



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

**Marketing & Branding
Program**

October 13, 2021



Marketing & Branding Program October 13, 2021

Agenda

- Introductions
- Approve Minutes Of June Meeting
- Presentation on Technology Initiative- Dexter McCoy, County Judge's Office and Mustafa Tameez, Outreach Strategists
- Overview of FY2021-2-21 Q1 Media Campaign
- Discussion on Economix Trip 2021
- Virtual Site Visits/Familiarization Tours



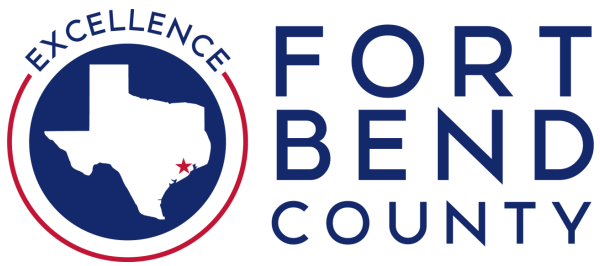
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Digital Media Campaign

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

Gazelle Software
*Will have access
to high growth
companies this
quarter to build
into targets*



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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



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Digital Media Campaign

Reminder....

When we reach our audience through SEM, they were looking for us, and we provided a pathway (we pull audience via content);

When we reach out audience through paid media, we are serving them an unsolicited content- We found them! Therefore, the engagement and/or conversion rate is even more powerful (we push audience via content).



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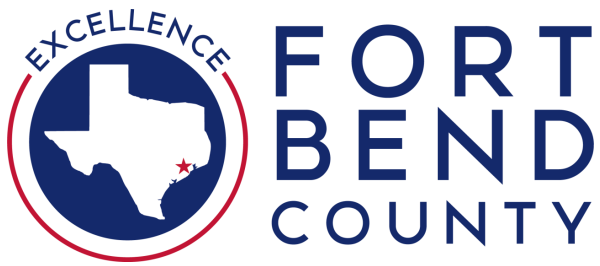
Digital Media Campaign

Retargeting To Visitors- Display Ads

- ✓ Website visitors physically within our target area receives ~ 2 touches via retargeting; opening up to all users for Q2
- ✓ 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
- ✓ Function of budget- can be increased

Averaging about 2 percent click through rate on our retargeting ads





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Digital Media Campaign

LinkedIn Paid Campaign

- ✓ Super targeted and highly motivated audience
- ✓ Top engagers are JLL, Oracle, Cushman Wakefield, CBRE, Newmark, Transwestern
- ✓ Top geographies are New York, Chicago, San Francisco, Dallas, LA, Greater Houston (excluding FBC), Raleigh-Durham
- ✓ Frequency is approximately two touches per audience member
- ✓ Content focused on access to markets, expansion projects, and workforce

Almost 30,000 users watched 75 percent or more of served video content

Reminder... This is PAID media. Our organic efforts are not included in these totals

Impressions <i>193,377</i>	Engagement <i>1 Percent</i>
Reach <i>99,707</i>	Video Views <i>58,646</i>



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Digital Media Campaign

Twitter Paid Campaign

- ✓ Twitter is limited in character count, so brevity is critical
- ✓ Targeting based on audience type (companies and interests) and geographic targets
- ✓ Served exclusively video content
- ✓ Emphasis on hashtags
- ✓ Content focused on workforce, diversity, access, and expansion projects
- ✓ We get significant engagement on Twitter with likes, retweets, and page ads. Still an effective medium for us

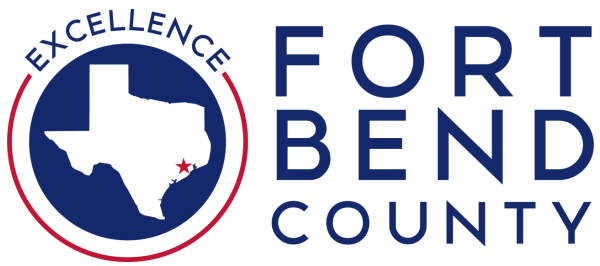
Impressions
132,969

Engagement
2.23 Percent

Reach
100,496

Frequency
1.1

Twitter is the platform we gain the most followers from our paid impressions and organic efforts



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Digital Media Campaign

YouTube Paid Campaign

- ✓ A growing presence in the paid digital world
- ✓ The fastest growing search engine, now second only to Google
- ✓ All video content, no limit on length of content
- ✓ Targeted based on audiences/geographies
- ✓ Content focused on Access, More Resources, Live Here Work Here, and Why Fort Bend
- ✓ A focus for next quarter is to jazz up our YouTube presence and enhance what we offer

Impressions

186,771

Interactions

86,118

Views

62,741

CTR

1.5 Percent

Video played to 25%

59.67%

Video played to 50%

43.00%

Video played to 75%

33.67%

Video played to 100%

27.33%



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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
176,863

