

Economic Development Committee
September 27, 2022 Meeting
Live, Work, Play Marketing Campaign

During the Economic Development Committee meeting in August, a “Live, Work, Play,” marketing campaign was discussed. The Department wanted to provide some additional insight into the nature of the marketing campaign, and what the actual plan will look like. Please see below for an overview of the potential marketing campaign.

- **Overview:** The Economic Development Committee would like to launch a marketing campaign highlighting Wildwood’s lifestyle. This campaign would seek to target potential office users and attract them to open businesses within our community. This campaign would utilize a combination of digital, social media, and print ads to achieve its overall objective. As of September 27, 2022, the Department has spoken with two digital marketing and West Newsmagazine to discuss the campaign and its objectives. This campaign could be launched as early as January 2023.
- **Timeframe (length of campaign):** 1-3 months
- **Budgetary Impact:** \$5,000.00-\$10,000.00
- **Ad Placements:** Programmatic Standard Display Ads, LinkedIn Sponsored Content Ads, Facebook In-Feed Ads, & West NewsMagazine Print Ads. Largest percentage of budget will be spent on LinkedIn.
- **Demographic/Behavioral Targeting:** Residents of Wildwood who own businesses outside of Wildwood. This also includes decision makers and c-suite level executives of companies outside of Wildwood. We will only target users associated with small to midsize businesses.
- **Geographic Targeting:** St. Louis region (includes St. Louis County, St. Louis City, Jefferson County, and St. Charles County).
- **Keyword Search Targeting:** targeting individuals based off their search results in Google. Please see example list below:

building for lease
buildings for lease near me
business space
business space for rent
business space for rent near me
buy commercial property
commercial broker
commercial building for rent
commercial buildings for sale

commercial buildings for sale near me
commercial for sale
commercial land
commercial land for sale
commercial land for sale near me
commercial lease near me
commercial lots for sale
commercial office space
commercial office space for rent
commercial property
commercial property for lease
commercial property for lease near me
commercial property for rent
commercial property for rent near me
commercial property for sale
commercial property for sale near me
commercial property near me
commercial property to let
commercial real estate
commercial real estate agent
commercial real estate broker
commercial real estate companies
commercial real estate for lease
commercial real estate for rent
commercial real estate for sale
commercial real estate for sale near me
commercial real estate listings
commercial real estate near me
commercial realestate
commercial realtor
commercial realtors near me
commercial rental
commercial rentals near me
commercial space for lease
commercial space for rent
commercial space for rent near me
commercial space for sale
coworking space near me
industrial buildings for sale
industrial land for sale
office buildings for sale
office for lease
office for rent
office for rent near me

office space for lease
office space for lease near me
office space for rent
office space for rent near me
office space for sale
office space near me
office suites for rent
private office space for rent
restaurant for lease
restaurant space for lease
retail for lease
retail property for rent
retail property for sale
retail space for lease
retail space for rent
shared office space near me
shared workspace near me
small commercial space for rent
small office space for rent
small office space for rent near me
small restaurant space for rent near me
small retail space for rent
small retail space for rent near me
space for lease
space for lease near me
store for rent
store for rent near me
store front for lease
workspace near me
zillow commercial
zillow commercial property

- **Lookalike Targeting:** A pixel will be placed on the landing page to collect information on each visitor. From this pixel, the City will be able to target individuals that have similar traits to the users visiting the page.
- **Creative Buildout:** The Department will create the print ads, and the digital ads will be created by the third-party marketing firm servicing the campaign. The ads will be static. Creating a video ad can cost anywhere between \$1,000.00 to \$5,000.00.
- **Landing Page (for digital ads):** The Department will create a new page on the City's website to collect contact information from visitors. This page will also have links to the City's Site Selection pages.

- **Benchmarks:** Benchmarks are unknown for conversion data (number of users that submit contact information), but there are benchmarks for click through rates. Click through rate refers to the number of users that click on an ad after being served an impression. See average click through rates below:
 - Standard Display: .20%
 - LinkedIn Sponsored Content: .44%
 - Facebook In-Feed Ads: .89%