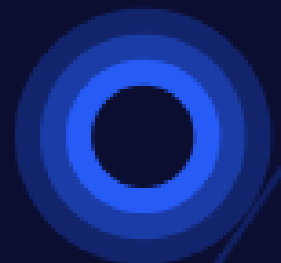


Captivating businesses, site selectors and talent



LOCALINTEL

**with
Dave Parsell**

TEDx speaker & CEO





Kangaroos are just Deer that
have spent time in prison











The logo graphic consists of three concentric circles. The innermost circle is dark blue, the middle ring is a vibrant blue, and the outermost ring is a slightly darker blue. The word 'LOCALINTEL' is written in white, bold, uppercase letters across the center of the circles.

LOCALINTEL

About Localintel

Our technology helps
discover and communicate
your location's advantages.

Organizations we work with

Federal



Provincial



Local





AGENDA

What's in store for us today

Part 1: Understanding your audience

- Who they are
- What they want to know
- Their decision making journey

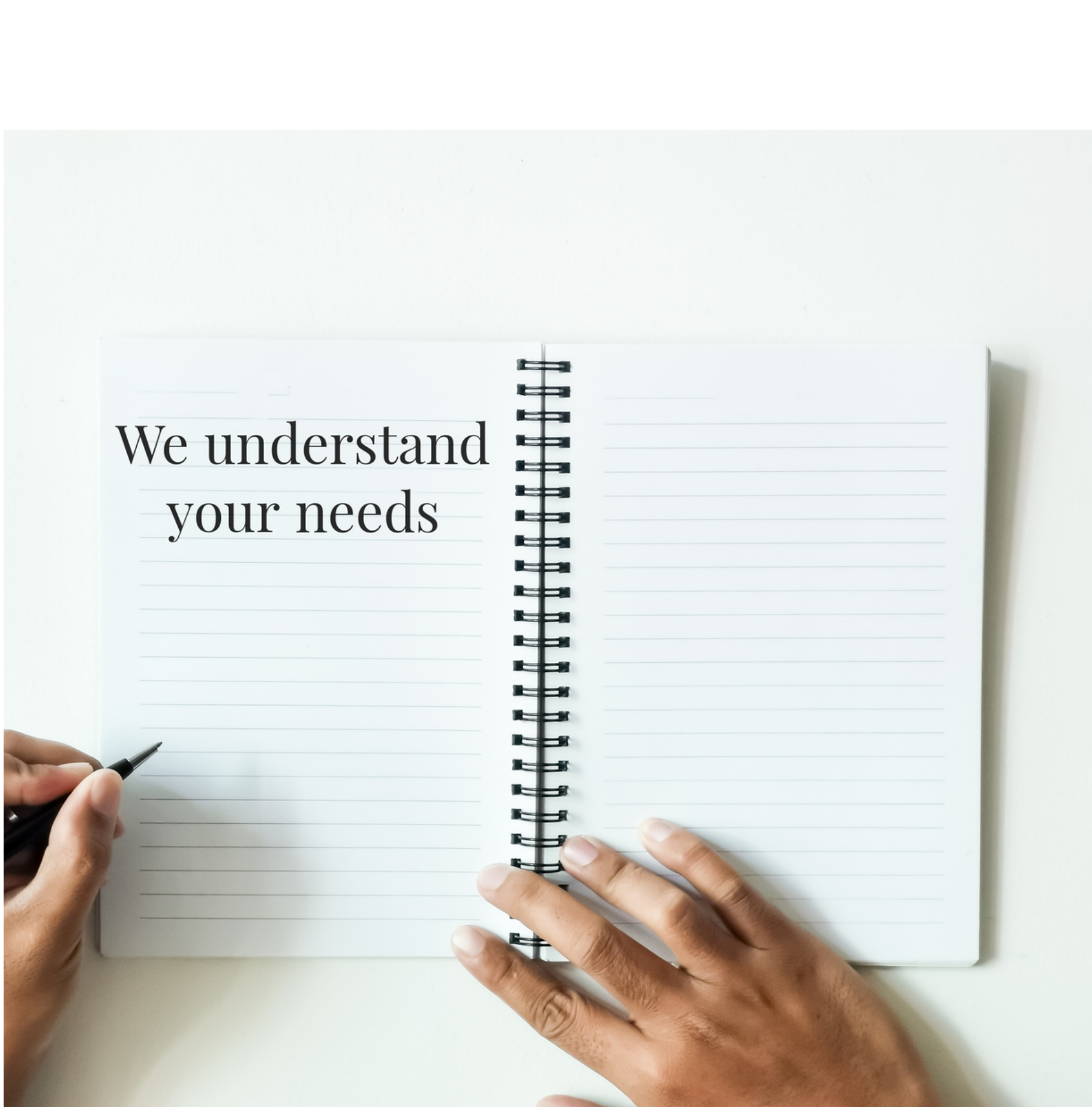
Part 2: Addressing the needs of your audience

