 months Jan 11, 2024 - Jan 11, 2025 🔍 📄 🔍

Plot rows 🔍 Search... Rows per page: 10 Go to: 1 < 1-10 of 555 >

	Page path and screen class <span>+</span>	↓ Views	Active users	Views per active user	↓ Average engagement time per active user	Event count All events	Key events All events
<input checked="" type="checkbox"/>	Total	59,922 100% of total	31,155 100% of total	1.92 Avg 0%	40s Avg 0%	243,946 100% of total	0.0
<input checked="" type="checkbox"/>	1 /	12,742	10,314	1.24	12s	44,768	0.0
<input checked="" type="checkbox"/>	2 /505awards/	4,250	3,963	1.07	16s		
<input checked="" type="checkbox"/>	3 /event/september-2024-area-quarterly-luncheon/	3,583	3,307	1.08	10s		
<input checked="" type="checkbox"/>	4 /demographics/	2,953	2,393	1.23	55s		
<input checked="" type="checkbox"/>	5 /2024/08/07/ebon-solar-picks-new-mexico-for-major-solar-factory/ /2024/03/23/albuquerque-regional-economic-alliance-achieves-premier-status-as-an-accredited-	1,697	1,426	1.19	34s		
<input type="checkbox"/>	6	1,688	1,770	0.95	4s		

Social Media : LinkedIn

## Analytics

Content

Visitors

Followers

Leads

Competitors

Dec 27, 2024 - Jan 10, 2025

Export

## Highlights

Data for 12/27/2024 - 1/10/2025

4,123

Impressions  
▲9%

69

Reactions  
▲1.5%

4

Comments  
●0%

0

Reposts  
●0%



## Top Takeaways:

1. Economic development marketing is complex due to the numerous audiences
2. Research and having a formal marketing plan is critical
3. Branding is more than just a logo
4. Community branding and tourism are linked
5. Talent attraction is a HUGE national trend in economic development
6. Economic development orgs are doing a lot of marketing to site selectors and others OUTSIDE of the local community every day

# Thank you.

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