

ECONOMIC DEVELOPMENT 2.0

THE ROLE OF TECHNOLOGY IN TODAY'S
ECONOMIC DEVELOPMENT PROCESS

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Economic Development
Best Practices

#ICMA2019



Economic Development
Best Practices



Advances in
Technology

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TYPES OF TECHNOLOGY AVAILABLE

1

CRM &
Marketing Automation

2

GIS

3

Real Estate
Listing Platforms

4

Mobile/
GPS Data

5

Digital Marketing
Technology

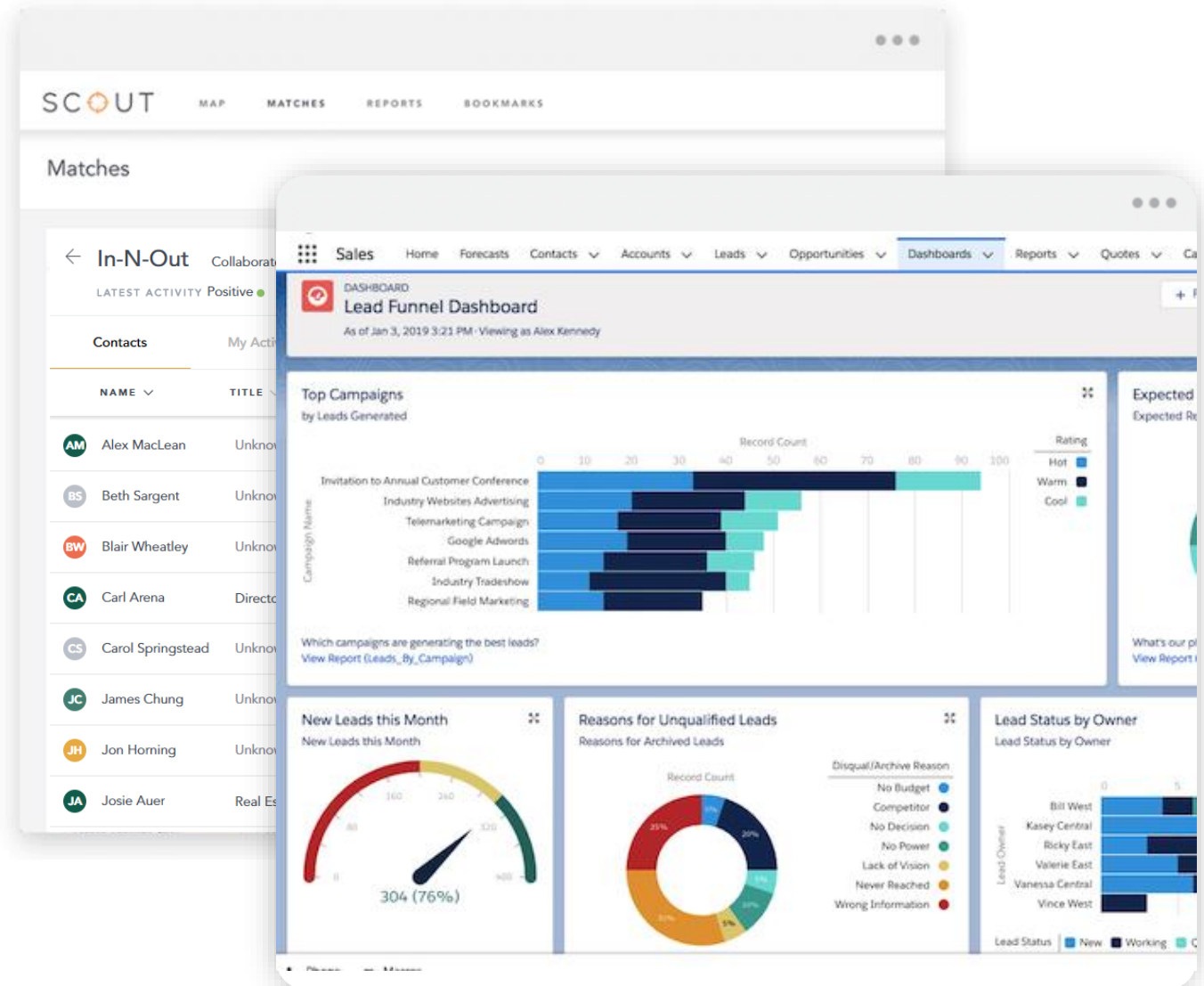
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Business
Retention Tools

