

City of Sanger Economic Development



Marketing Plan



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EXECUTIVE SUMMARY

The City of Sanger is considered to be a suburb of the DFW area. The DFW Metroplex is one of the fastest-growing metropolitan regions in the country. As DFW grows, so will its surrounding cities. Preparing for unprecedented growth within the next 24 months and beyond.

Sanger is strategically located along Interstate 35 in Northern Denton County. Its location offers residents and businesses direct access to the amenities of a major metropolitan area, extensive labor market, airports and top universities while still retaining a small town quality of life. With its strategic location coupled with the I-35 expansion project, Sanger is sure to be a prime destination for businesses looking to grow or expand in the DFW area. It is critical now, to develop a marketing plan to ensure the growth in Sanger aligns to our recently adopted Master Plan.

Goal: To develop an economic development marketing plan to retain and attract residents, businesses, and workforce to Sanger.

Strategy: The marketing strategy is designed to generate growth, with a focus on growing existing Sanger businesses, attracting new business, as well as retaining and attracting residents to the area.

Key Messages: “When You’re Here, You’re Home” tagline reinforces the sense of community and way of life. This messaging will be used to retain our current residents and business owners.. “Grab Life by the Lake”. This tagline encourages tourism and exploration for a place to put down roots. And finally, “Discover What’s Possible” will be used to attract new business to Sanger.

Marketing Tactics: There is no silver bullet in any marketing. Instead, the plan outlines an integrated marketing approach, with a focus on industry specific targeted messaging. By breaking the targets into groups (current/existing business, new business, current residents, and new potential residents), using the correct key messaging, and meeting our decision makers where they are to hear the conversation, we will spend less time and resources messaging to broad groups, but rather our message will relay what is important to the targeted group.

New Discoversanger.com website: This new website will be used to tell the Sanger story, share success stories, and provide a hub for content that inspires people to live, work and start or grow a business in Sanger.

Redesign of Sangertexedc.com: This EDC website is being redesigned and refreshed to have a modern, more user-friendly interface. Businesses and potential business will be routed to this site to learn more about our development opportunities, incentives, location, workforce, and demographics.

Digital & Social Media: Sanger's digital strategy should encompass a strong presence on Facebook, as well as establishing and growing a presence on Instagram that ties to the Discoversanger.com website. Each social media site will expand its reach to the appropriate audience by joining groups and following pages that directly influence those we are trying to attract. The plan also recommends a new Sanger EDC quarterly e-newsletter to further tell our story, highlight success stories, and provide information on development opportunities.

Videos: The plan includes the initial production of 8 short (1:00 - 1:30) promotional videos. Four of the videos would focus on attracting home buyers and visitors by highlighting things to do in Sanger. The topic would be on a "Sanger Lake Day" where the videos will showcase places eat, shop, and hang out in Sanger to bookend a day spent on the lake. The second video series of four will focus on promoting economic opportunities, specifically warehouse and industrial. These videos will be leveraged across social media channels, advertising campaigns, and highlights on our websites.

Based on the success of these videos, additional videos would highlight small business opportunities and grant programs to encourage new business and expansion of the current businesses in Sanger.

Collateral: A refresh of all "Why Sanger" materials is underway to directly align to our new branding and messaging for each of the individual groups. Additional materials such as a visitor's guide, recreational guide, pad site fliers, and rack cards will be added to our collateral library.

Trade Shows and Events: Armed with our new collateral and our new websites, the EDC should seek to have a presence at and sponsor targeted trade show events. We should seek to expand beyond the typical Manufacturers Trade Show & Conference and NTCAR, we should consider events such as Young Professional events to attract young professionals to the Sanger Workforce.

Workforce Outreach: The EDC should explore partnership opportunities with our local colleges, trade schools, and the Texas Unemployment Center, where working together with these organizations and our local businesses, potential apprenticeship programs or summer work programs can attract new graduates and seasoned workers to opportunities in Sanger thereby strengthening our workforce. A strong workforce is attractive to potential businesses.

Execution Priorities and Timeline: The plan details the priority marketing tactics for an 18 month period beginning August, 2022 through February 2024.

Metrics: Realistic success metrics are suggested throughout the plan to include measuring leads and inquiries, projects, jobs created/retained, and capital investment). Marketing metrics measured will include: impressions, clicks, engagements, website visitors, etc.



