



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

Marketing & Branding

Program

June 22, 2021



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Marketing & Branding Program June 22, 2021

Executive Summary

- ✓ Campaign was smaller overall due to limited budget and limited opportunity due to CVD environment
- ✓ Messaging and investments were fluid throughout the year given conditions associated with the pandemic
- ✓ Website was redesigned and relaunched in March 2021
- ✓ All videos updated with logo and new colors
- ✓ All creative content updated with logos and new colors
- ✓ Initiated email outreach campaign, YouTube overhaul, and created a Vimeo account
- ✓ Strategic Plan was placed on hold as the FBEDC considers an organizational strategic plan
- ✓ Broker event/Fam tour was placed on hold given the pandemic and resulting travel restrictions



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Multiple Campaigns

- ✓ Campaign A (July – August)
 - SEO only
 - No paid digital media
- ✓ Campaign B (September– December)
 - SEO Continues; Initiate SEM
 - Digital Media Re-Started
 - Focus: Quality Of Life
 - Schools, open spaces, master planned communities
 - Facebook, Instagram, Twitter, LinkedIn, YouTube channel
- ✓ Campaign C (January – June)
 - SEO/SEM Continues
 - Digital Media Message/Investment Allocation Revised
 - Focus: Business/Quality of Life focus
 - De-emphasized FB/IG; More focus on Twitter, YouTube, LinkedIn





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Digital Campaign Overview

- ✓ 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.
- ✓ 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

**Added
Twitter! Big
Engagements**

**New
Twitter
*Domain Targeting
Email Campaigns
Market Identification***



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Digital Campaign Overview

- ✓ Expectations for Click Through Rate (CTR) and Engagement
 - Metrics/expectations must shift as we reallocate our investments.
 - As we optimize targeting and content, engagement represents a more motivated audience.
 - *Targeted engagement is more impactful*
- ✓ Analytics Across all media channels (*does not include TicTok, Tesla or Grant Program*)
 - Impressions- **5.8 Million (September-May)**
 - Click Through Rate- **1 Percent- Above Average**
 - Click Throughs- **52,000**

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LinkedIn Top Performers

CBRE

JLL

Cushman & Wakefield

Keller Williams Realty, Inc

Transwestern

Colliers

Newmark

Avison Young

Coldwell Banker

eXp Realty

** Increased Traffic From Domains*



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Google Analytics

- ✓ Acquisition (Website)
 - Users 60,024
 - Sessions: 73,095
- ✓ Bounce rate is healthy and has improved 10 percent year over year (Year Over Year)
 - *Bounce rate: the lower the rate, the better the performance (users are staying longer and viewing more pages)*
- ✓ Users are spending more time on the site (Year Over Year)
 - *Approximately 35 percent improvement*
- ✓ Users returning via retargeting campaign was 15 percent

**2 Percent Up YOY
*Grant Program!***

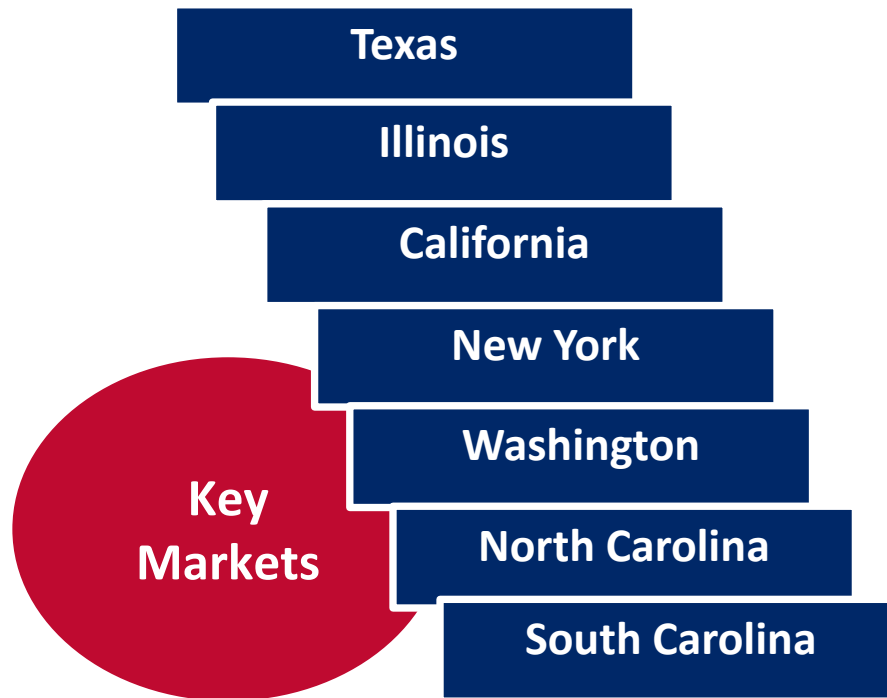
**SEO/SEM is
Critical &
Ongoing To
Maintain
Relevance**