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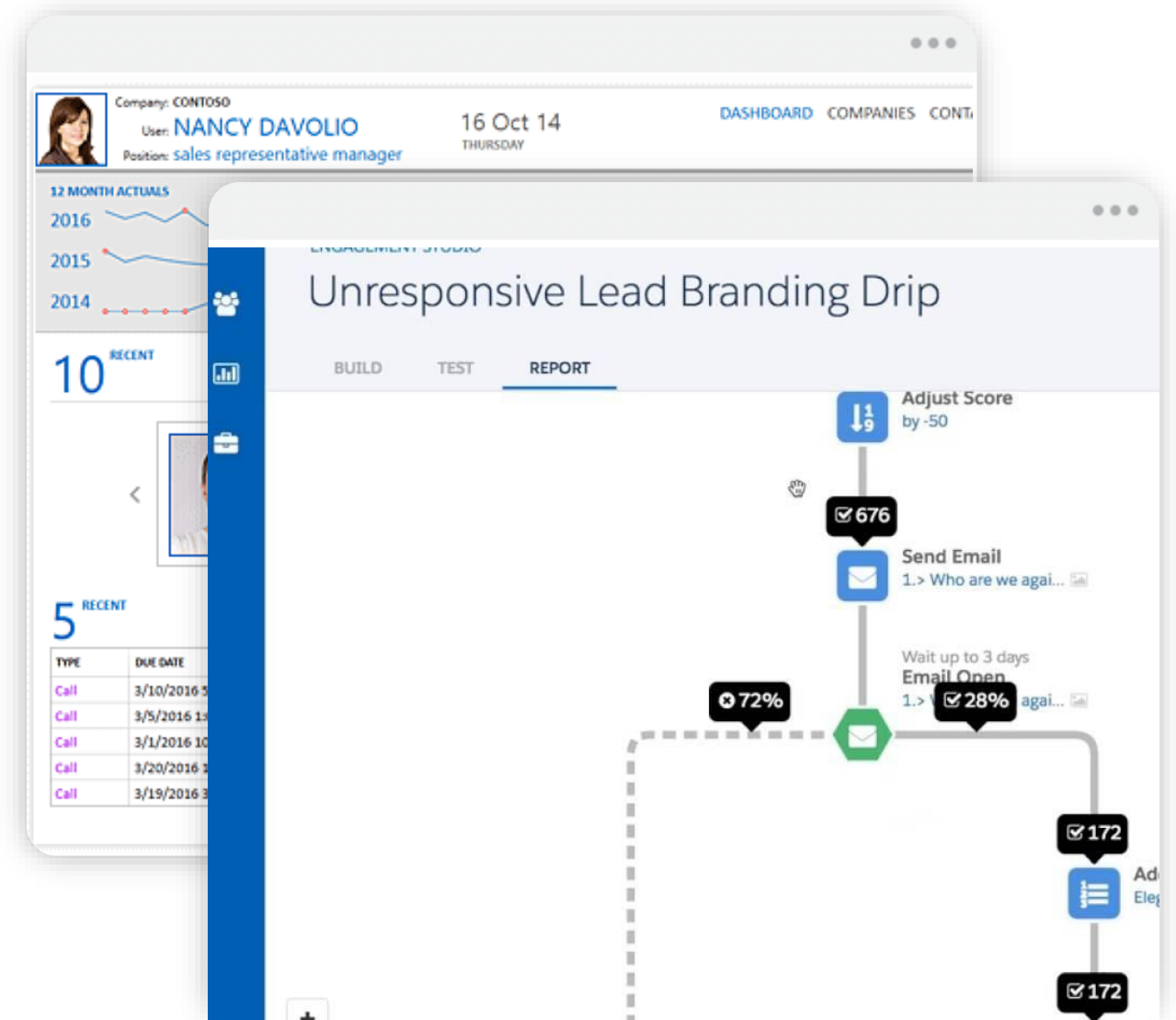
CRM & Marketing Automation

- What's Available?
 - Contact databases
 - Activity logging
 - ROI measurement on outreach
 - Automated outreach tools



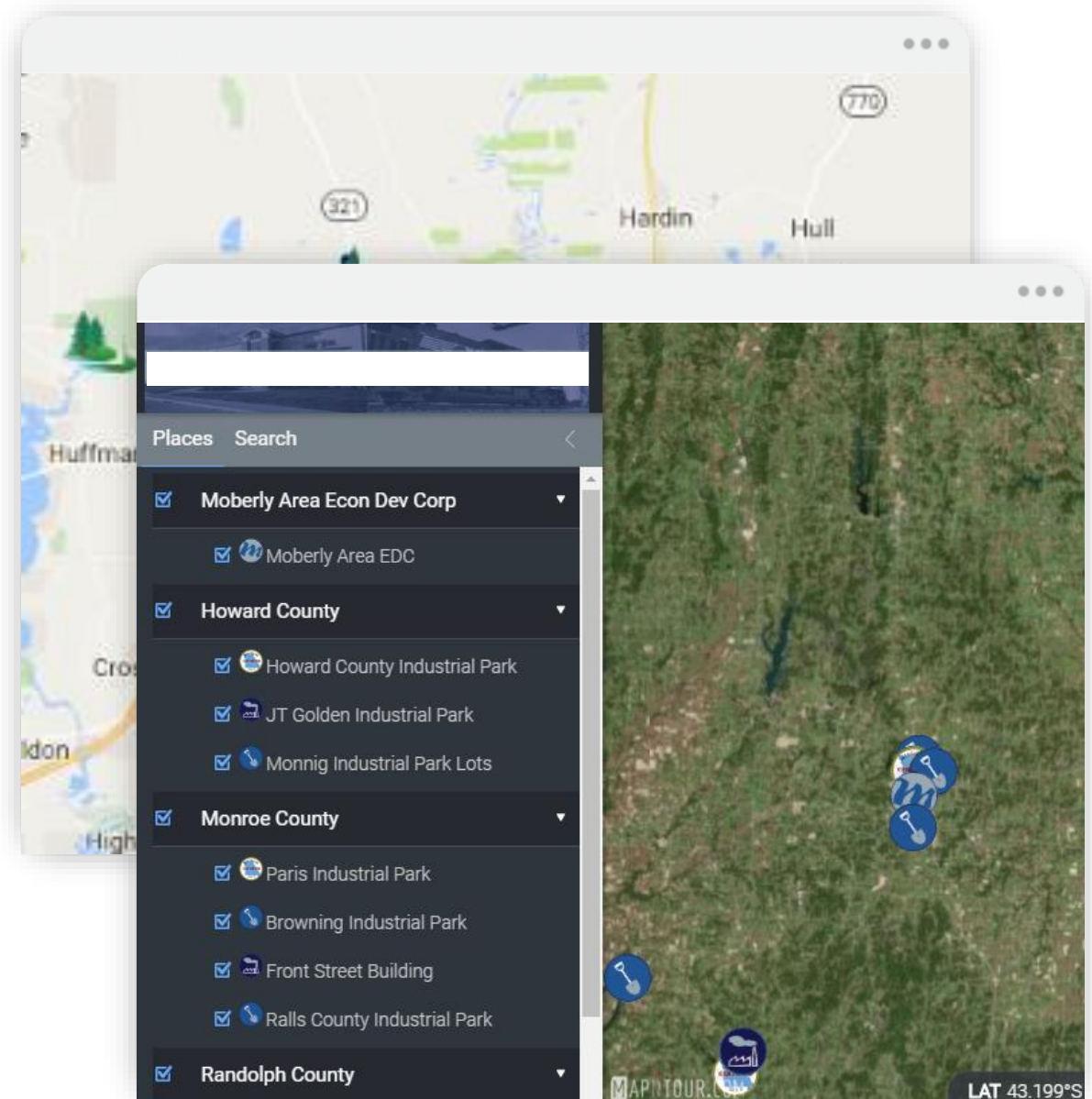
CRM & Marketing Automation

- How Is It Applied?
 - Keeping your contacts and outreach activity organized
 - Reporting on activity to stakeholders
 - Automating marketing communications



