



Marketing Services

OCO

Economic developers are working hard to win mindshare and investment for their regions. Countries, cities and communities understand the need for a co-ordinated place marketing approach to position their area as an attractive location for investment, innovation, education and lifestyle.

Advanced marketing techniques are providing more opportunities to connect with companies and individuals in a customized way. For all marketing professionals in economic development, the time to make a real difference is now.

STRATEGIC MARKETING & RESEARCH

- Stakeholder Consultation
- Competitive Intelligence
- Perceptions Research
- Set Vision
- Develop Roadmap

MARKETING OPERATIONS

- Leads
- Investments
- Marketing KPIs
- Perceptions Research (ii)

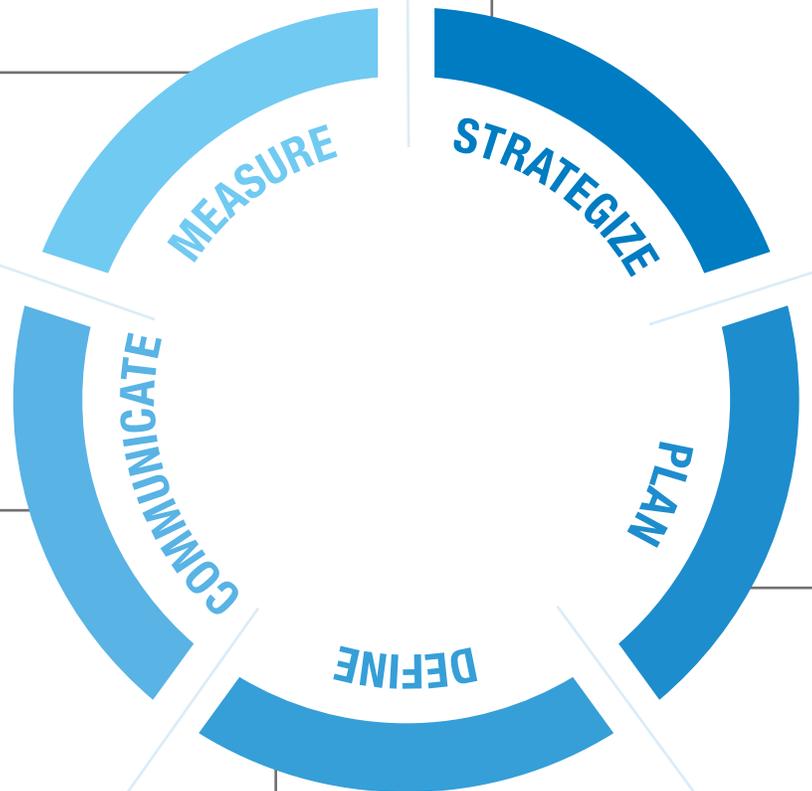
MARKETING COMMUNICATIONS

- Web & SEO
- PR & Social Media
- Advertising
- Direct Marketing
- Events & Misisions

OCO PLACE MARKETING FRAMEWORK

CONTENT DEVELOPMENT

- Develop Databank
- Location & Sector Propositions
- Messaging Matrix
- Clarify USP
- Place Branding



MARKETING SERVICES FROM OCO GLOBAL

OCO is a trusted provider of sales and marketing solutions to leading economic development organisations globally.

Our Marketing Services team can extend your reach and impact by supporting you through the entire marketing cycle from planning through to implementation. Alternatively, we can provide targeted interventions to improve and enhance your approach.

MARKETING STRATEGY

International Marketing Co-ordination
Marketing Communications
Strategy Development
Media Relations
Perceptions Research

MARKET RESEARCH

Location and Sector Propositions
Development of Target List and Event Prospecting

MARKETING & DIGITAL COMMUNICATIONS

Website and Microsite
SEO
Collateral Development
Events / Trade Show Logistics
Content Management

EXAMPLE ASSIGNMENTS

MARKETING PLANNING

Define Objectives
Set Targets
Assign Budgets & Resources
Develop KPIs

JobsOhio

OCO is providing a comprehensive marketing support service to Jobs Ohio to implement their marketing strategy in European and Asian markets. OCO has worked with Jobs Ohio to provide PR Services in Japan and Germany and developed a range of localized collateral such as brochures and microsites as part of their international campaigns.

Enterprise Florida

OCO is working with Enterprise Florida to enhance its reputation as a leading business brand across key European markets. The campaign will build on campaigns recently rolled out in the US market but customized for key European markets.

Maine International Trade Center (MITC)

OCO has worked with MITC on specific elements of their digital marketing strategy including website and campaign development for the Food sector.

OCO has developed a partner network of best in class design, translation, media and PR agencies within key international markets. We select the best partner based on your requirements and budget and can provide access to a range of tried and tested creative professionals. All the agencies we work with understand the challenges and opportunities with economic development marketing.

For further information on
Marketing Services see
www.ocoglobal.com

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