

Have You Mastered Your City's Story?



Before you can tell your story clearly, you have to know it completely. [This is where you begin.](#)

A Clear & Consistent Story Is Your Most Effective Marketing Tool

In our digital world today, site selectors can access your data without even touching your website. Does that mean your data isn't important? Not at all. But what they can't always see through your data alone is the unique story of progress and growth your city has to tell that is then supported by your data.

Your website is the best place a prospect can visit to get a true picture of the intangible things that make your city special and unique. Every city has a unique story, you need to take the time to clarify that story and tell it in a way that connects with your target audience.

The goal of this workbook is to help you get a start on doing these 4 things:

- Determine your most important assets for business attraction
- Evaluate how well you're focusing those advantages on your target industries
- Identify projects and initiatives that reinforce your progress
- Create action steps on how to improve

Let's get started.

Understand Your City's Story

This is the foundation of your story. With your city and business climate in mind, answer the following questions:

1. What 3 advantages for business set your city apart?

2. List the primary industries your city is best suited to attract.

3. What exciting projects or initiatives are happening right now?

Write Your Elevator Pitch

After completing the questions on this page, write an elevator pitch for a prospective company or site selector in the space below.

Your Pitch:

Evaluate Your Website

Spend some time on your website and try to answer the questions below as objectively as possible.

1. What is the primary message your audience sees first when they land on your website?

2. How do you highlight your top 3 advantages on the homepage of your website?

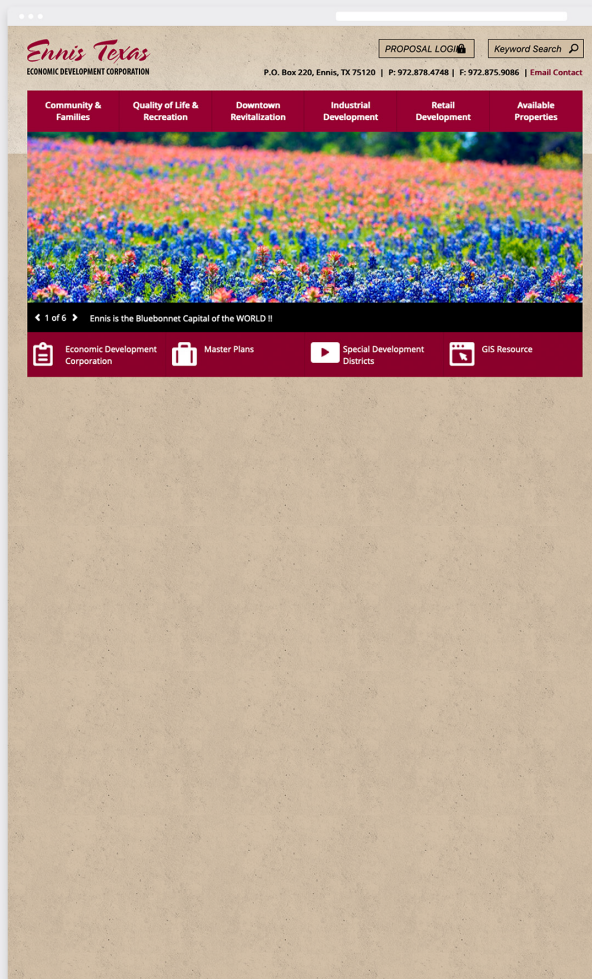
3. How well does your messaging pitch your advantages to your primary industries?

