

AN ECONOMIC
DEVELOPER'S GUIDE
TO **VIDEO MARKETING**



INTRODUCTION

Looking for a way to take your business attraction strategy to the next level? If you like to be ahead of the curve, an industry leader, and want to leverage the latest technology to become even more effective - this guide is for you. After all, economic development is a high-stakes industry. If you succeed, jobs are created for community members, families can grow there and people will thrive. If you fail, the community will go into a decline. Jobs will be lost, people will move away, and the community you love will look very different in future decades than it does today.

Fortunately, there are tools that can help you to be the powerful advocate for your community that they are counting on. Tools that allow you to engage with site consultants and business executives regionally, nationally, and globally. These tools can be a secret weapon in your arsenal.

Your time and funds aren't limitless but you need a secret weapon that will open up doors to more conversations with the people who are looking for a place just like yours.

In the following pages, we will introduce you to the latest digital tools and virtual reality technology that can be used to reach decision-makers in an instant.

After reading this guide and seeing the technology in action, you get to decide if immersive technology is a shiny new object or the tool you need to remove the barriers to your success.



<https://www.youtube.com/watch?v=btaNF-JfCOw&t=1s>

(click to view)

WHY BLEND IN WHEN YOU CAN STAND OUT?



IT'S TIME TO REASSESS YOUR MINDSET

Is your mindset one that's forward-looking or one that wants to stay put? There's a common mindset within communities to stick with the status quo and that creates a huge barrier to success. This attitude makes an organization fall behind as the competition starts leaping ahead.

This mindset is a barrier because the truth is that for economic developers to increase their success, they absolutely must be innovative - and innovation today means using technology in new and creative ways.



INNOVATION IS NECESSARY FOR PROGRESS

If you look back through history, it's easy to see that innovation has been the catalyst for progress. Think of the introduction of the automobile, or the Internet, or the smartphone. With every innovation, society progressed to a different level - and life changed. Video marketing, specifically 360-degree video and virtual tours are the new vehicles for progress in economic development.



THE WORLD HAS CHANGED. YOUR ORGANIZATION NEEDS TO CHANGE TOO.

Innovation isn't just necessary for progress, it's needed to solve problems. Since the start of 2020, the world has changed. The way to do business has changed. Wouldn't you agree that your strategy must also change? Getting site selectors to come to visit your community has always been challenging, but COVID restrictions have made it even harder. It doesn't have to be this way!

Video marketing, 360-degree video, and virtual tours allow economic development professionals to reach more people by taking their message - and their place - to more people... And in a way that's memorable.