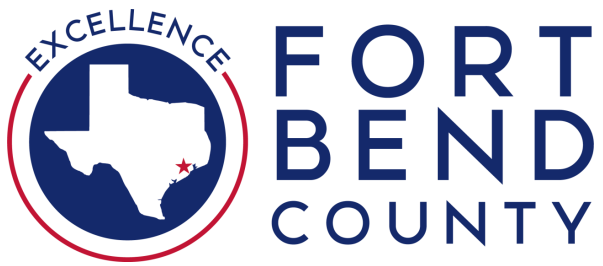




**F O R T
B E N D
C O U N T Y**

**Marketing & Branding
Program**

January 12, 2022



**Marketing & Branding
Program
January 12, 2022**

Agenda

- Introductions
- Familiarization Tour 2022
- Digital Media Calendar
- Digital Media Metrics FY2022 Q2
- Fundraising FY 2023



Marketing & Branding Program January 12, 2022

Familiarization Tour 2022

- Annual event to grow the Fort Bend (and individual cities') brand(s)
- Goals & Objectives
 - Market Fort Bend County regional assets and individual communities;
 - Establish a strong rapport and build relationships with consultants who specialize in the regional target markets; and
 - Share best practices, industry trends, and competitive advantages with regional partners involved through a facilitated roundtable discussion and individual one-on-one time with site consultants.
- Bifurcated Approach
 - General introductions, meals, and entertainment as a group
 - 3 Targeted Consultants: Missouri City, Stafford, Sugar Land
 - 3 Targeted Consultants: Fulshear, Richmond, Rosenberg, unincorporated County
- Date: October 24-26, 2022
- Budget: \$45,000 plus entertainment, meals, gifts, and ground transportation (around the county)



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Familiarization Tour 2022

- General Schedule
 - October 24- consultants arrive; informal cocktails and greeting with suggested dinner/entertainment options (on their own for dinner);
 - October 25- consultants divided into two groups (Western FBC and Eastern FBC)
 - Breakfast and introduction to the region 9-11
 - Lunch 11-12 (with guests TBD)
 - Community and company tours 12-4:30
 - Dinner/Entertainment (as a group) with corporate executives and elected officials 6:30-9:30
 - October 26- consultants divided into two groups (Western FBC and Eastern FBC)
 - Breakfast and facilitated roundtable discussion 9:00-10:30
 - Community and one-on-one sessions 10:30-12
 - Lunch and debrief wrap-up (as a group) 12-1
 - Consultants depart 2-5



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Familiarization Tour 2022

- Next Steps
 - Committee consensus to move forward
 - Committee approval for budget adjustment
 - \$35,000 reallocate from existing budget (from video development)
 - \$15,000 in FY2023 or from reserves (gifts, entertainment, meals, and balance of contract)
 - References contacted- done (Oklahoma City, Research Triangle)
 - Confirm date
 - Sign contract with Consult Connect
 - Establish three-person committee (FBEDC, East side, West side) to assist with selecting consultants and providing guidance on schedule and participants



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Digital Media Calendar

- Request to create an annual social media calendar the stakeholder communities can help support, and when appropriate, amplify FBC messaging.
- Reminders...
 - Social media content: organically posted content vs paid content
 - Messaging points: pro-business climate, available land/sites, access to markets/infrastructure, workforce, quality of life (education, diversity, MPCs, cost of living, etc), innovation/technology (not a core talking point but part of our strategy)
 - Paid Impressions (per month)
 - 3 LinkedIn Ads
 - 2 Twitter Ads
 - 3 YouTube Videos
 - 4 Display/Retargeting Ads
 - Email/blog



Marketing & Branding Program January 12, 2022

Digital Media Calendar

- Calendar Timelines
 - City contracts typically are due in October.
 - FBEDC fiscal year is July 1-June 30
 - Calendar year begins January 1
 - Contractual obligations- March 30
- To meet our contractual obligations with stakeholders, we have developed an annual calendar (January 2022-December 2022). Moving forward, if approved by this committee, we will do a calendar from July 1-June 30, to be provided to the POB members by May 15th.
- Calendars are subject to change and adjustment as conditions change. Updates will be communicated to POB members as needed.
- Paid content only; organic content is not calendared for more than a week at a time