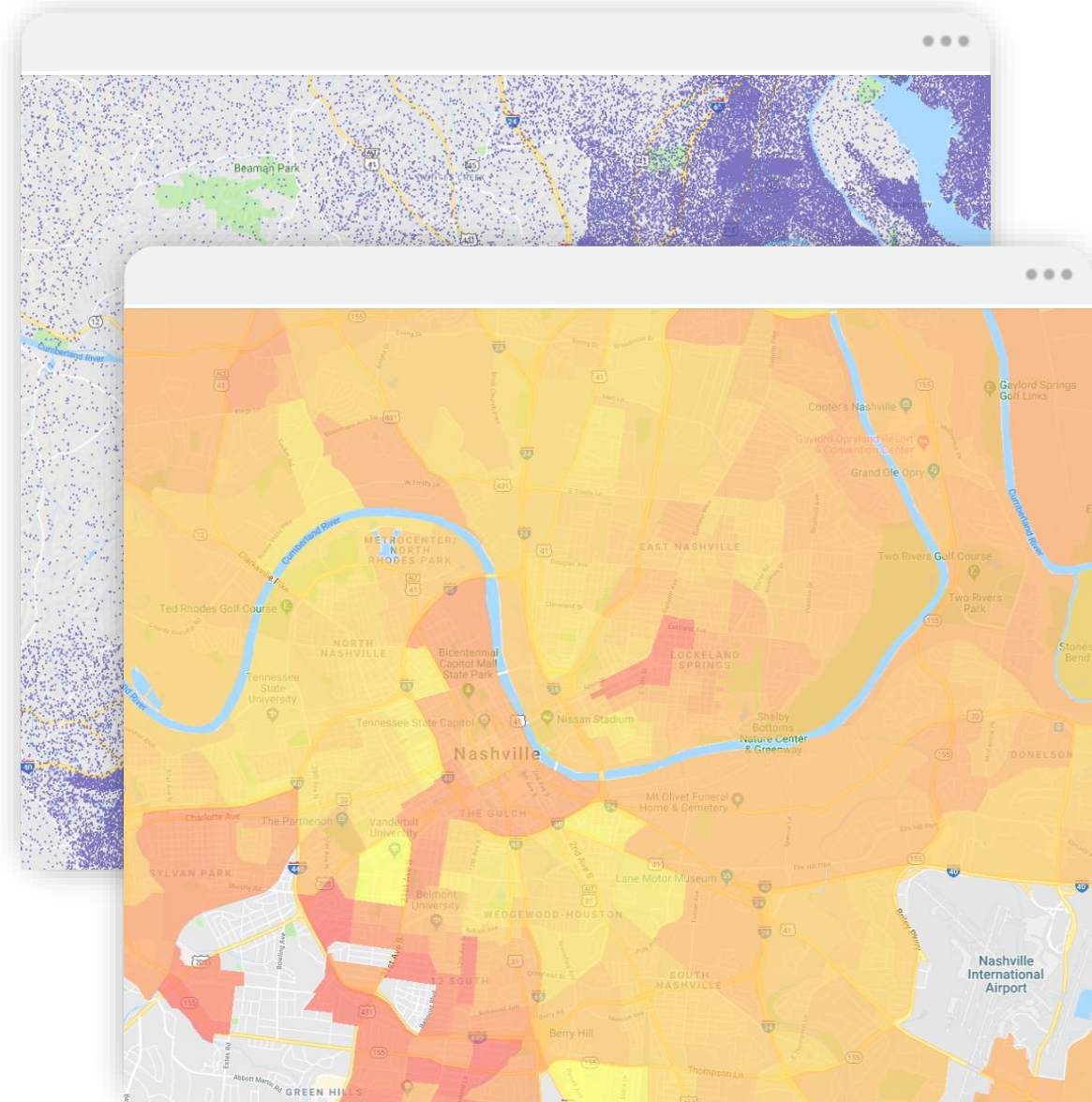
GIS

- What's Available?
 - Range of complexity: simple mapping to very custom tools
 - Some stand alone: some are integrated into analytics platforms
 - May already be used by different departments