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Google Analytics





Metro	Sessions	Percentage of Increase
Houston	38,641	8.8%
New York	6,061	31.6%
Not Set	5,399	na
Los Angeles	3,368	57.0%
Dallas/Fort Worth	2,263	42.0%
Chicago	1,860	23.0%
San Francisco	1,504	80.0%
Charlotte	1,175	882.0%
San Antonio	1,044	65.0%
Raleigh-Durham	905	557.0%

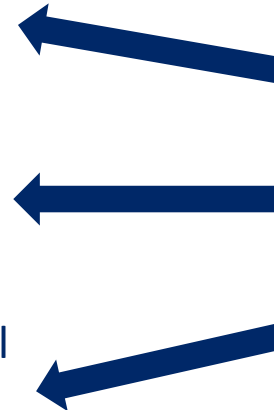


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Traffic Counter

- ✓ Direct Traffic- YOY 17.7% 
 - Traffic that comes to the site by typing in the website address directly. **Related to brand awareness**
- ✓ Organic Search- YOY 44.4% 
 - Visitors who found the site due to a search through Google or Bing. **Related to SEO/SEM efficiency**
- ✓ Social Traffic- YOY 88.8% 
 - Traffic to the site from one of the brand's owned social media channels. **Related to social media activity**



Tactics

- ✓ *Branding/Mind Space*
- ✓ *Search Engine Optimization*
- ✓ *Active Social Media*