- Preparing your answers
- How to communicate on each step of the audience journey

Part 3: Case studies

Part 1:

Understanding your audience

A top-down view of a spiral-bound notebook with a black metal spiral binding. The notebook is open, showing two lined pages. On the left page, the text "We understand your needs" is written in a black serif font. A hand is holding a black pen over the left page, and another hand is resting on the right page. The notebook is placed on a light-colored surface.

We understand
your needs

Who is your audience?

Effective communication starts with understanding who your target audience is, what they are looking for, and what problems they are facing.

Research their industry, company, and role, and ask open-ended questions to uncover their pain points, priorities, and expectations.

This will help you tailor your communications to their specific needs and show that you care about their success.

Establish your target audience

- Investors?
- Developers?
- Franchises?
- Manufacturers?
- Retail?
- Existing businesses?
- New residents / talent?





You can't be all
things to all people.

Michael Porter

You must prioritize.

What you audience wants to know

For businesses and investors who are considering relocating, a high level, there are a range of factors that multiple audiences value.

Site Selection Factors		2022	2021
Ranking			
1.	Labor costs	89.1	96.4 (1)**
2.	Quality-of-life	87.1	82.1 (11T)
3.	Availability of skilled labor	85.8	94.9 (2)
4.	Energy availability	82.3	94.7 (3)
5.	Construction costs	81.2	82.1 (11T)
6.	ICT/broadband	80.7	36.8 (26)
7.	Corporate tax rate	79.7	87.7 (7)
8.	Energy costs	79.4	N/A
9.	Environmental regulations	79.0	82.5 (9)
10.	Available land	78.1	62.5 (19)
11.	Highway accessibility	77.8	93.1 (5)
12.	Proximity to major markets	74.6	77.2 (14)
13T.	State and local incentives	73.0	84.5 (8)
13T.	Tax exemptions	73.0	82.4 (10)
15.	Available buildings	71.9	70.2 (15)



Specific needs

For example, a data center:

- Power Infrastructure
- Connectivity
- Climate and Cooling
- Security
- Proximity to Clients
- Environmental sustainability
- Risk of natural disaster
- Zoning and Land Use Regulations
- Tax Incentives
- Skilled Workforce
- Real Estate Availability
- Political Stability

