ECONOMIC DEVELOPMENT 2.0

THE ROLE OF TECHNOLOGY IN TODAY’S ECONOMIC DEVELOPMENT PROCESS

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Economic Development

Best Practices
Economic Development
Best Practices

Advances in Technology
TYPES OF TECHNOLOGY AVAILABLE

1. CRM & Marketing Automation
2. GIS
3. Real Estate Listing Platforms
4. Mobile/ GPS Data
5. Digital Marketing Technology
6. Business Retention Tools
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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