



# COMMUNICATIONS & PROMOTIONS

VEDP Orientation  
September 14, 2016

VIRGINIA ECONOMIC  
DEVELOPMENT PARTNERSHIP

[YESVIRGINIA.ORG](http://YESVIRGINIA.ORG)



# COMMUNICATIONS & PROMOTIONS

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- Advertising
- Lead Generation
- Governor's Marketing Missions
- Public & Media Relations
- Marketing Materials
- Web Development
- Trade Shows & Event Marketing

VEDP's advertising program was eliminated in FY16 due to budget reductions. Plan to be back in market in early 2017

## Former strategy launched January 2011

- Targets domestic and international C-level executives, as well as site selection consultants
- Utilizes digital media
- Objectives:
  - Increase awareness of Virginia as the best state for business
  - Place Virginia in consideration for companies looking to relocate
  - Present a strong case for why businesses should choose Virginia over other states

# FY 15 ADVERTISING CAMPAIGN

- \$1M annual digital campaign
- Delivered more than 73 million impressions
- Media Outlets:
  - U.S.
    - Wall Street Journal, New York Times, Entrepreneur, Forbes, Rocketfuel and Bizo as well as Google and Bing search engines
  - China
    - Wall Street Journal, Reuters and Baidu
  - UK & Germany
    - Rocket Fuel and Google Search

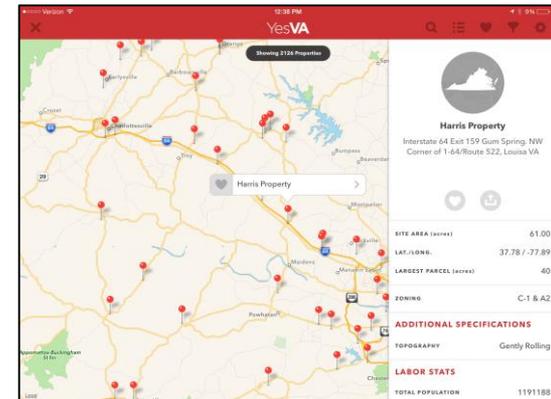
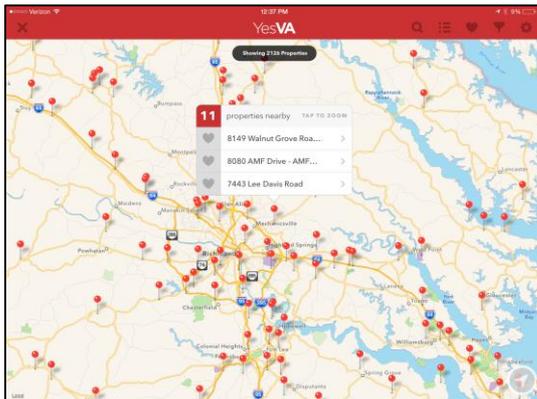
# FY15 ADVERTISING CAMPAIGN SUCCESS

- CTR .27% — greatly exceeding industry standards
- Website traffic increased over FY14
  - visits (+35.6%)
  - users (+34.17%)
  - pageviews (+13.8%)
- Web traffic increased in targeted markets vs FY14
  - US: 25.4% increase
  - Germany: 1,998% increase
  - China: 54.99% increase
- 22.8% increase in the amount of YesVirginia Insider e-newsletter signups vs. FY14

- 2000 - “Virginia is for Business”
  - Research at that time said that VA was not known for being business friendly, and not open for economic development. Known for tourism & history but not business
- 2006 – “Virginia: Best State for Business”
  - Capitalized on VA being ranked #1 in CNBC, Forbes.com and Pollina Corporate Real estate rankings of best states for business
- 2016 – undergoing research-based branding study to refresh Virginia’s economic development brand

# YESVA MOBILE APP

- Version 2.0 released in August 2014
- Mobile App for iPod, iPhone and Android products
  - More than 1,200 downloads
  - More than 8,000 properties viewed
  - More than 6,000 state comparisons
  - More than 6,000 community profiles viewed



# VEDP CALL CENTER

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- Opened in 1996
- Programs included:
  - Marketing missions & call trips
  - Special events & trade shows
  - Crisis marketing initiatives
  - Governor events
  - Data base management & follow up

- **Lead Generation Program** (*launched 2013*)  
Ongoing outreach program to support business managers
  - Primary purpose is to set “call appointments”
  - Managers qualify value and determine if further action is required
  - Managers control and coordinate travel schedule
  - Opportunity for additional creative executions to continue VA Messaging
- **Governor’s Call Program**
  - New program. VEDP is providing Governor McAuliffe up to 25 verified contacts per week to call for economic development purposes
  - Calls include; key accounts, active projects, Inc. 5000 companies, etc.

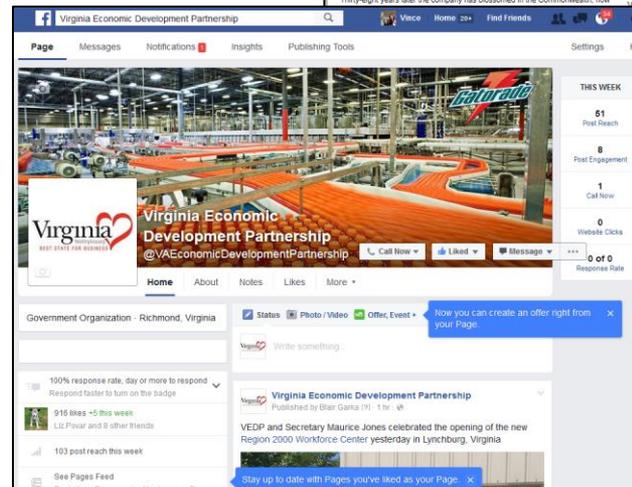
- More than 69,000 calls
  - Nearly 200 appointments and 6 direct leads
  - 19 active opportunities identified
  - 100+ company contacts for ongoing follow up
- One of VEDP's most successful lead generators
  - More than 90 company decisions for Virginia
  - More than \$1.6 billion in investment
  - More than 11,000 jobs announced

