

Economic Development Committee
November 22, 2022 Meeting
Live, Work, Play Marketing Campaign

During the Economic Development Committee meeting in September, a “Live, Work, Play,” marketing campaign was discussed. The Committee had decided to postpone any marketing efforts until the City had responses from the 2022 Resident Survey. After receiving input from the community, the Department recommends moving forward with the Live, Work, Play Marketing Campaign. The Department would like to begin interviewing marketing vendors and collecting proposals. Please see below for an overview of the proposed 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. This campaign could be launched as early as February 2023.
- **Resident Survey Impact:** The original marketing plan proposed serving ads to potential office users to encourage them to open businesses in the City of Wildwood. After receiving input from Wildwood residents, the Department found that only 23.55% of respondents believe that Wildwood is missing professional services. These types of businesses would usually be prime candidates to lease office space. Moreover, the majority of respondents answered that they would like to see more retail, dining, and entertainment options in the City of Wildwood. From these findings, the Department recommends utilizing this marketing campaign to recruit retail business owners, restaurant owners, and entertainment-based business owners to Wildwood.
- **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	commercial space for lease
buildings for lease near me	commercial space for rent
business space	commercial space for rent near me
business space for rent	commercial space for sale
business space for rent near me	industrial buildings for sale
buy commercial property	industrial land for sale
commercial broker	office buildings for sale
commercial building for rent	office for lease
commercial buildings for sale	office for rent
commercial buildings for sale near me	office for rent near me
commercial for sale	office space for lease
commercial land	office space for lease near me
commercial land for sale	office space for rent
commercial land for sale near me	office space for rent near me
commercial lease near me	office space for sale
commercial lots for sale	office space near me
commercial office space	office suites for rent
commercial office space for rent	private office space for rent
commercial property	restaurant for lease
commercial property for lease	restaurant space for lease
commercial property for lease near me	retail for lease
commercial property for rent	retail property for rent
commercial property for rent near me	retail property for sale
commercial property for sale	retail space for lease
commercial property for sale near me	retail space for rent
commercial property near me	shared office space near me
commercial property to let	shared workspace near me
commercial real estate	small commercial space for rent
commercial real estate agent	small office space for rent
commercial real estate broker	small office space for rent near me
commercial real estate companies	small restaurant space for rent near me
commercial real estate for lease	small retail space for rent
commercial real estate for rent	small retail space for rent near me
commercial real estate for sale	space for lease
commercial real estate for sale near me	space for lease near me
commercial real estate listings	store for rent
commercial real estate near me	store for rent near me
commercial realtor	store front for lease
commercial realtors near me	workspace near me
commercial rental	zillow commercial property
commercial rentals near me	

- **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 or open a business in Wildwood), 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%

Overall, the Department recommends moving forward with the Live, Work, Play Marketing campaign. Based off resident survey data, the Department recommends adding retail business owners, restaurant owners, and entertainment-based business owners to the marketing campaign's target audience. If approved, the Department will begin interviewing marketing vendors and collecting proposals for Committee review.