Talent

Shared needs

Job

Housing

Affordability

Young single professionals

Working hard, playing hard and getting ahead

- Spending time with friends
- Keeping active
- Entertainment
- Travel

Families with younger children

A community where their family can thrive

- Schools
- Kids activities
- Convenience
- Health facilities

Empty nesters

Relax, explore, belong

- Travel
- Health facilities
- Recreation
- Community participation

Coming home boomerangs

Return home to their roots

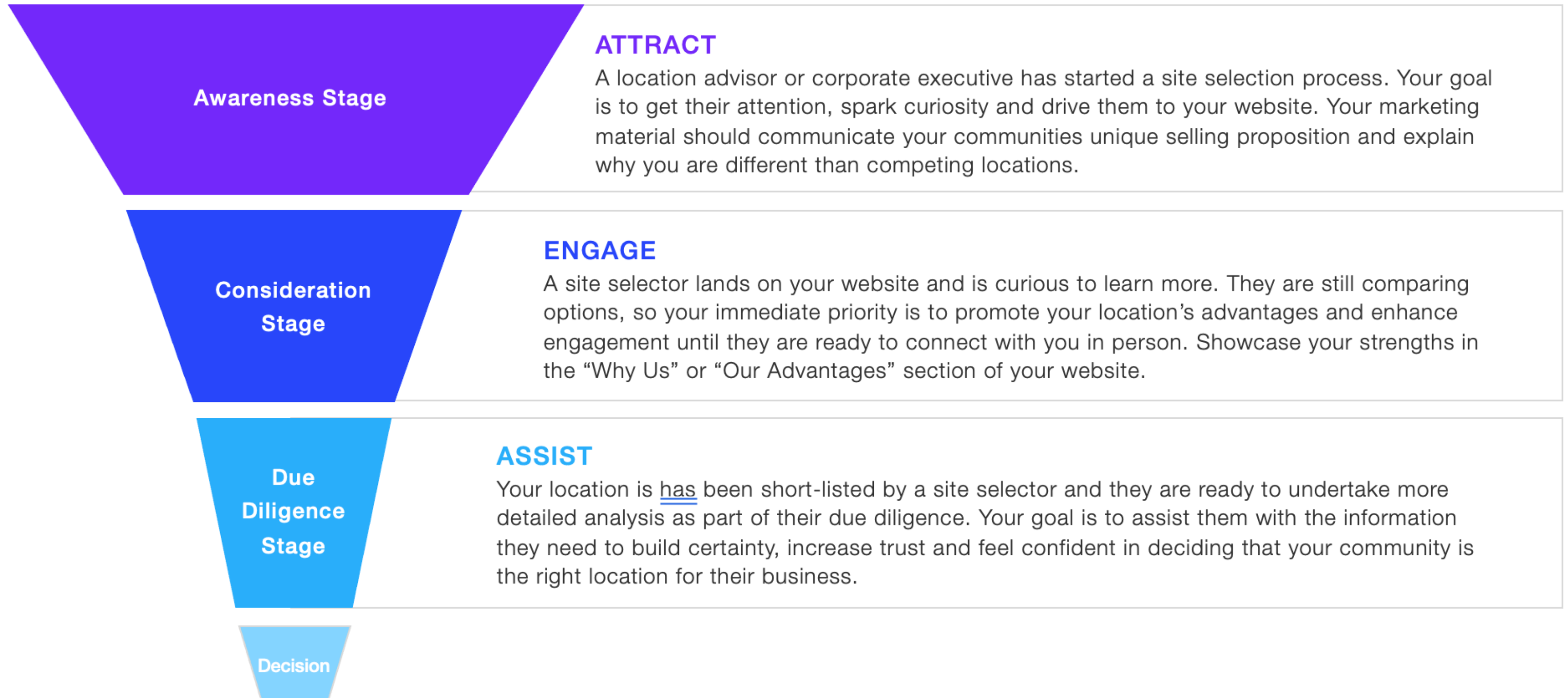
- Reconnect with place and people
- Explore what's new and improved

Remote workers

Live and work the way they want

- Fast internet
- Access to airport

How your audience makes decisions



Part 2:

Addressing the needs of your audience

Get your story and answers together

Undertake research and an up to date SWOT analysis for your location then sort and prioritize the findings to:

Identify how your community's strengths and opportunities address the needs and priorities of your target audience

Identify your community's competitive edge, which is how your location can stand out against competitors

Identify the growth and investment potential of your location

Identify your community's resilience, which is your location's ability to cope with changes, shocks, and uncertainties.

Create a pitch, which is a well articulated and compelling explanation why your target audience should make the decisions you want them to take.

Influencing your audience's decisions

Every time you communicate to your target audience, you are trying to get them to do something you want.

At every step in the funnel you should be communicating your community's pitch and the key messages you've established for your target audience.

As your target audience moves down the funnel the level of detail in your communications increases - but what you talk about remaining consistent. You're simply drawing on the research you've already done.

**Building
Awareness Stage**

YOUR COMMUNICATION CHANNELS

advertising, social media,
blogs, trade shows,
networking

Consideration Stage

website

Due Diligence Stage

RFI, due
diligence

Decision

Part 3:

Case studies - How economic developers are using Localintel address the needs of their audience