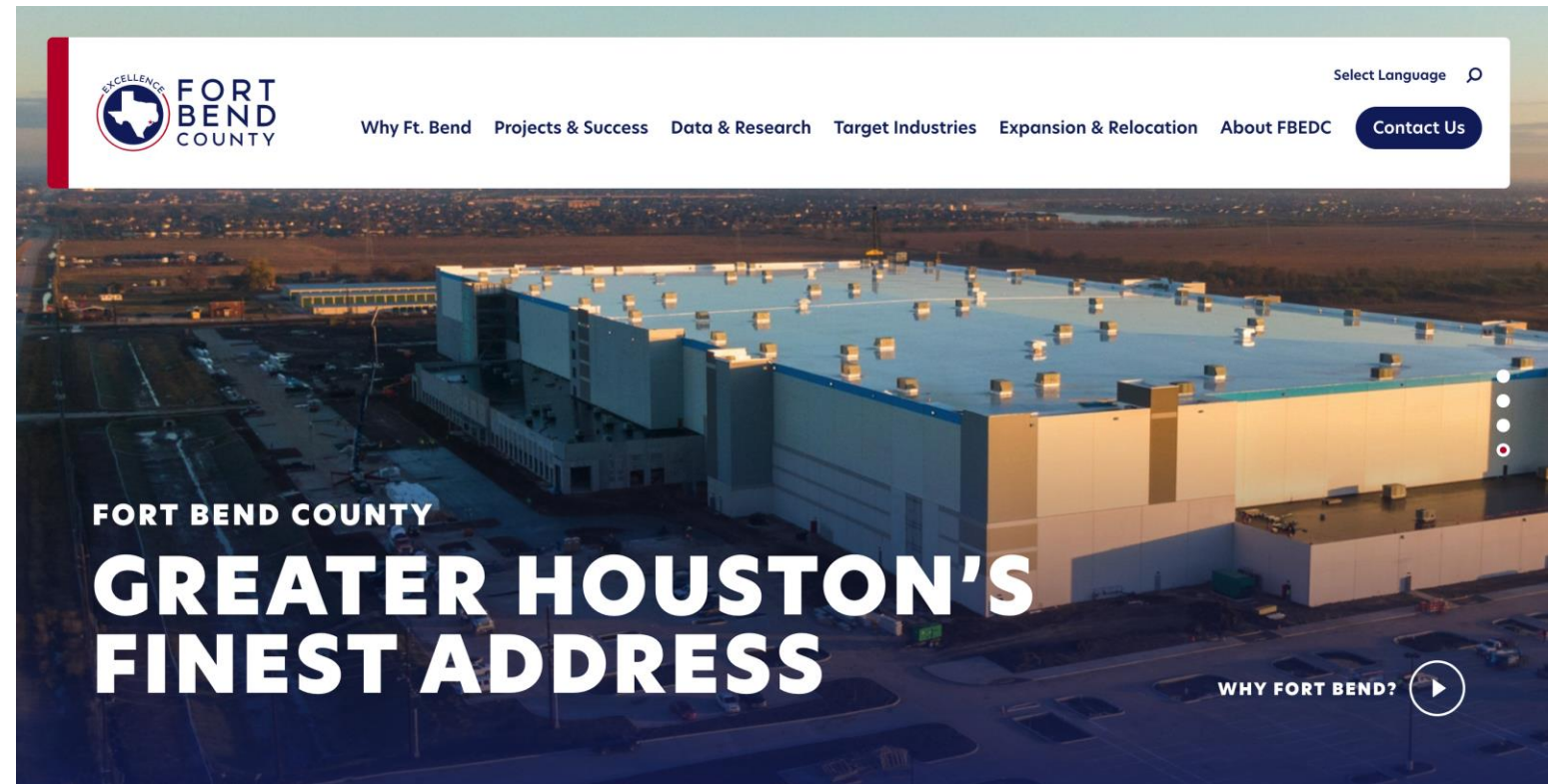


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Website Re-Launch

- ✓ Website was launched March 2021 and received positive feedback-updating charts/data soon.
- ✓ Focused on usability, interconnectivity, easy updating and maintenance, and representing the FBC brand.
- ✓ Data driven, intuitive tools to provide the “proof”.
- ✓ Merging the story telling elements with the data to provide a positive user experience.
- ✓ LocalIntel designated our site as one they use for promotional purposes





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Additional Projects

- ✓ Email Campaign (*Guaranteed 2 Percent Engagement*)
 - Email creative is completed by FBEDC and placed in HTML format via media team
 - Targeted lists (purchased) via our media team based on geography, NAICS codes, etc.
 - Day of and day after campaign- generated over 2,000 website hits
 - 9% view rate for targeted audience new to FBC

- ✓ Vimeo Presence
 - YouTube is a search engine and advertising avenue- not a place holder for video content anymore
 - Video placement on websites (embedded) is problematic via YouTube
 - Vimeo allows us to embed the video without follow up videos, links, etc.- PURELY A VIDEO HOSTING SITE

- ✓ YouTube Channel Optimization
 - Emerging (or EMERGED!) as a search engine and social media platform
 - Channel is very effective for video content- Playlist & Library Update; Tagging (search)
 - YouTube has not been our focus in past years- needed a total refresh from the back end to optimize the channel



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Moving Forward

Factors To Consider

- ✓ FBEDC Strategic Plan
- ✓ Shifting Goals & Outcomes
- ✓ Budget Changes
- ✓ Staff Commitment
- ✓ POB Configuration/Meetings/Email

Impact To Plan

- ✓ Transition Year
- ✓ Maintain & Expand Brand Activity
- ✓ Commit To One-Year/Core Projects
- ✓ Potential Project Evolvment

