WE ARE ALL TAMPA BAY
Developing a Regional Marketing Strategy
October 30, 2014
Jill Pearson
Senior Account Executive, ChappellRoberts
Marketing Co-Chair, Tampa Bay Partnership
Our Mission: The Tampa Bay Partnership is the regional organization that works with its partners to market the region nationally and internationally, to conduct regional research and to coordinate efforts to influence business and governmental issues that impact economic growth and development.
Our Challenge: Position the Tampa Bay Region as a key location for those looking to expand or relocate their business.
What our stakeholders wanted:
Marketing Region vs. Branding Region
Our goal: Marketing the Tampa Bay region
START

SRI Regional Business Plan

Four Industry Sectors

Applied Medicine & Human Performance

Research

Audience Insights
Don’t tell them what they already know…
“Your best selling messages are your success. This attracts attention and gives recognition that other companies are investing in your region.”

– Roal Spee, IBM Consulting Services
Marketing Tampa Bay to Tampa Bay
Audience Insights

Top decision making factors

1. Quality and make-up of workforce

2. Pro-business (low regulatory and bureaucratic interference)

3. Cost of doing business (including taxes)

4. Quality of life
“From a quality workforce to first-rate assets, such as the region’s three international airports as well as our ports, there is no better place to live and raise a family, work and play.”

– Barry Alpert, Senior Vice President of Investments, Raymond James
Chair, Tampa Bay Partnership
Tell them what they don’t know.

Notable Fortune 500 companies in Pinellas County:
Spotlight on Pinellas County

2nd largest base of manufacturing employment in Florida

Diverse industry clusters

- Aviation/Aerospace
- Defense/National Security
- Cutting-edge Medical Technologies
Spotlight on Pinellas County
Audience Insights

Top 5 ways to reach

1. Those who reached out to us directly
2. State and local officials
3. Mass marketing
4. Economic development groups
5. Relocation, site consultants
#WeAreAllTampaBay
Audience Insights

Message: Workforce

Channel: Direct Marketing

Brand Toolbox
Website
213,200 Page Views – 467% increase
116,000 Sessions – 511% increase
79,084 Users – 557% increase
Average Visit Duration – 1:42 minutes (:90 is the standard)
67.35% New Sessions
Launch of Brand Ambassador Program.

Who better to tell the story of our region than you?
Traditional & Digital
Traditional

100+ brand ambassadors
596 digital ambassadors

Share rate: 49%
Total reach: 746,513
Impressions: 4.4 million
Average age: 42 years
Pinellas Ambassadors

“Tampa Bay offers high quality health care across the entire region on. From nationally recognized children’s and cancer care to hospitals training tomorrow’s physicians, Tampa Bay is the place for health care expertise.”

– Amy Maguire, Vice President of Government & Corporate Relations, All Children’s Hospital
Become an ambassador

Attend 1 event on behalf of the Partnership

Serve as a media spokesperson when needed

Promote Tampa Bay through your channels

Help us identify key marketing opportunities

#WeAreAllTampaBay
We need your amplification.
The future looks bright
Jill Pearson

Senior Account Executive, ChappellRoberts

chappellroberts.com

@JillP5

linkedin.com/in/jpearson1

Tampa Bay Partnership

Tampabay.org

#WeAreAllTampaBay
Questions?