THE SITUATION

The DFW metroplex is the fifth-largest metropolitan area in the U.S. and consistently ranks among the top metros for job growth in the country. Texas' business-friendly incentives, tax structure, and diverse and expanding workforce are key leaders enticing companies to pick north Texas for their grow opportunities.

Located off I-35, just north of Denton with close proximity to Dallas, Ft. Worth, two major airports, and the Oklahoma border, Sanger is positioned geographically, demographically, and economically to quickly become a major player in the North Texas metropolitan community. With a current population of approximately 9,640 and growth projections estimating adding more than 2000+ residents within the next five years, Sanger is in a unique position to plan and manage its undeveloped real estate. Planning now will allow the City to attract the type of residential communities and business industries that it needs to fall inline with the Comprehensive Plan.

S.W.O.T. Analysis:





STRATEGY

Our marketing strategy focuses on generating growth, with a focus on growing:

- Existing Sanger businesses
- New Sanger business
- Current Resident Retention
- New Residents
- Tourism

To this end, our marketing plan outlines tactics to reach:

- Current Business Owners
- Developers across industries
- Current Residents
- Potential Residents
- Tourists

Our messaging is authentic and positions Sanger as a place to live, work, and invest. It promises that Sanger is a place that leaves you feeling that, “When you’re here, you’re home”.



MARKETING TACTICS

Public Relations:

According to DCI's 2014 Winning Strategies in Economic Development Marketing, the leading source of information influencing executive perceptions on an area's business climate is dialogue with industry peers, followed by articles in newspapers and magazines.

Because securing interest from top-tier media can be challenging at best, our target will be to promote locally to our paper and regional press, success stories and partnerships to maintain a steady stream of positive coverage in trade, industry, and other media.

Earned Media:

In addition to telling our story and promoting it out, we will leverage other local and regional press to promote our interests. This can range from stories directly impacting Sanger to news of our surrounding cities and Denton county, as well as top news for the DFW area.

Targeted Advertising:

As a part of our direct messaging campaigns, we need to provide Sanger news to and explore ad placement with trade outlets. A few to consider are:

Entrepreneur
Inc.
Area Development
Business Facilities
SITE Selection
IndustryWeek
Manufacturing Today
Craft Beer & Brewing

Additionally, we will position Sanger as a news resource by pushing out big company and industry announcements relevant to our target trades through our EDC newsletter and LinkedIn.

Capitalize on Texas:

Texas offers a free travel guide to anyone interested. Cities within Texas are able to update their information and highlight events that occur. We are not charged a fee to update our information. Advertising in the Travel Guide is also an consideration. This can attract visitor to city-wide events such as Freedom Fest or Sellabration.



MARKETING TACTICS CONT.

Alumni Magazines:

As a way to inspire other graduates to think about returning to Texas and ultimately Sanger, to start or expand their business, SEDC should work with the communications departments at local Texas colleges and universities to provide targeted messaging to alumni. Success stories of small business can entice those individuals to consider coming home to live and start their own business.

A New Discover Sanger Website:

In order to build a solid foundation for a long-term marketing plan, the City must have a robust online presence that serves both as a resource and an effective marketing tool. The newly refreshed EDC website is perfect for businesses to discover opportunities and incentives in Sanger. Prior to Discoversanger.com, the City didn't have a site where it could actively tell its own unique and positive stories. Additionally, if the City is to attract a young professional or business, we need an outlet to highlight life and the quality of life in Sanger.

The new Discoversanger.com website is the perfect vehicle through which to tell Sanger's success stories. It will highlight the lifestyle of the City, places to go, shop, and things to do. It can highlight events, recreational activities, awards, etc. A blog site can be included to create and house collateral materials that can be repurposed across different media platforms.

This new site would not duplicate or replace any portion of the City government or SEDC websites. Detailed content on specific incentive programs, funding opportunities, etc., would remain on the current government EDC site. The Discoversanger.com website would instead be a new gateway to that content, providing an opportunity to first sell the City from a big-picture perspective with effective marketing specifically as the goal.

Social Media:

The Sanger Economic Development Facebook site already has a small following of just over 1200. The majority of our followers are in Sanger (51%), followed by Denton (9.3%), and Dallas and Ft. Worth round out the bottom (.8%) However, our paid media has a reach of 39,848 with current impressions of more than 100k.

With targeted marketing to industries, along with joining and following target groups, we will exponentially expand our reach and influence. Additionally, the SEDC needs to develop an EDC LinkedIn site separate from the City. Through the sharing of success and industry news, our following will quickly grow as we will be seen as leaders in the DFW market.