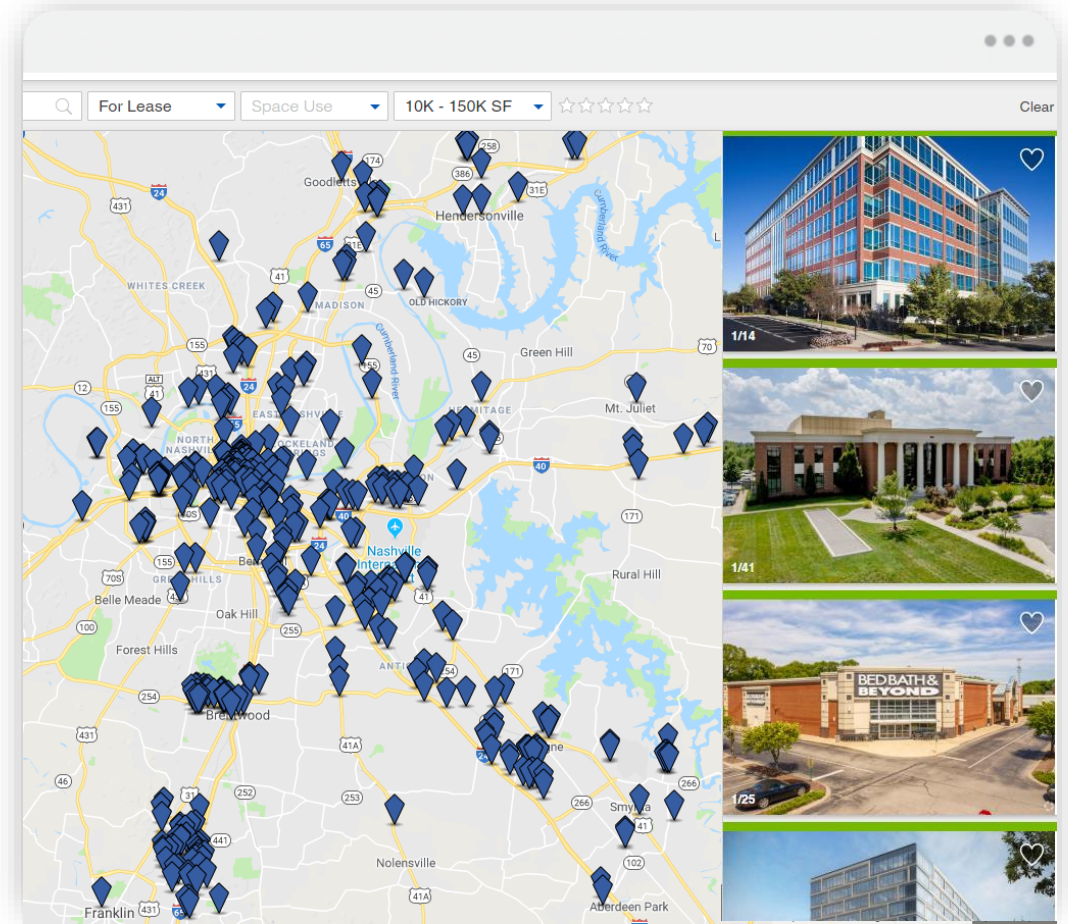
GIS

- How Is It Applied?
 - Data Visualization
 - Zoning maps
 - Available real estate
 - Water/utility districts
 - Presence of customers
 - Market Analytics
 - Heat maps of customers/opportunities
 - Demographics
 - Reporting based on multiple data sources
 - Average real estate prices/vacancy information