A Story Found, A City Transformed: Ennis, Texas

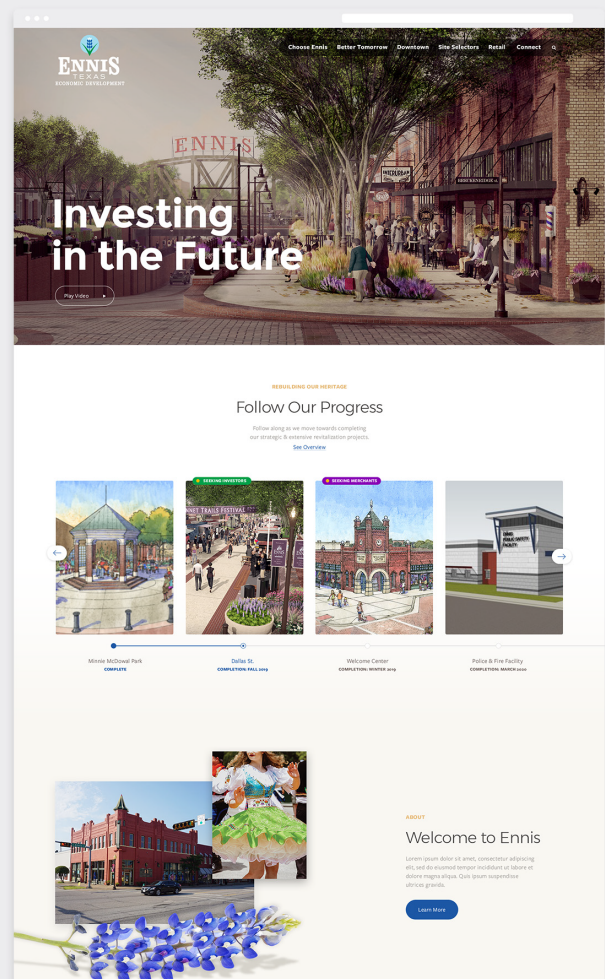
Case Study

When Ennis began their new website project, our team started the process by talking through some of the same questions you are answering here today. What we discovered was that an exciting and far-reaching transformation of their downtown was underway. This project, along with a number of other advantages like their young population/ workforce, easy access to the DFW area, and low cost of living, were all buried in PDFs inside the site. To add to that, the site was not responsive or optimized for modern browsers or mobile devices.

