

CHOOSE THE **PEOPLE.**
CHOOSE THE **PLACE.**
CHOOSE THE **PROSPERITY.**



choose 
dupage[®]
Economic Development AllianceSM

MARKETING OBJECTIVES

- Promote DuPage County as a premier global business location.
- Raise awareness of the talented and educated workforce and employment opportunities available in DuPage County.
- Raise the profile of DuPage County and Choose DuPage.



TARGET MARKETS

- Site Selectors
- Real Estate Professionals
- Business Executives & Decision-Makers



TARGET MARKETS

- Chicago region
- Midwest
- Targeted metro areas based on specific criteria:
 - Higher or similar cost of doing business
 - Major industries include manufacturing, transportation and logistics



TARGET MARKETS

- Chicago region
- Midwest
- Targeted metro areas based on specific criteria:
 - Wichita, Kansas
 - Columbus, Ohio
 - Detroit, Michigan
 - New York, New York
 - Hartford, Connecticut
 - Minneapolis, Minnesota
 - Indianapolis, Indiana
 - St. Louis, Missouri



2018 MARKETING PLAN



CHOOSE THE **PEOPLE**, THE **PLACE**, THE **PROSPERITY** OF **DUPAGE COUNTY**.

INTERSECT ILLINOIS PUBLICATION

- (1) Half-Page Ad
- Circulation: 15,000
- Distribution:
 - September issue of Site Selection Magazine
 - World Forum for FDI, TrustBelt Conference, IAMC Forums and other events
 - Intersect Illinois and other economic development organizations



CRAIN'S CHICAGO BUSINESS

- (4) Interstitial Ads
- Impressions: 25,000
- Audience: Business professionals in Chicagoland
- 2017 Analytics:
 - 100,000 impressions
 - 386 website visits



LOOPNET

- Ongoing display advertising
- Targeted to show up during industrial, flex and office lease and sale searches within 30 miles of Chicago
- Impressions: 25,000-30,000 monthly



SEARCH ENGINE MARKETING

- Search and Remarketing Ads
- 2017 Analytics:
 - 4,171,967 impressions
 - 10,770 website visits

SEARCH ENGINE MARKETING

- YouTube Pre-Roll
- 2016 Analytics:
 - 110,720 ad impressions
 - 12,521 views
 - (5 months of ads)



SEARCH ENGINE MARKETING

- Geo-Fencing
 - Site Selectors Guild Annual Meeting, March
 - Urban Land Institute Spring Meeting, May
 - I.CON Industrial Real Estate Meeting (NAIOP), June
 - SelectUSA Summit, June
 - ICSC Chicago Deal-Making, September/October



CONTENT MARKETING

- Videos
 - Healthcare industry, food manufacturing, workforce
- Social Media
 - Facebook, Twitter, LinkedIn
- Email Campaigns
- Blog Posts on Website



BUDGET



CHOOSE THE **PEOPLE**, THE **PLACE**, THE **PROSPERITY** OF **DUPAGE COUNTY**.

BUDGET

Advertising & Promotion

Intersect Illinois	\$3,600
Search/Remarketing Ads	\$27,000
Geo-Fencing Ads	\$4,000
Crain's Chicago Business	\$6,000
LoopNet	\$7,920
YouTube Pre-Roll	\$3,300
Social Media Ads	\$3,600
MailChimp	\$600
Miscellaneous	\$640
Total	\$56,000



DISCUSSION



CHOOSE THE **PEOPLE**, THE **PLACE**, THE **PROSPERITY** OF **DUPAGE COUNTY**.

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