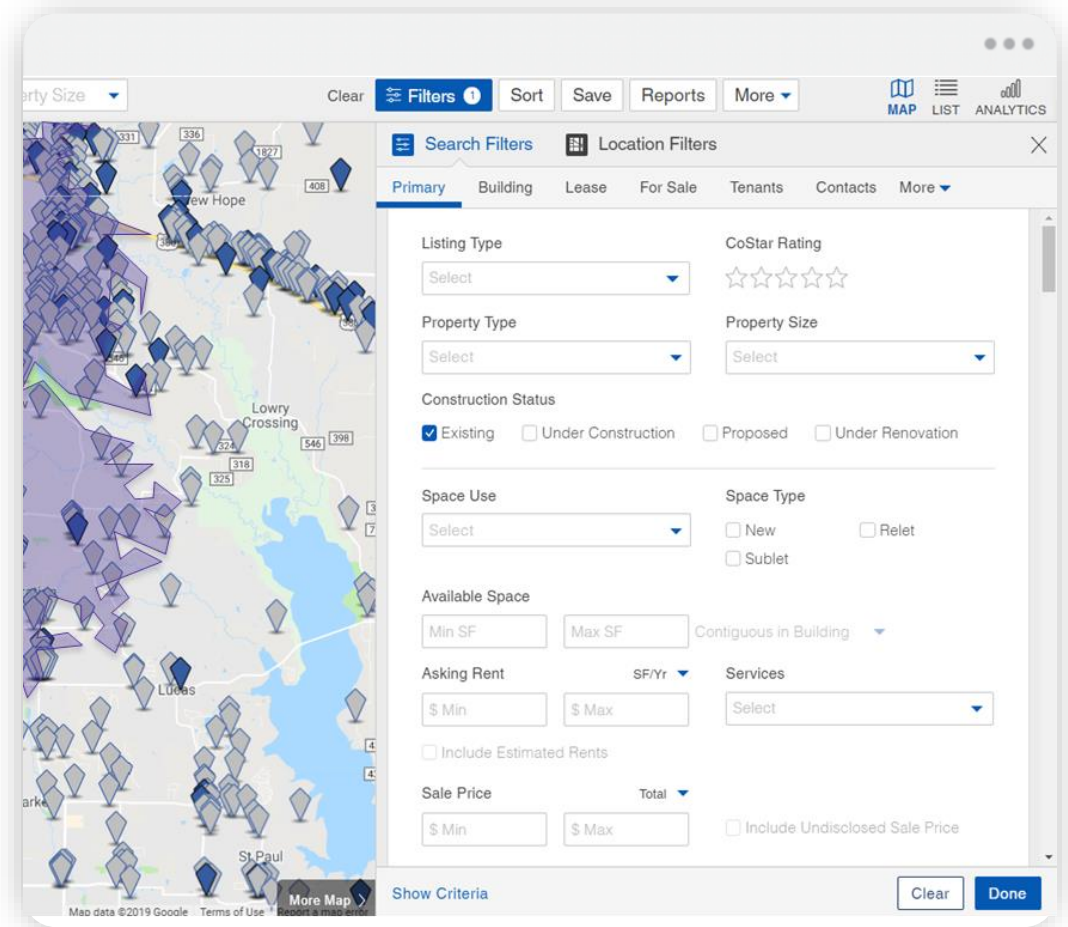
Real Estate Listing Platform

- What's Available?
 - Free public listings
 - Paid listing platforms



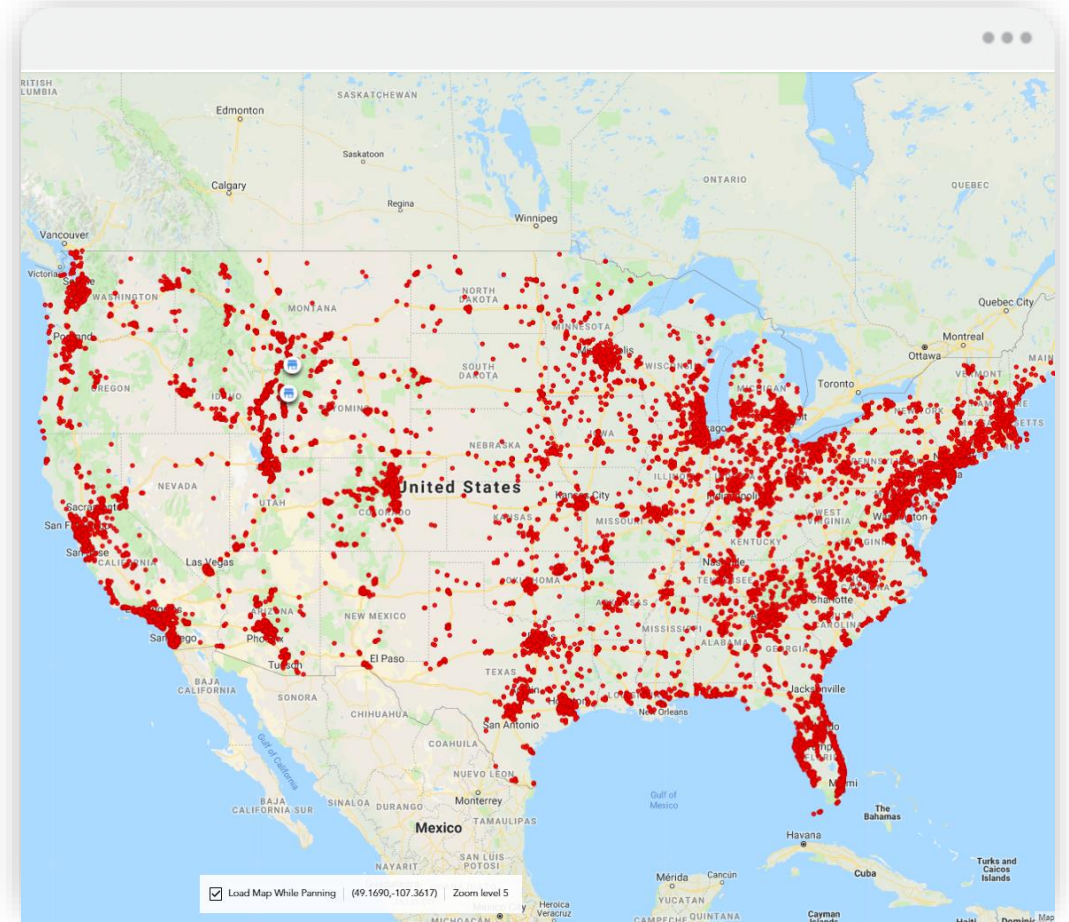
Real Estate Listing Platform

- How Is It Applied?
 - Avoiding manual compilation of available real estate
 - Validating broker information
 - Determining market rates for rent, etc.



