

INITIATIVE: BRAND BUILDING FOR COMMUNITIES

Colorado's Chief Marketing Officer along with Development Councilors International are excited to offer Brand Building for Communities for a second year to assist communities in developing a concise and distinctive brand.

NUMBER OF OFFERINGS: 3

WHAT YOUR COMMUNITY CAN EXPECT:

OEDIT will conduct community interviews and surveys to identify Value Proposition, Brand Promise and Key Messaging, the results of which will be presented to your community in a one-day workshop which will create the framework for your community's marketing plan, and which key metrics you'll use to evaluate it.

Access will then be provided to OEDIT's in-house graphic artist for initial ideas on Logo development*, with all artwork and art files provided to community.

Additionally, a webinar series will be available to participants on the following topics:

- ▶ Six Mistakes in Economic Development Marketing (and how not to make them)
- ▶ Marketing Ideas for Rural Communities
- ▶ Social Media Best practices
- ▶ Business Retention & Expansion

*If needed. Limited to 1 round of revisions.

POTENTIAL OUTCOMES:

At the end of this program, the community will have developed a Clear, Unique Brand and Positioning, Initial Target Audience, Key Messages and Visual identification (logo), exclusive to the community.

REQUIREMENTS:

The community/region needs to demonstrate any previous branding work and identify a marketing budget for implementation. Community must demonstrate key personnel, preferably with a marketing background, who will be responsible for implementation of the marketing plan.

APPLY HERE