Old Site



New Site



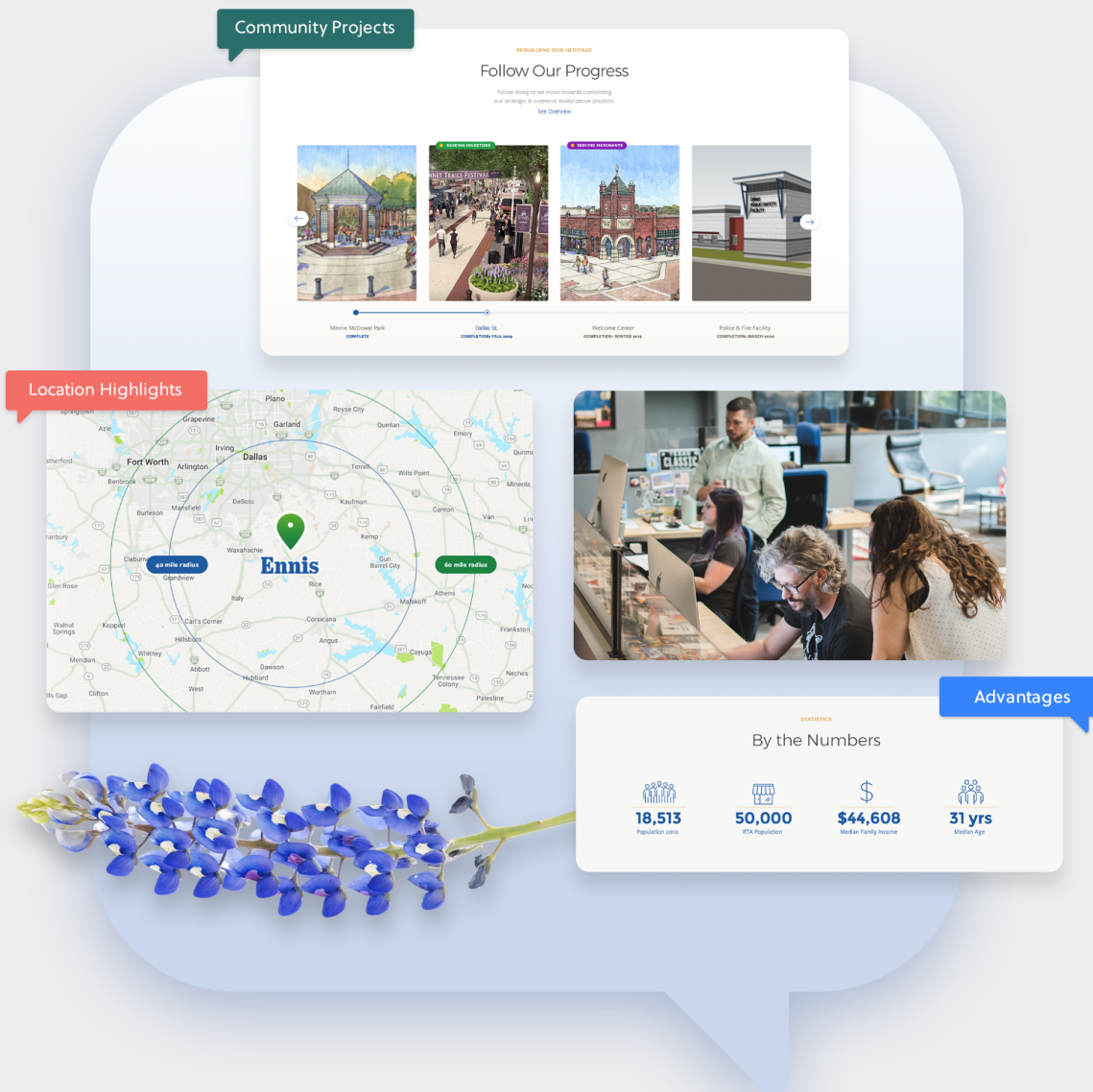
What We Did

As EDSuite begin the website redesign process, we discovered the essence of Ennis' message. Approaching the challenge critically, we uncovered Ennis' rich history and its unique story, which speaks of the city's remarkable progress while retaining its identity and the numerous benefits of its strategic location near DFW. Ultimately, the strategy to portray Ennis as a young, thriving community helped frame the story in all of Ennis' marketing, starting with their new website.

Marketing Take-Away: When you discover your advantages and begin to highlight your progress as a community, your story can transform how a prospect sees your community long before they make direct contact with your organization.

Telling Ennis' Story

Visit EnnisTX.com to see for yourself!



Assess Your Strategy

Spend some time considering all your other forms of marketing outside of your website- digital, social media, ads, print, and trade show materials.

1. List examples of digital ads that point to actual content on your website.

2. What 3 current economic development marketing trends are shaping your messaging today?

3. How does your story reflect current marketing trends and what's happening in your community?

Apply What You've Learned

Telling the story of your city shouldn't be a complicated thing. Like all marketing strategies- clarity, consistency and repetition are key to helping your message stick in the minds of people. Evaluation and metrics help you gauge what is resonating with your audience and what might need to be changed to make it more effective as time goes on.

With this worksheet exercise, you have already identified 3 easy to execute campaigns you could use as a springboard for marketing your city to businesses:

1. Your advantages
2. Your industries
3. Your projects & initiatives

Sometimes taking things back to the simplest forms can help you know where to start or even reset your existing marketing. This worksheet is by no means a total marketing strategy, this is just the starting point. Here are a few action items to discuss with your team.

Action Items:

1. Identify things you need to change on your website homepage to better showcase your advantages and implement them.
2. If you are having trouble implementing these items, reach out to a partner and take the steps needed to make it happen.

How can we help?

EDsuite has 15 years of experience helping cities clearly communicate their story through their brand, their website, and their digital marketing for economic growth. If you want to chat about this worksheet and your marketing or website further with us, let's talk!

[EDsuite.com](https://edsuite.com)