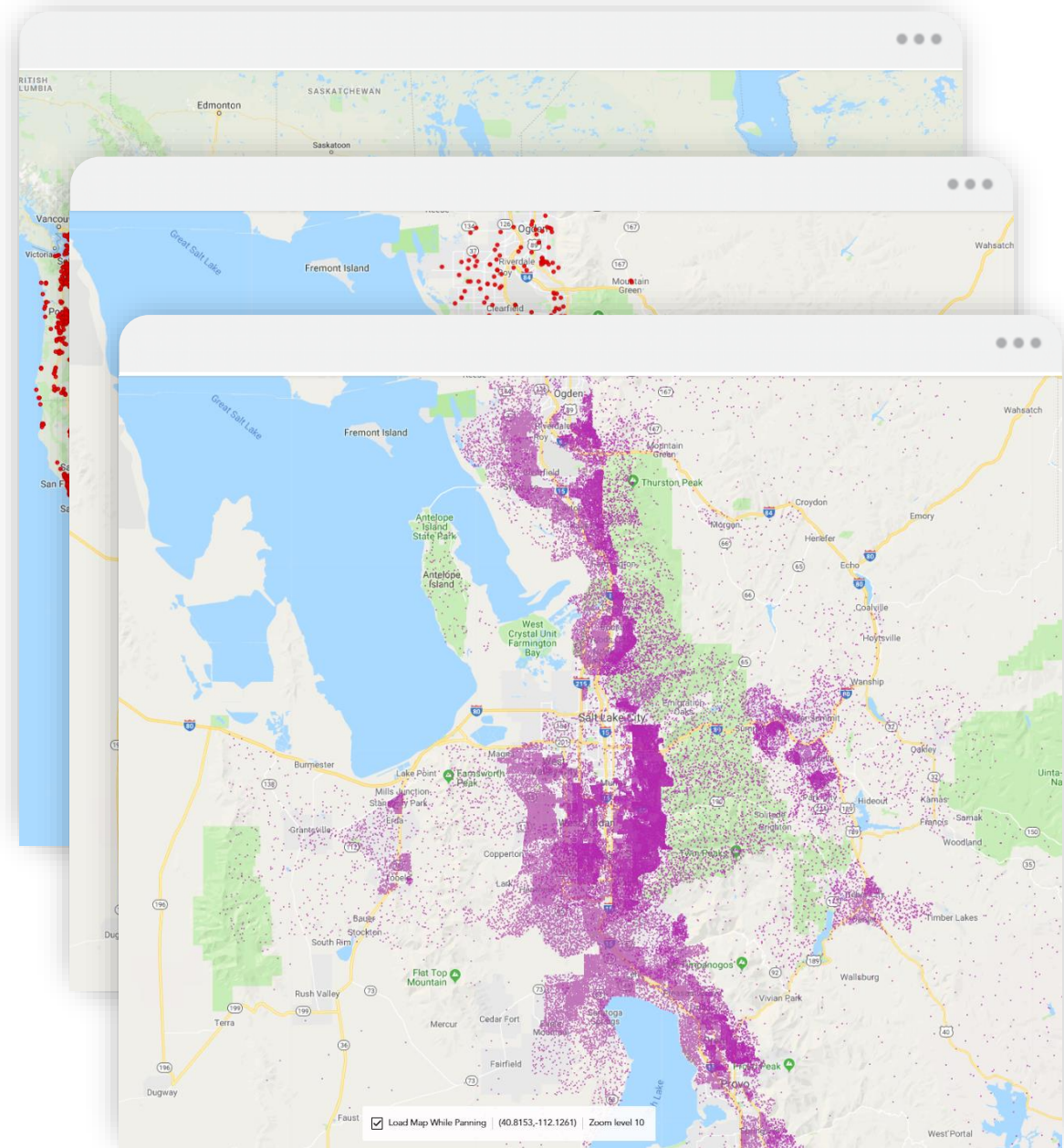
Mobile/GPS Data

- What's Available?
 - Cell Tower Triangulation
 - The first form of “cell phone data”
 - Bid Stream Data
 - Data generated from phones when mobile ads are sent to it
 - App SDK Sourced GPS data
 - Based on code added to individual apps on a user's phone
 - Most GPS data is sourced from smartphone app SDKs



