

Get Ahead of the Curve: Create a Communications Plan



PREPARED FOR:

Ron Kresha



Marketing Strategy



**Golden Shovel is Helping
Economic Developers
Get Ahead of the Curve
and to Prepare for a
Successful Recovery**

MARKETING
STRATEGY

CONTENT
DEVELOPMENT

MARKETING
CAMPAIGN

TRACKING &
SUPPORT



Why, Golden Shovel?

- Over 10 years of communication experience in Economic Development
- Professional, economic development-focused, designers, writers, and programmers.
- Helped over 160 communities and growing.
- Created an informational, video campaign for Haiti
- Designed and build PlaceVR: Virtual Reality for Economic Development
- Working on a Guatemalan project with Oregon Trail Electric to document the process of bringing electricity to third world nations.

But, most importantly, our team is professional, competent, and amazing. They are here for you.

The COVID Crisis is Real

Let's begin with a reality check:

1. This is really happening and we need to work together to create the future.
2. We are not saving the past; we are in fact building the next generation. There is opportunity.
3. Economic developers now have the ability and responsibility to be part of, and in many cases, be the solution.
4. You are not alone. There are resources. AND, you can do this. You need to do this.

Communicating in a Time of Crisis is Different

1. Don't stop communicating.
2. Keep your messages simple.
3. Be authentic, honest, and factual.
4. You have to work harder now, so people remember your message when the crisis is over.
5. Five weeks ago, people were watching cat videos... now they are looking for answers and solutions.



Three Stages: Panic, Preparation, Promotion

Panic

- Uncertainty
- Information changes
- Distorted thinking
- Shock

Preparation

- Acceptance & time
- Future paths emerge
- Easy to settle

Promotion

- New habits established
- Audiences will look to those who communicated early
- Ready to accept new information

Cost of Inaction

“Humans are very good at considering what might go wrong if we try something new. What we don’t often consider is the atrocious cost of the status quo, not changing anything.” — Tim Ferriss



Create a Communications Plan

1. Audit
2. Goals
3. Audience
4. Write, Write, Write
5. Create a Timeline
6. Measure Results



Audit

An audit is a comprehensive evaluation of an organization's ability to effectively communicate with its key audiences. An audit typically aims to:

- Assess communications related to attracting key audiences and/or new customers
- Analyze the competitive landscape
- Research and develop audience personas (i.e. your key targets)
- Identify strategies, tactics and messaging tailored to personas
- Help determine clear-cut communications goals and metrics for success
- Recommend a strategic path forward



Start, Stop, Continue

Start	Stop	Continue



Goals

Write 3 S.M.A.R.T Communication Goals:

- Specific: *Produce two success stories and blog posts promoting remote worker attraction to our community*
- Measureable: *Each content piece will receive 10 shares, 25 likes, and 100 PV's*
- Attainable: *The content pieces will be 750 words with relevant keywords written by X*
- Relevant: *These content pieces will apply to the June-August period.*
- Time-Specific:
 - *Week 1: Idea Generation*
 - *Week 2: Interview and write drafts*
 - *Week 3: Refine and publish on schedule*

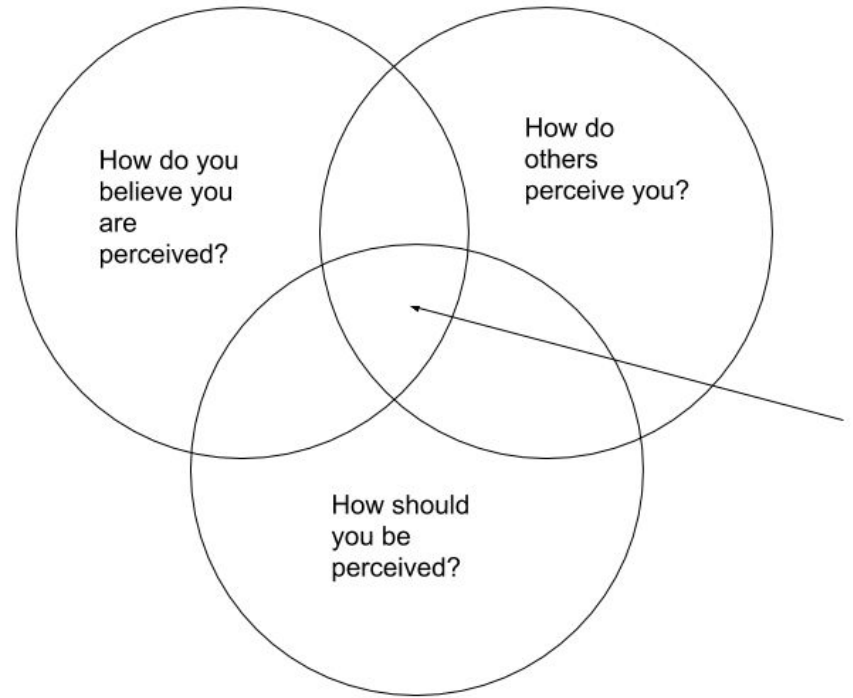


Audience

What is the story your community tells about itself?

What is the story others tell about your community?

What is the story that needs to be told about your community?



Write, Write, Write

- Create blog posts or success stories of 750 - 1000 words.
- Create 6 social media posts related to the content pieces
- Make sure there are attention getting headlines and images
- Promote and have other comment and share



Create a Timeline - 4 Weeks Only

Week 1

	Morning	Afternoon	Late Afternoon	Evening
Sunday				
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				

Measure Results

Content: Title

	PV's	Likes	Shares	Comments
Website				
Facebook				
LinkedIn				
Twitter				

Rate Yourself

	Response	Follow Up	Next Steps
Did we respond quickly?			
Did we address the basic information needs for internal and/or external stakeholders?			
Did we respond with humanity and care, showing empathy for people impacted by the crisis?			
When known, did we clearly explain what happened, what is happening, and what will happen next?			
If applicable, did we as an organization own our mistake(s)?			

Start, Stop, Continue

Start	Stop	Continue



IF . . . You Want Help. We Are Here.

Comprehensive PlaceMaking Strategy and Website with Analytics

- Community Survey
- Comprehensive Blueprint and Marketing Plan
- Website
- Monthly GateKeeper Strategy & Maintenance
- Monthly Content & Social Media
- Quarterly Analytics Review

Contact Golden Shovel

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Website Resource

Top 10 Webinars

<https://www.goldenshovelagency.com/news-&-events/p/item/24968/2020-exceptional-economic-development-webinars>

2020 Exceptional Websites

<https://www.goldenshovelagency.com/news-&-events/p/item/22454/2020-exceptional-economic-development-websites>

Step-by-Step Guide to Opportunity Zones

<http://goldenshovelagency-3379625.hs-sites.com/opportunityzonesguide-0>

30 Proven Marketing Tips for Economic Developers

<http://goldenshovelagency-3379625.hs-sites.com/30leadgentips>

Workforce Attraction Toolkit

<http://goldenshovelagency-3379625.hs-sites.com/workforceattraction>

Winning the Battle To Attract A Workforce

<http://goldenshovelagency-3379625.hs-sites.com/sample-offer-0-0-0-2>

Strategy in Five

<http://goldenshovelagency-3379625.hs-sites.com/sample-offer-0-0>