So, you’ve got data, now what...

How to identify & promote your community’s WOW factor with data

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Co-founder & CEO

LOCALINTEL
Today's session.

1. What is a WOW factor and why does it matter to visitors, businesses and investors?

2. Who needs to know your WOW factor?

3. How identify and promote your community’s WOW factor using data to attract visitors, businesses and investors
What is a WOW factor?

Your community’s strengths
Your community’s advantages
What your community is good at
What your community does well
What your community does better
What can be a WOW factor?

ECONOMIC BASE
Business mix, local & traded industries, clusters

BUSINESS CLIMATE
Taxes, regulations, incentives, cost of businesses

QUALITY OF LIFE
Education, health, housing, recreation, climate etc

RESOURCES
Raw materials, natural environment

INFRASTRUCTURE
Roads, rail, airports, transit, broadband, utilities

PROJECTS & GROWTH
Current projects & planned growth

WORKFORCE
Quality, quantity, cost, talent pipeline
Why does your WOW factor matter?

STRENGTHS = OPPORTUNITIES
By identifying & monitoring your strengths

By building on them, by leveraging them, by promoting them

You will help create new opportunities

You will drive economic development

Why your WOW factor matters
Why your WOW factor matters

Your WOW factor should also underpin your community’s approach to economic development.

Business attraction?
Business retention?
Business expansion?
Business development?
Economic gardening?
Entrepreneurial growth?
Who needs to know your WOW factor?

YOUR TARGET CUSTOMERS
- Industrial
- Retail
- Tourism
- Commercial offices / HQs
- Distribution
- Agricultural
- Resources
- Entrepreneurs
- Transportation

YOUR STAKEHOLDERS
- Council
- Board
- Community
Who your customers are depends on your economic development program.
Who needs to know your WOW factor?

Your WOW factor needs to resonate with your target audience.

This means you need to know your customer intimately.

• What really matters to them?
• What do they do each day?
• What are their pain points?
• What gets their attention?
• What will get them engaged?
How to describe your WOW factor

QUALITATIVELY & QUANTITATIVELY
The Qualitative Approach

GETS PEOPLE’S ATTENTION

Branding, slogans, copy, imagery and video
**The Quantitative Approach**

**KEEPS PEOPLE’S ATTENTION BY ENGAGING THEM DEEPER**

Data driven marketing – using data to promote strengths and opportunities

The type of data and how it’s presented should be tailored to your WOW factor and your target audience.
Shout it *(qualitative)*
then
prove it *(quantitative)*
DATA & ECONOMIC DEVELOPERS

- Who has data on their website?
- Why?
- Data is a means, not an ends

2 REASONS TO HAVE DATA ON YOUR WEBSITE

1. To promote your community’s WOW factor
2. To help your target customers make better decisions, which may or may not be good for your community

WHICH IS MORE IMPORTANT?
DATA DRIVEN MARKETING MODEL

STARTING POINT
Get attention

MID POINT
Engage

FINISH POINT
Present & close

Qualitative information
Marketing

Quantitative information
Selling

Emotional
Factual
How identify your community’s WOW factor

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How to promote your WOW factor

POTENTIAL MARKETING CHANNELS
- Website
- Trade shows
- Social media
- Prospecting trips
- Digital marketing
- Print advertising
- Direct mail
- Public relations
- Event marketing

WHICH CHANNEL IS BEST
- Which channels to use will depend on your target customers
- However, your website is a given. It is the #1 marketing tool every community has available and where most businesses will turn to first.
Examples of data driven marketing
Workforce Advantage

HAMILTON'S ACCESS TO TOP TALENT

Hamilton has a workforce of over 400,000 highly skilled and diverse people.

Hamilton is a city of workers

Top Employers in the City of Hamilton
Quality of Life Advantage
Infrastructure Advantages

Fintech Leader Q4 Chooses Hamilton as 'Vibrant' Launching Pad for International Expansion

Choose from 8 Business Parks in Hamilton, Ontario

Hamilton offers 8 business parks featuring different properties across the city. Options are available for retail, industrial, and other commercial uses, providing established supply chains for multiple key sectors. Learn more about the business parks that best suit your company’s needs below, or book a visit with the Hamilton Economic Development team, to investigate in person.
Projects & Growth
Economic Advantages

Industry Advantages

Why Kaufman?

OUR INDUSTRY ADVANTAGES

Fast growing industries
Largest industries
Specialist industries
Underrepresented industries
Top clusters
Opportunity clusters

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Questions?

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