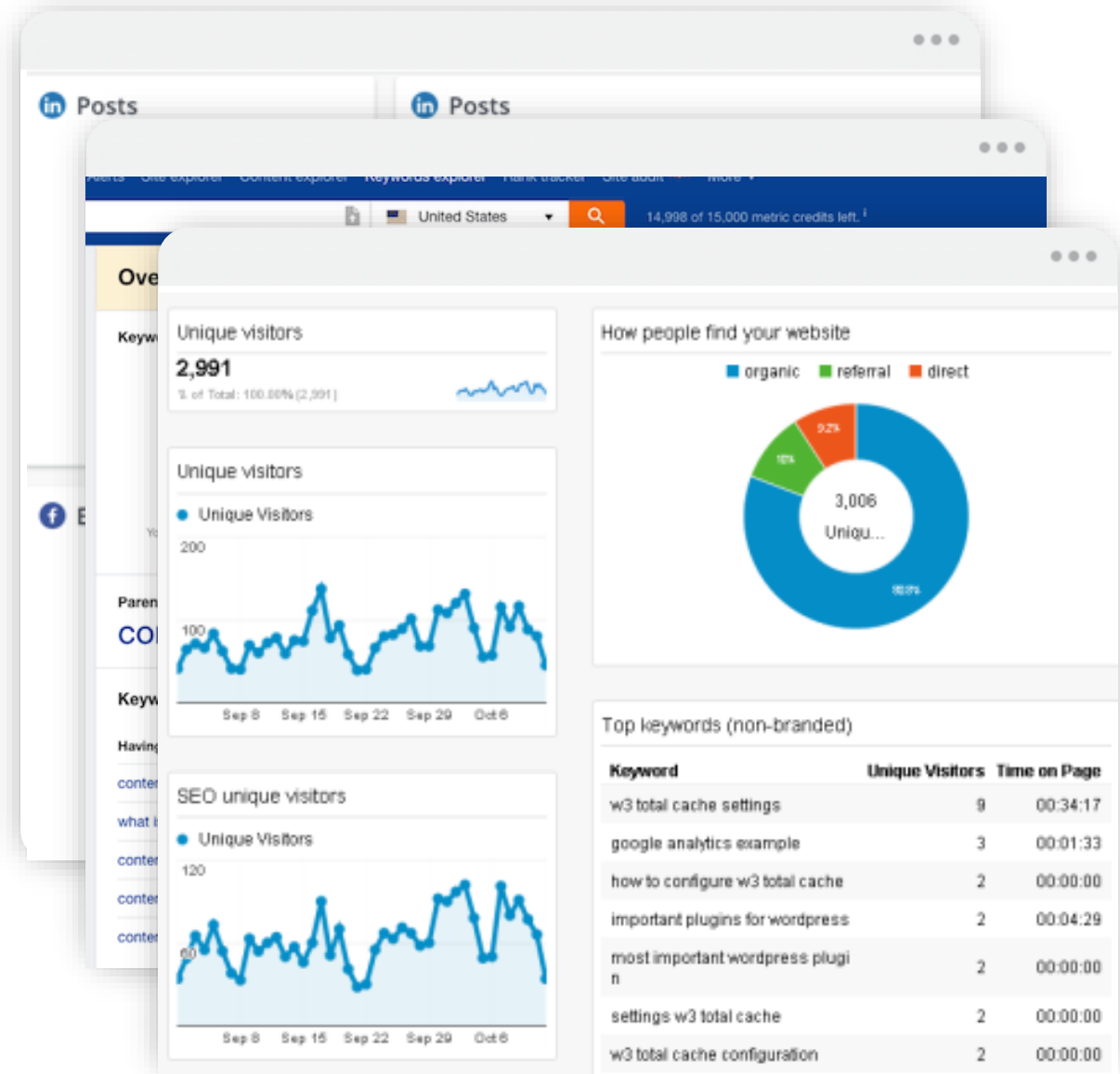
Mobile/GPS Data

- How Is It Applied?
 - Volume Analysis
 - Profiling



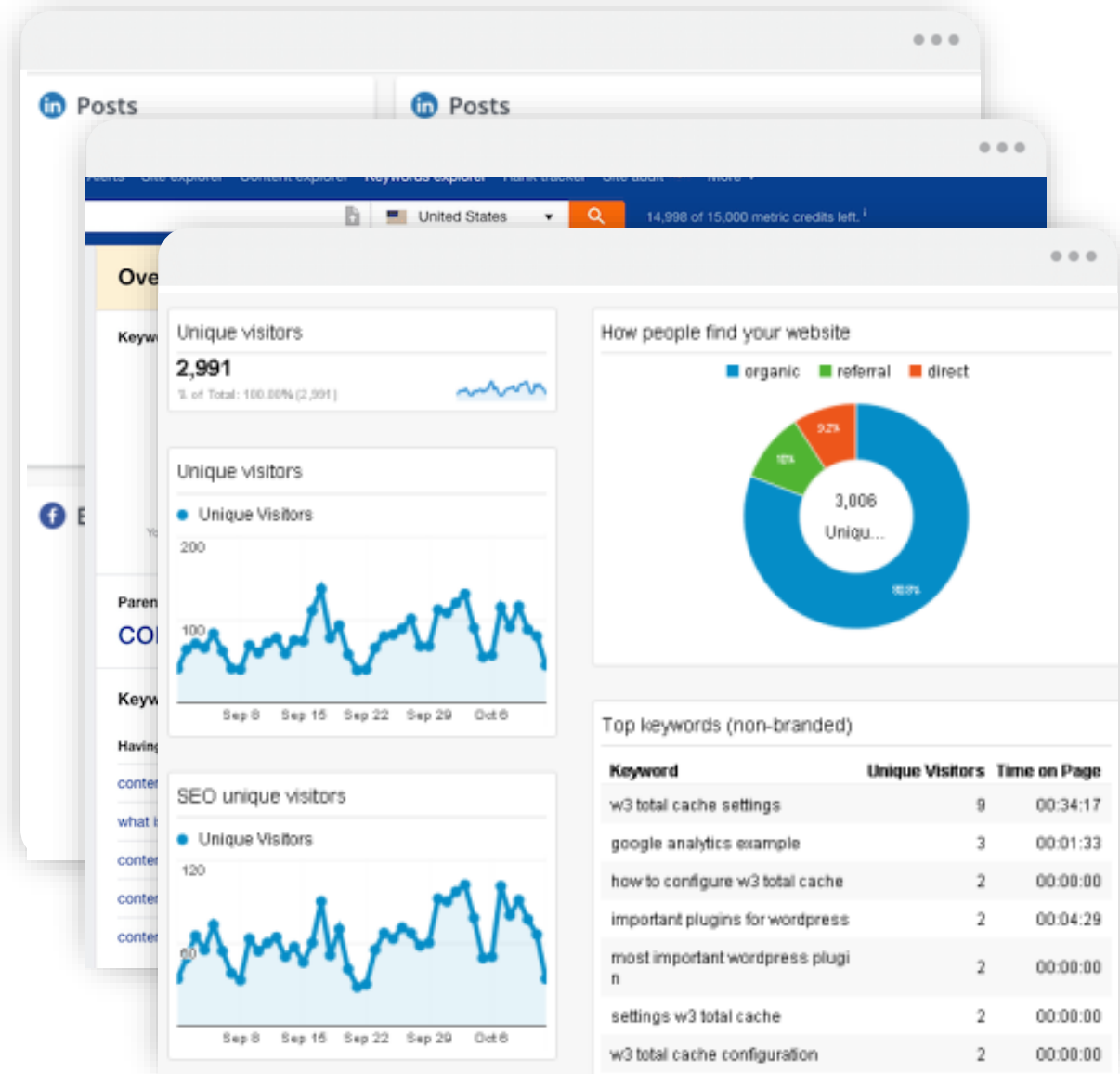
Digital Marketing Technology

- What's Available?
 - Social media management platforms
 - Email automation systems
 - Digital advertising tools (search engine marketing)
 - Search engine optimization