# GOVERNOR'S MARKETING MISSIONS

- Strategic component to VEDP's strategy
  - Governor's involvement is critical to our success, especially in the international arena
  - Opens doors at the highest level
  - Can be the essential link in making a business transaction possible
- Provides a unique opportunity to:
  - Strengthen existing relationship
  - Share Virginia's great story with prospects and trade partners
- 2016 missions:
  - March, RSA Conference
  - March, IAMC
  - April, Hannover Messe
  - May, Craft Beer Conference
  - May, Boston & Canada
  - June, BIO Convention
  - July, Israel & Farnborough Airshow
  - November, Pacific Rim

# MEDIA RELATIONS & SOCIAL MEDIA

- Press Releases
- Governor Announcement Events
- Media Relations
- *Commerce Quarterly*
- *YesVirginia Insider*
- Social Media
  - YesVirginia Business Blog
  - Facebook
  - Linked In
  - Twitter



# MEDIA TOURS

- Aggressive outreach program
- Targets editors and writers from leading sector publications
- Had been eliminated in FY16 due to budget reductions



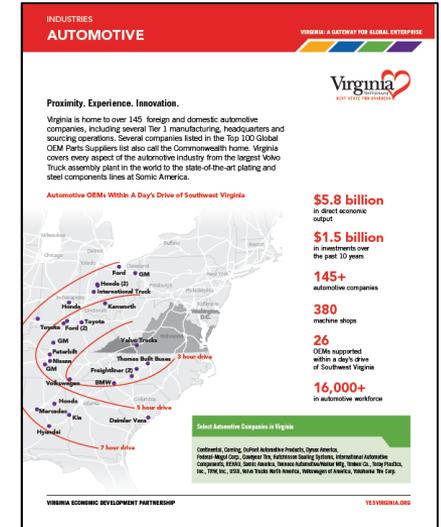
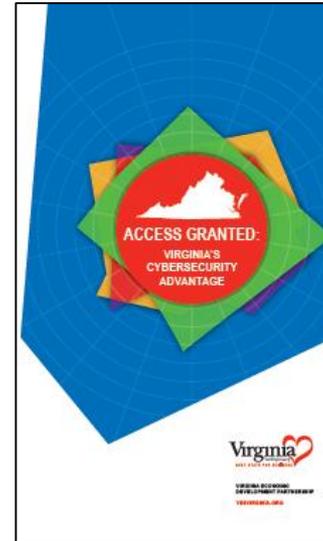
**Advanced Manufacturing Tour**



**Food and Beverage Tour**

# COLLATERAL DEVELOPMENT

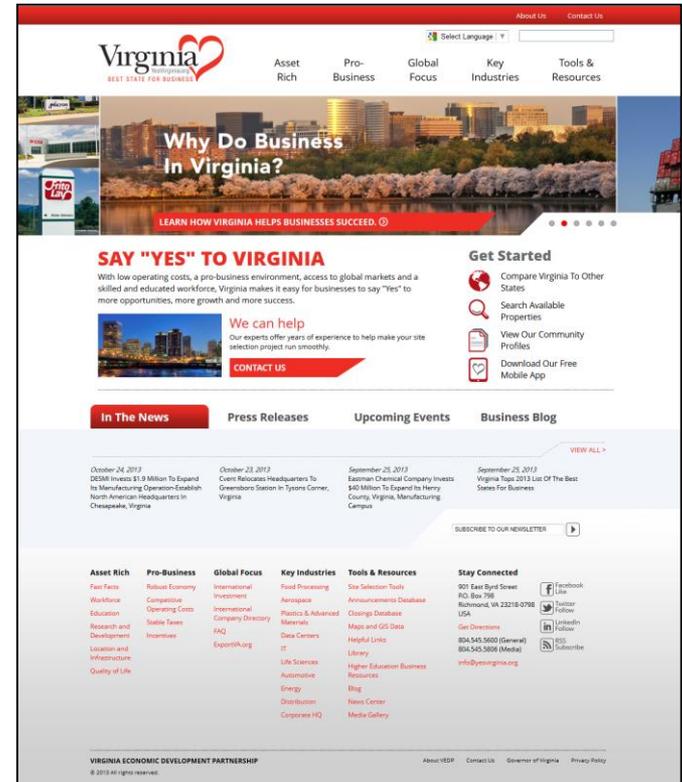
- Produce video, print and electronic marketing materials to equip sales staff
- General and target industry marketing materials
- Maintain diverse business photography library



Substantial impacts to VEDP prospect activity on the YesVirginia.org website due to elimination of advertising campaign in FY16.

Data highlights FY16 compared to FY15 when advertising program targeted the UK, China, Germany and U.S.

- Total prospect traffic down 61%
- U.S. traffic is down 53%
- China traffic is down 92%
- UK Traffic is down 90%
- German traffic is down 95%



# INDUSTRY TRADESHOWS

- Organize, handle logistics, conduct events at trade shows worldwide
- Recent and upcoming shows include:
  - SelectUSA Summit
  - IWF 2016
  - CoreNet
  - RILA
  - Craft Brewers Conference





# THANK YOU

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