Google CTR
5.77 Percent

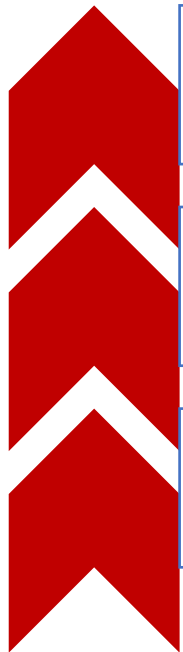
Bing CTR
3.44%



**FORT
BEND
COUNTY**

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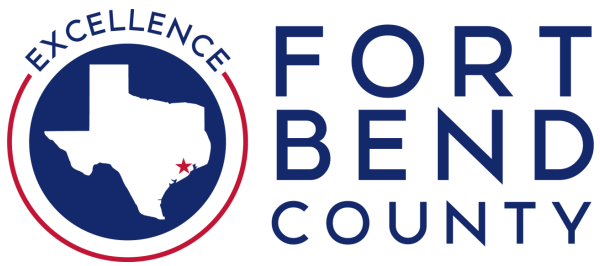
Digital Media Campaign
Summary Of Activity



• Impressions: 1,076,411

• Click Throughs: 12,138

• Click Through Rate: 2.46%



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Digital Media Campaign

Paid Email Outreach Campaign

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

**Emails Sent
186,548**

***Views*
30,113**

**Clicks
4,980**



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Digital Media Campaign

All Website Traffic

- ✓ Numbers reflect paid and organic traffic
- ✓ Grant program activity is reflected
- ✓ Top page views this quarter include:
 - Home page
 - Workforce blog
 - Growth blog
 - Demographics page
 - Workforce Pipeline page
 - Success & Testimonials page
 - News Page
 - Contact Us Page
 - Research & Development Page
 - Katy Boardwalk News
 - Johnson Development/Harvest Green News

USERS
33,071

UNIQUE VIEWS
28,586

TIME ON PAGE
1.12 Minutes



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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 considered this week as an additional option
- ✓ Tools have benefitted stakeholders
- ✓ Used tools in email outreach campaigns

Region	Visits	Actions
Texas	826	2598
Florida	289	594
New York	260	453
California	177	333
Illinois	99	342
North Carolina	80	146

Website Tools

- **2,428 Visits**
- **3 Actions/Visit**
- **340 Visits from 1-30+ Minutes**



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Videos

- Website- City Highlight Videos
- Virtual site visits
- Virtual familiarization tour



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Economix 2021- Scottsdale, Arizona

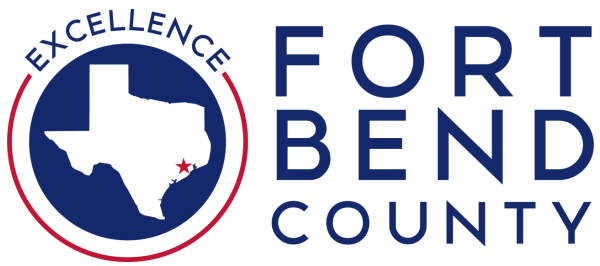
Confirmed To Attend

- Ginger Baldwin, *CenterPoint Energy*
- Aubrey Nettles, *City of Missouri City*
- Jerry Jones, *City of Richmond*
- Jeremy Heath, *City of Rosenberg*
- Alba Penate-Johnson, *City of Sugar Land*
- Elizabeth Huff, *City of Sugar Land*
- Rachelle Kanak, *FBEDC*

*Event tickets, all sponsored dinner activity,
and hotels are confirmed (FBEDC is
coordinating). Attendees handle air travel*

**Venue: Scottsdale Performing
Arts Center
7380 E 2nd Street
Scottsdale, AZ 85251**

**Hotel: Saguaro Scottsdale, 4000
North Drinkwater Blvd,
Scottsdale, AZ**



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Economix 2021- Scottsdale, Arizona

Monday, December 6

1:00 pm to 4:30 pm MST | OPTIONAL: Site Consultant Office Hours — Option #1*

5:15 pm to 7:30 pm MST : ***Fort Bend County sponsored site selectors dinner***

Tuesday, December 7

8:00 am – 11:30 am MST | OPTIONAL: Site Consultant Office Hours — Option #2*

1:00 pm – 6:00 pm MST | **ECONOMIX Day 1** Mainstage

6:00 pm – 8:00 pm MST | Traveling Group Dinners Around Old Town Scottsdale

8:00 pm MST | Afterglow

Wednesday, December 8

8:00 am – 1:00 pm MST | **ECONOMIX Day 2** Mainstage

***If you choose to leave Wednesday,
please adjust hotel reservation,
December 6-December 9***

Sponsored Dinner

- 5-6 Consultants
- 5:15- cocktails
- 6:00- dinner
- 7:45- sponsor reception