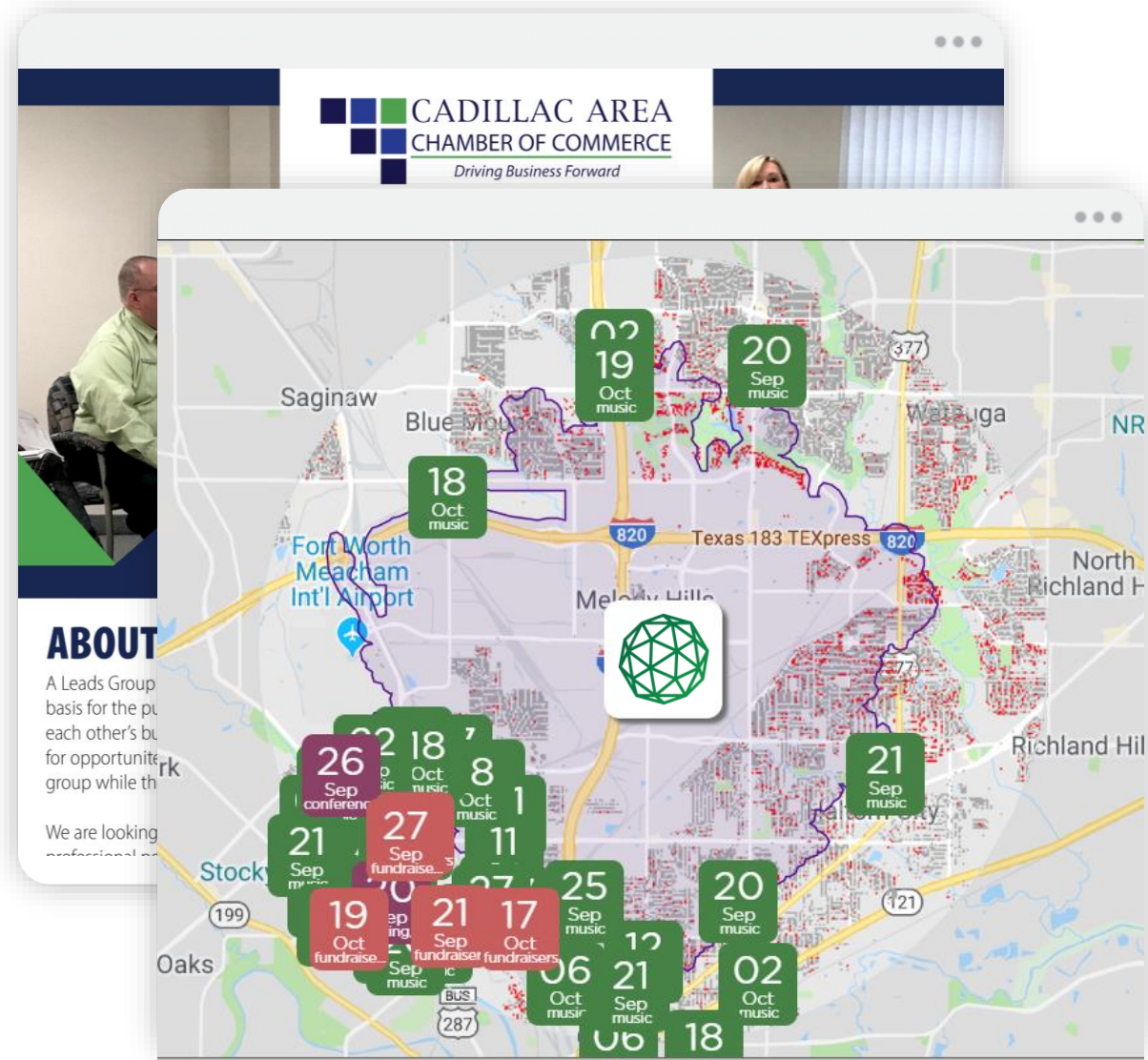
Digital Marketing Technology

- How Is It Applied?
 - Build brand awareness of your community
 - Support direct marketing outreach by reaching prospects through other channels (multi-channel marketing benefits)
 - Reach prospects you may not have spoken to directly by targeting specific keyword searches



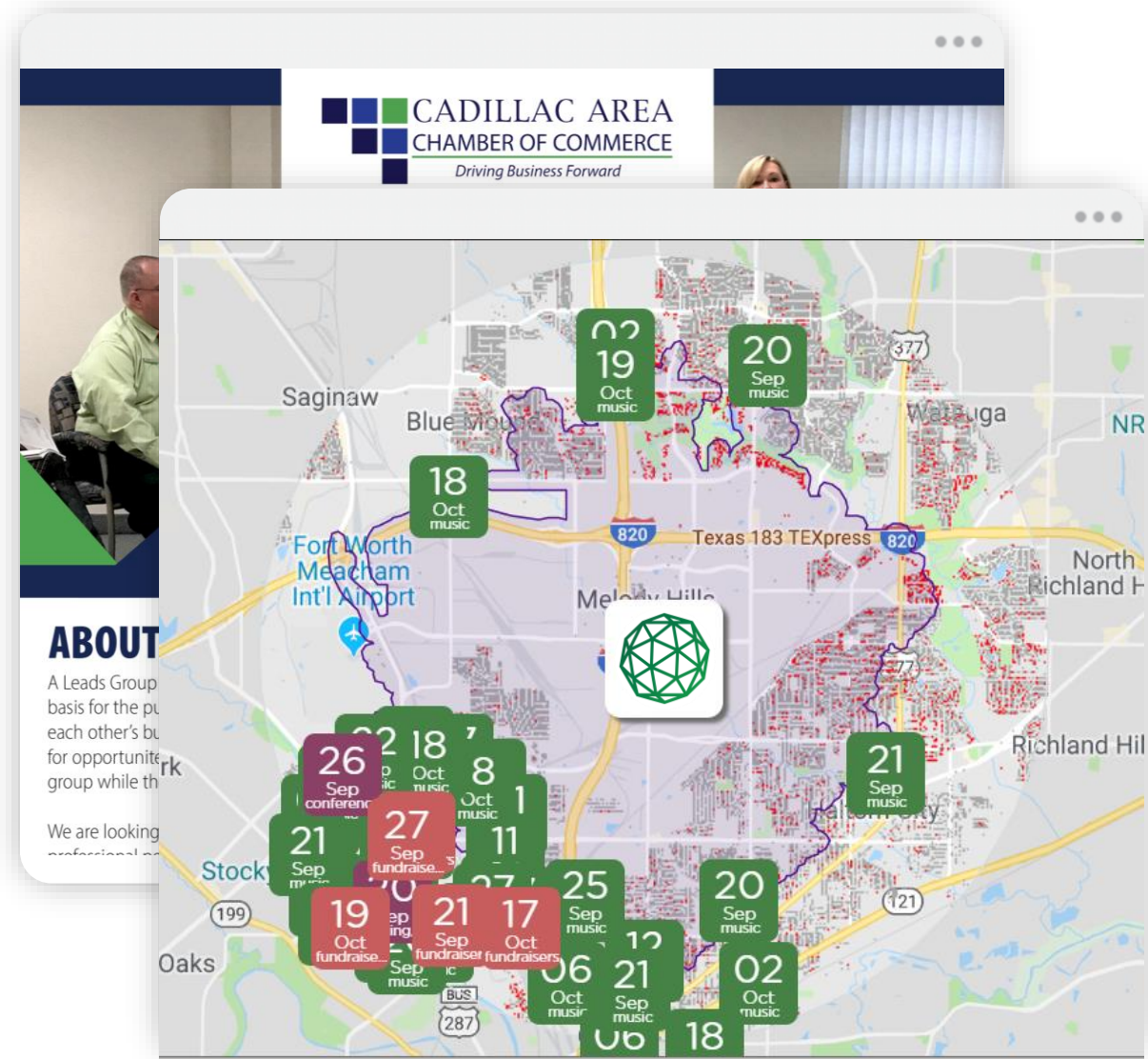
Business Retention Tools

- What's Available?
 - Extension of traditional approaches – online networking sites/portals
 - Technology to give to local business – marketing tools, customer insights, information on upcoming events, market reports



Business Retention Tools

- How Is It Applied?
 - Facilitate networking and strong relationships between local businesses and between businesses/community
 - Supply information to help local businesses make more informed decisions
 - Help local businesses drive traffic to stores



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QUESTIONS?

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