



2017

Select Fulton

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# Marketing RFP Visioning



# BACKGROUND



Fulton County plays an important role in creating the right environment to stimulate economic growth and develop an able workforce.

The County serves as a key connector between the business community, education providers, job seekers, and the municipal governments who serve them.

It is the County's responsibility to ensure that public resources are aligned in the effort to support business growth and develop the skills and training of the workforce.



# GOALS & OBJECTIVES



## Marketing

- Promote Fulton County as a great place for job creation and capital investment.

## Communications

- Communicate the efforts of Select Fulton and opportunities for business to invest in Fulton County.



# STRATEGIC PRIORITIES



## Manage Fulton Business Image

Develop messaging that is consistent with Fulton County's strengths in business

Create specific marketing campaigns tied to messaging

## Include Fulton in Conversation

Engage Fulton business community, municipalities and key stakeholders to assist in branding and promoting the County

Leverage stakeholders to act as echo chamber for Fulton messaging and communication

## Develop Tools to Share Message

Identify various channels to distribute Fulton messaging and communications (i.e. brochures, one-pagers, video, email blasts, ect)

Re-tool existing platforms to better promote Fulton's story and Select Fulton's efforts (i.e. websites, social media, ect)



# SCOPE OF WORK

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1. Research



2. Brand/Message Development



3. Strategic Implementation



# MARKETING/COMMUNICATIONS OUTCOME



## Messaging

Developed brand identity and messaging for Fulton County.

## Vehicles

Created marketing and communication materials to promote Fulton County.

## Perception

Enhance community perception that Fulton County is a great place to do business and is a relevant player in the Economic Development space.



# MARKETING/COMMUNICATIONS OUTCOME



Messaging

Vehicles

Perception

## Brochure



## Newsletter



## Videos



*Fulton County  
is.....*

*I think  
Fulton County  
Is.....*



# MARKETING/COMMUNICATIONS BUDGET



Marketing RFP	Marketing Plan (includes research, strategy and messaging)	\$75,000.00
	Select Fulton Video	\$15,000.00
	City 30 Second Videos (per video)	\$5,000.00
	3 X One Pages (Fulton, N. Fulton & S. Fulton)	\$3,000.00
	Select Fulton Brochure	\$5,000.00
	Website Enhancements (City Pages)	\$10,000.00
Additional Items	Conference Display	\$3,000.00
	Marketing Plan Recommendations (Targeted Ad Buys, Additional Collateral and Promotional Materials)	\$ 119,000.00
TOTAL		\$300,000.00





# MARKETING/COMMUNICATIONS NEXT STEPS



June 30, 2017

Draft RFP



July - August 2017

BOC RFP Final Selection Presentation



October 2017

Complete Marketing Plan Process