Strategic Shifts

- ✓ Deeper Dive Into Analytics
- ✓ Monthly Meetings With Media Team
- ✓ Renewed Focus On Analytic-Driven Content
- ✓ Refresh Home-Based Outreach Campaign



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Moving Forward- FY2021-2022

Direct Outreach To Target Audience

- ✓ Email Campaigns- 7 Emails
 - Guaranteed 2 Percent Activity
 - Targeted Outreach- 100,000 Emails (NAICS Codes, Company Size, Sales Volume)
 - HTML Format- Content Specific
- ✓ Content/Articles/Creative (LI)
 - Domain Targeting (Website Domains)
 - Industry Targeting (Company Size, Sales Volume, Geography)
 - Content Specific (ties to SEO on website)
- ✓ Gazelle Software Opportunities
 - Targeted Companies
 - Targeted Digital Media
 - Targeted Emails/LinkedIn
 - Coordinated Contact With Marketing Team



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Moving Forward- FY2021-2022

Digital Presence/Marketing

- Retargeting Website Visitors- ***Display Banners***
- Targeting YouTube Users Via Matching Audience Profile Criteria- ***YouTube***
- Contextual & Behavioral Targeted Ads- ***LinkedIn, Twitter***
- Target Defined Search Ads (Google & Bing)- ***Search (SEM)***
- Build LinkedIn/Twitter/FB/IG Audience- ***Organic Growth Strategy***
- Refresh County Organic Presence (Earned & Owned Media)- ***Facebook/Instagram***
- Maintain Site User Experience/Search Engine Rankings- ***Site Optimization (SEO)***



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Moving Forward- FY2021-2022

Website

- ✓ Data Tools/Hosting
 - Updated Data- ***Data Tool Subscriptions***
 - Updated Formats- ***LocalIntel Updates***
 - More Data Embeds- ***Revenue Neutral***
- ✓ Enhancements
 - City Highlights- ***Highlight City Assets Via Video***
 - Fulshear, Missouri City, Richmond, Rosenberg, Stafford, Sugar Land
 - Each Video Includes
 - One-day shoot (8 hours)
 - 15 hours of edits
 - Animated Logo
- ✓ Maintenance- ***Revenue Neutral***
 - Hyperlinking
 - Analytic-driven content



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Moving Forward- FY2021-2022

Recruitment Trip- Economix In Phoenix

- ✓ Conference With Table Talk (Brokers)
 - FBEDC Coordinates
 - Scottsdale Performing Arts Center
 - December 6-December 8, 2021
 - Discounted Rate Of \$1495 Per Person
 - Hotel/Air Travel- *TBD*

- ✓ Sponsored Dinner- Fort Bend County
 - \$5000 Sponsorship Fee
 - Logo Recognition On All Signage & Website
 - Private Dinner (5-6 Site Selectors)
 - Gifts For Consultants



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Moving Forward- FY2021-2022

<i>Line Items</i>	<i>July-January</i>	<i>January-June</i>	<i>Total</i>
Recruitment- tours/trips	\$15,000.00		\$15,000.00
Website Hosting & Support	\$4,025.00		\$4,025.00
Website Tools	\$10,000.00		\$10,000.00
Digital Presence	\$64,000.00	\$64,000.00	\$128,000.00
<i>Email, Social, Retargeting, SEO/SEM</i>			
Video/Graphics/Content	\$35,000.00		\$35,000.00
Vimeo Account	\$300.00	\$300.00	\$600.00
Marketing Plan			\$0.00
Strategic Reserve	\$15,000.00	\$15,000.00	\$30,000.00
Jobs EQ		\$5,000.00	\$5,000.00
Gizelle		\$15,000.00	\$15,000.00
Total Budgeted	\$143,325.00	\$99,300.00	\$242,625.00

Money Not Spent 2021-2021

Strategic Plan- \$25,000
Recruitment Trip- \$50,000

Prior Period Reserve 2020

\$149,050.47

Prior Period Reserve 2021

~ \$80,000 + \$149,050.47=
\$229,050.47

Raised: \$240,750