Marketing & Branding Program January 12, 2022

Digital Media Calendar

- What's the message
 - FBC talking points, quality of life/place (diversity); business climate; access to markets/infrastructure; workforce; available land/sites
- What's on trend
 - National talking points: Sense of place, talent attraction, supply chain, facts and figures, workforce expertise, availability of labor, business climate/solution driven, shovel ready sites, destination centers, innovation/technology



Marketing & Branding Program January 12, 2022

Digital Media Calendar

- January Messaging: Purchasing power, talent attraction, remote working/living in FBC
 - **Message Point(s): Quality of life, workforce**
 - **Driver(s): Updated numbers on purchasing power, seasonal**
- February Messaging: Jobs/employment for FBC and the region, access to markets/infrastructure, business culture
 - **Message Point(s): Pro-business, access to markets**
 - **Driver(s): GHP jobs report, supply chain challenges**
- March Messaging: MPCs/living, destination centers/mixed use centers, inclusion
 - **Message Point(s): Quality of Life**
 - **Driver(s): Spring Break/Relocation for families**
- April Messaging: Education/schools, talent attraction, workforce
 - **Message Point(s): Quality of Life, workforce**
 - **Driver(s): Seasonal/relocation, updated ACS numbers released**

Digital Media Calendar

- May Messaging: Higher Education (tech focused), workforce training, manufacturing
 - ***Message Point(s): Workforce***
 - ***Driver(s): Graduation numbers (UH, TSTC, etc), target industry***
- June Messaging: Growth, Access with Port Freeport focus, Logistics/Supply Chain
 - ***Message Point(s): Pro-business, access to markets, quality of life***
 - ***Driver(s): KC Conway update (Port), Woods & Poole growth projections released***
- July Messaging: Expansion projects, commercial growth, Living/MPC
 - ***Message Point(s): Quality of Life, business climate***
 - ***Driver(s): EDC annual report with updated information, MPC rankings released***
- August Messaging: Workforce, food and beverage manufacturing, available employees
 - ***Message Point(s): Workforce, business climate***
 - ***Driver(s): School/college/upskilling semester begins, target industry***

Digital Media Calendar

- September Messaging: Major employers/diverse commercial base, strategic location to markets, research and development
 - ***Message Point(s): Workforce, access/infrastructure, technology***
 - ***Driver(s): Relocation/time of year, target industry***
- October Messaging: Innovation, technology attraction, educated workforce
 - ***Message Point(s): Workforce, technology***
 - ***Driver(s): Not addressed throughout the year***
- November Messaging: Land availability, supply chain/logistics, Living options
 - ***Message Point(s): Quality of Life, available land, access to markets***
 - ***Driver(s): Seasonal (shopping for Christmas)***
- December Messaging: Talent attraction, inclusion, remote working
 - ***Message Point(s): Workforce, quality of life***
 - ***Driver(s): Seasonal/people traveling to FBC***