Ramp up #DiscoverSanger:

Currently a search for #DiscoverSanger on Twitter brings up zero results. This hashtag presents a great opportunity for the Sanger EDC. We are responsible for giving this hashtag true meaning and purpose by posting it consistently and encouraging others to use it through social campaigns and events. Since the hashtag is not currently in use, by using it, for now we own it. Any time someone would search for the hashtag, our content is the only content that would come up.

Instagram:

Frequented by young professionals, Instagram is a great platform from which to reach that target audience. Many economic developments are taking cue from consumer companies and establishing an Instagram presence.

The Sanger EDC needs to establish an Instagram site under the Discover Sanger umbrella. The platform should be populated with the #DiscoverSanger content. The use of high quality pictures and videos to capture the life and culture of Sanger should be used to build audience following.

E-Newsletters:

A new DiscoverSanger E-Newsletter will be a great resource for both in-state business and out of state audience of prospects. The newsletter will focus on the #DiscoverSanger topics pushing out our best success stories and relevant news.

It also a recommendation to include influencers in the distribution as a means of educating then about good news happening in Sanger.

Videos:

A dual series of four videos each is underway for a pilot program. The videos will focus on the lifestyle of Sanger, and the industrial opportunities. Additional video series are in talks pending the results of the pilot.

Infographics and Videos:

Infographics and short infographic videos will be produced to highlight Sanger's strengths as a place to work, live, and do business. The videos will be used across all digital platforms to highlight opportunity in Sanger.

Event Videos:

Capturing videos during events present great opportunities to crowdsource "Why Sanger" content for websites and social channels. Encourage those who share the videos on their social networks to use the hashtag #DiscoverSanger to help extend the reach.

Digital Advertising:

Digital advertising is where we will get the biggest “bang for our buck” in the paid media arena. It is recommended that the SEDC leverage Google AdWords Pay-per-Click Campaign, Youtube and Facebook campaigns, as well as local news outlet and streaming devices. These ads should incorporate our key messages targeting our identified audiences.

Collateral:

While print collateral use is declining, it is necessary to have some material on hand for use at meeting and trade shows. Each piece of material should be produced in both digital and print versions.

Create fresh, rebranded collateral materials consistent in design and messaging with DiscoverSanger.com. These materials should also be housed on the EDC website for ease of download for the end user. Types of collateral include:

- Sanger Informational Brochure
- Sanger Programs and Incentives
- Sanger Recreation
- Plat Sheets

Trade Shows:

Create new and relevant pop-ups and displays for use at trade shows.

Partnerships:

Universities, Colleges, and the Texas Workforce Commission all crave a better connection with local businesses as a means of offering apprenticeships and internships. There is a clear need to strengthen these relationships.

The SEDC can help foster these relationships by promoting the colleges that have successful apprentice programs with local businesses. Additionally, the EDC can help facilitate getting the conversation started between local business and these institutions to further develop these programs.

EXECUTION

The below chart details an execution plan for executing the priority marketing tactics recommended for the 12 months from August 2022 through the end of August 2023. As we execute the plan, pivots will be made to ensure the best results. Months 12 - 18 will be spent executing the pivots and continuation of the model.

Marketing Execution Timeline



In Progress

- Discover Sanger Site
- Video series pilot
- Updated collateral



1 - 3 Months

- E-Newsletter
- Trade show booth
- Reach out to colleges & universities
- Push #discoversanger
- Capture/create success stories
- Connect with target groups on social channels.
- Update info on travel sites



3-6 Months

- Discover Sanger Instagram
- SEDC LinkedIn
- Infographics & videos
- Christmas event video
- Print advertising
- Launch of updated EDC website



6-12 Months

- Blog site on discoversanger.com
- Connect businesses to college/universities to explore apprentice programs



METRICS

Business Development Metrics:

- Leads and inquiries received by SEDC
- Conversion of leads to projects
- Capital investment through business retention, expansion, or attraction

Business Development Metrics:

- Website traffic, including increase in unique monthly visitors, sources of traffic, etc.
- Media coverage in terms of impressions, advertising equivalency, editorial impact, key messages.
- Social and digital media engagement, including shares and likes. Increase in followers.
- Video views

Budget:

The marketing and execution are built into the EDC marketing budget. All design work will be completed in-house at no additional charge.