



ECONOMIC DEVELOPMENT CASE STUDY

*Driving Economic Development &
Tourism Growth for Leading Providers*

OUR PARTNERS & THEIR CHALLENGES

State-Wide Economic Development Organization

A partnership dedicated to *improving the economic well-being and quality of life by recruiting new businesses to the state, supporting existing employers, assisting companies with international trade, and counseling small business and startups.*

Regional Economic Development Partnership

A multi-county alliance aimed at *connecting businesses looking to expand or relocate with economic development offices, government agencies, and business organizations that support private sector growth.*

Local Tourism Associations

Organizations responsible for *promoting hospitality, tourism, events and conventions for key markets around the state*

STRATEGIC SOLUTION

A Multi-Channel, B2B Approach

1. Client-Led, Customized Solutions:

Using unmatched intellectual capital for the state EcDev/Tourism industries, we create omnichannel marketing and attribution plans that are uniquely tailored to address each client's key marketing challenges and complex customer journeys.

2. Engage with Precision and Relevance:

Select premium, brand-safe environments across search, social, and programmatic channels.

3. Measure Outcomes, Refine the Experience:

Track and assess metrics that matter, communicating the whole story and optimizing tactics and strategies based on clients' outcomes.



OUR PHILOSOPHIES ON ECONOMIC DEVELOPMENT/ TOURISM ADVERTISING

Building and Nurturing a Qualified Leads Pipeline

A **holistic digital strategy** is crucial for navigating the complex consumer journey.

An **intentionally tailored, multi-phased approach** allows for specific objectives and desired outcomes, taking into consideration short & long term implications, attribution and messaging.

Streamlined communication via a **diversified media mix** reinforces consideration with our target audiences, effectively allowing the clients to harvest valuable opportunities.

THE RESULTS

Measurable Growth & Impact

Statewide Economic Development Organization:

#1

State for Business
Consideration:
2022, 2023, 2025

\$60M+

Economic Impact

400+

Jobs Created

10

Project Wins

Sample Results, August 2025