Marketing & Branding Program January 12, 2022

MONTH	PLATFORM	CONCEPT	COPY	ASSET	LINK
January	LinkedIn	Quality of Life	Once again, #FortBendCountyTX ranks 1st in Greater #Houston. In a study by @smartasset, Fort Bend ranks 1st in #Texas and 2nd in the nation for purchasing power. Living and doing business in Fort Bend makes sense. Learn more!	SmartAsset Graphic	https://fortbendcounty.com/data-and-research/demographics
January	LinkedIn	Workforce	Remote working has reemerged as a sustainable, efficient talent retention strategy for many companies. Living in #FortBendCountyTX, the regional leader in educational attainment, population diversity, cost of living, and safety, workers can live here and work here- or live here and work anywhere! Learn more about why Fort Bend is THE place to live in Greater Houston.	Video- "Number 1"- updated	https://fortbendcounty.com/why-ft-bend/quality-of-life
January	LinkedIn	Workforce/Quality of Life	Home to impressive master planned communities, exceptional schools, & a quality of life unmatched, #FortBendCountyTX is the destination spot for those looking to find an inclusive, safe, growing community. Learn more about why Fort Bend ranks 11th in the nation in talent attraction. #Houston #RemoteWorking	Video- Why Fort Bend	https://fortbendcounty.com/data-and-research/workforce-pipeline
January	Twitter- 280	Quality of Life	Once again, #FortBendCountyTX ranks 1st in Greater #Houston. In a study by @smartasset, Fort Bend ranks 1st in #Texas and 2nd in the nation for purchasing power. Living and doing business in Fort Bend makes sense. Learn more!	SmartAsset Graphic	https://fortbendcounty.com/data-and-research/demographics
January	Twitter	Workforce	Remote working has reemerged as a sustainable, efficient talent retention strategy for many companies. Living in #FortBendCountyTX, the regional leader in educational attainment, population diversity, cost of living, and safety, workers can live here and work here- or live here and work anywhere! Learn more about why Fort Bend is THE place to live in Greater Houston.	Video- "Number 1"- updated	https://fortbendcounty.com/why-ft-bend/quality-of-life
January	YouTube	Quality of Life	Why Fort Bend		
January	YouTube	Workforce	Live Here Work Here		
January	YouTube	Quality of Life	#1 And Working Hard To Stay		
January	Display	Innovation	na		
January	Display	Workforce	na		
January	Display	Technology	na		
January	Display	Access	na		
January	Email / Blog	Workforce	Talent Attraction		



Marketing & Branding Program January 12, 2022

Digital Media Campaign

Target Audience & Markets

- Target Audience
 - Commercial Real Estate Brokers
 - Site Selectors/Consultants
 - Domain Targeting – LinkedIn Campaign
 - Consultants/Commercial Brokers
 - Large Company Decision Makers/C-Suite Executives
 - Biotech, Logistics Companies, Tech-Based Companies, Etc
 - Coming Q2- Companies With High Growth Potential
- Key Markets
 - Texas (Austin, Dallas, Houston, San Antonio)
 - Illinois (Chicago)
 - California (Los Angeles, San Diego, San Francisco, San Jose)
 - New York (New York)
 - Washington (Seattle)
 - North and South Carolina



Marketing & Branding Program January 12, 2022

Digital Media Campaign

Tactics In Use

- Retargeting
 - Website visitors physically within our target area
 - Targeting via geography and audience type
- LinkedIn
 - Targeting via domain, geography, and audience type
- Twitter
 - Targeting via geography and audience type
- YouTube
 - Targeting via geography and audience type
- SEM/SEO
 - Google/Bing
 - Targeting via geography and audience type
- Email Outreach
 - SIC and NAICS codes
 - Companies with high growth potential



**Marketing & Branding
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Digital Media Campaign

Baseline CTR Metrics For Paid Media (Across All Industry Groups)

LinkedIn	.44%-.65%
Bing	2.83%
YouTube	0.65%
Facebook	0.90%
Twitter	1.55%
Google Search	1.91%
Google Display	0.35%



**FORT
BEND
COUNTY**

**Marketing & Branding
Program
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Digital Media Campaign

Summary Of Social Media/Search Activity



• Impressions: **1,016,385**

• Click Throughs: **11,305**

• Click Through Rate: **1.3%**

• Engagements: **71,600**

• Reach: **424,199**



Marketing & Branding Program January 12, 2022

Digital Media Campaign

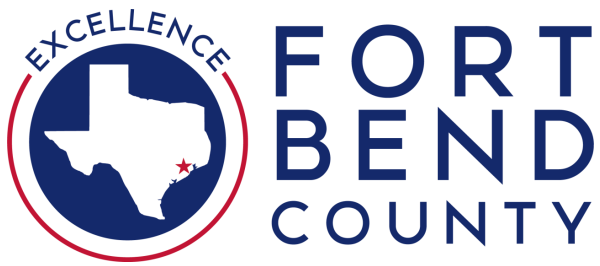
Retargeting To Visitors- Display Ads

- Smart list based on historical conversion data. Pixels estimate which users are most likely to take action during subsequent sessions
- Ad served is based on user's exit page from site
- Display ads are served outside of retargeting as well

365,500 Impressions; .8% CTR

**CTR Benchmark
.45%**





**Marketing & Branding
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January 12, 2022**

Digital Media Campaign

LinkedIn Paid Campaign

- Video Through Rate (VTR) is over 88 percent
- 68,500 of our video viewers watched 75 percent or more of the video served
- Continuing to grow the list organically to use for paid campaign and other marketing outreach efforts

Impressions
174,785

Engagement
1.2%

CTR
.45%

Video Views
77,721

CTR Benchmark
.44%



**Marketing & Branding
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January 12, 2022**

Digital Media Campaign

Twitter Paid Campaign

- Tweet engagement is over 2,700
- 77 Retweets
 - We can increase this number if our stakeholders and partners will retweet as well

Impressions 129,025	Engagement 2.87%
CTR 1.9%	Video Views 42,800

CTR Benchmark
1.5%



Marketing & Branding Program January 12, 2022

Digital Media Campaign *YouTube Paid Campaign*

- Videos Highlighted
 - *Access*
 - *Why Fort Bend*
 - *Live Here, Work Here*
- 30 Percent of the viewers watched 75 percent or more of the served content
- Numbers lower in December, which dropped the average

Impressions
144,348

Engagement
65.4%

Views
47,921

CTR
.97%

CTR Benchmark
.65%



**Marketing & Branding
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January 12, 2022**

Digital Media Campaign

Search Paid Campaign

- ✓ Search terms are always being optimized to improve performance
- ✓ Google rewards efficient searches and satisfied users, which is why SEO is important
- ✓ Search is always evolving, and we have added Bing into our efforts this year
- ✓ Search targeting is based on geographies
- ✓ Search is a result of financial commitment and optimization

**Impressions
203,178**

**Google CTR
1.54%**

**Bing CTR
2.19%**



**Marketing & Branding
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January 12, 2022**

Digital Media Campaign

Paid Email Outreach Campaign

- ✓ List based on SIC and NAICS codes
- ✓ Highest level of engagement
- ✓ Content included workforce and supply chain
- ✓ Email communication is coming back as a successful content piece

**Emails Sent
186,814**

***Views*
26,818**

**Clicks
4,574**



Marketing & Branding Program January 12, 2022

Digital Media Campaign

All Website Traffic

- ✓ Numbers reflect paid and organic traffic
- ✓ Grant program activity is significantly less than the rest of the year
- ✓ Top page views this quarter include:
 - Home page
 - Grants- subpage
 - News- Growth Article
 - News- Workforce Blog
 - GetHired Program
 - Contact Us
 - Greater Houston's Finest Address- subpage

USERS
20,035

New Visitors
Increased

TIME ON PAGE
1 Minute

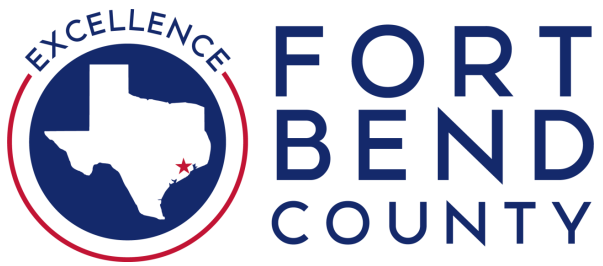


Marketing & Branding Program January 21, 2022

Digital Media Campaign

LocalIntel Tools - Analytics

- All data and formats have been updated for cleaner look and reflecting updated information
- Quality of Life tool to be embedded first quarter of 2022
- Used tools in email outreach campaigns
- No Q4 analytics available yet



**Marketing & Branding
Program
January 21, 2022**

Digital Media Campaign

LocalIntel Tools - Analytics

- Fundraising 2022-2023
- Judge's Technology Taskforce