

**SEPTEMBER 14, 2017**

# ACA FY 2018 Marketing Plan



# THE GOALS

To achieve our mission, the following marketing and communications goals will be accomplished during Fiscal Year 2018:

## EFFECTIVELY BUILD AWARENESS

of Arizona as a premier location for business on a local, national, and international scale

## POSITION ARIZONA

as a global leader in emerging technologies

## DRIVE 1,000 QUALIFIED LEADS

to fill the business attraction, expansion, and creation pipelines

## CONTINUE AS THE PRIMARY SOURCE

of Arizona economic development news and thought leadership content

## EXECUTE CONSISTENT COMMUNICATION

to stakeholders about the ACA mission and impact



**CHANGE THE  
GAME AND STILL  
HAVE TIME TO  
PLAY IT**

Arizona's pro-business environment and culture of innovation are game-changers for many companies. Chicago companies select Arizona for its affordability, favorable tax structure, and top talent. More than just a great place for business, Arizona is a great place to live and play. It's this balance that makes life better here. With seemingly endless sunny days, year-round outdoor activities, and a positive attitude, our spirit is as boundless as our opportunities.

**ARIZONA**  
Learn more at [azcommerce.com](http://azcommerce.com)



**BUSINESSES  
AREN'T THE  
ONLY THING  
WE SCALE**

Something big, bold and exciting is happening in the Grand Canyon state. Cutting-edge companies are launching, testing and scaling new technologies in Arizona. Our culture of innovation, highly skilled talent pool, low regulatory environment and affordable operating costs provide the perfect platform for business growth and success. Beyond being a place where you can achieve your professional goals, Arizona also provides a lifestyle that allows you to achieve your personal goals. With year-round sunshine, endless outdoor activities, and a positive outlook, we play as hard as we work. It's this perfect balance that makes life better here.

**ARIZONA**  
COMMERCE AUTHORITY  
Learn more at [azcommerce.com](http://azcommerce.com)

Lifestyle imagery featuring Arizona's stunning natural beauty and messaging that focuses on the advantages Arizona offers for business are combined to evoke a more emotional response from the audience.

# THE CAMPAIGN

The "Perfect Balance" campaign was created based on the study's findings that Arizona's value proposition, entrepreneurial spirit, and exceptional quality of life set our state apart from others.

"Perfect Balance" will be extended into Fiscal Year 2018 through paid, owned and earned media. Each campaign element will contain customized messaging based on the target audience, industry, and market.



# PAID MEDIA

11.2+ million  
digital impressions

8.7+ million  
print impressions

AREA  
DEVELOPMENT

BUSINESS  
INSIDER

CRAIN'S  
CHICAGO BUSINESS.

The  
Economist

FAST COMPANY

Forbes

FT.com  
FINANCIAL TIMES

FORTUNE

Harvard  
Business  
Review

SITE  
SELECTION  
MAGAZINE

Inc.

The New York Times

PHOENIX  
BUSINESS JOURNAL



National Placements



Local Placements - San Francisco Metro Editions



Local Placements - Los Angeles & San Francisco Metro Editions

Chicago  
Tribune

SAN FRANCISCO  
BUSINESS TIMES

SILICON VALLEY  
BUSINESS JOURNAL

PHOENIX  
BUSINESS JOURNAL

Regional Placements

# OWNED MEDIA

- AZCommerce.com
- Arizona Ambassador mobile app
- Content creation
- Social media
- Email database
- Marketing collateral





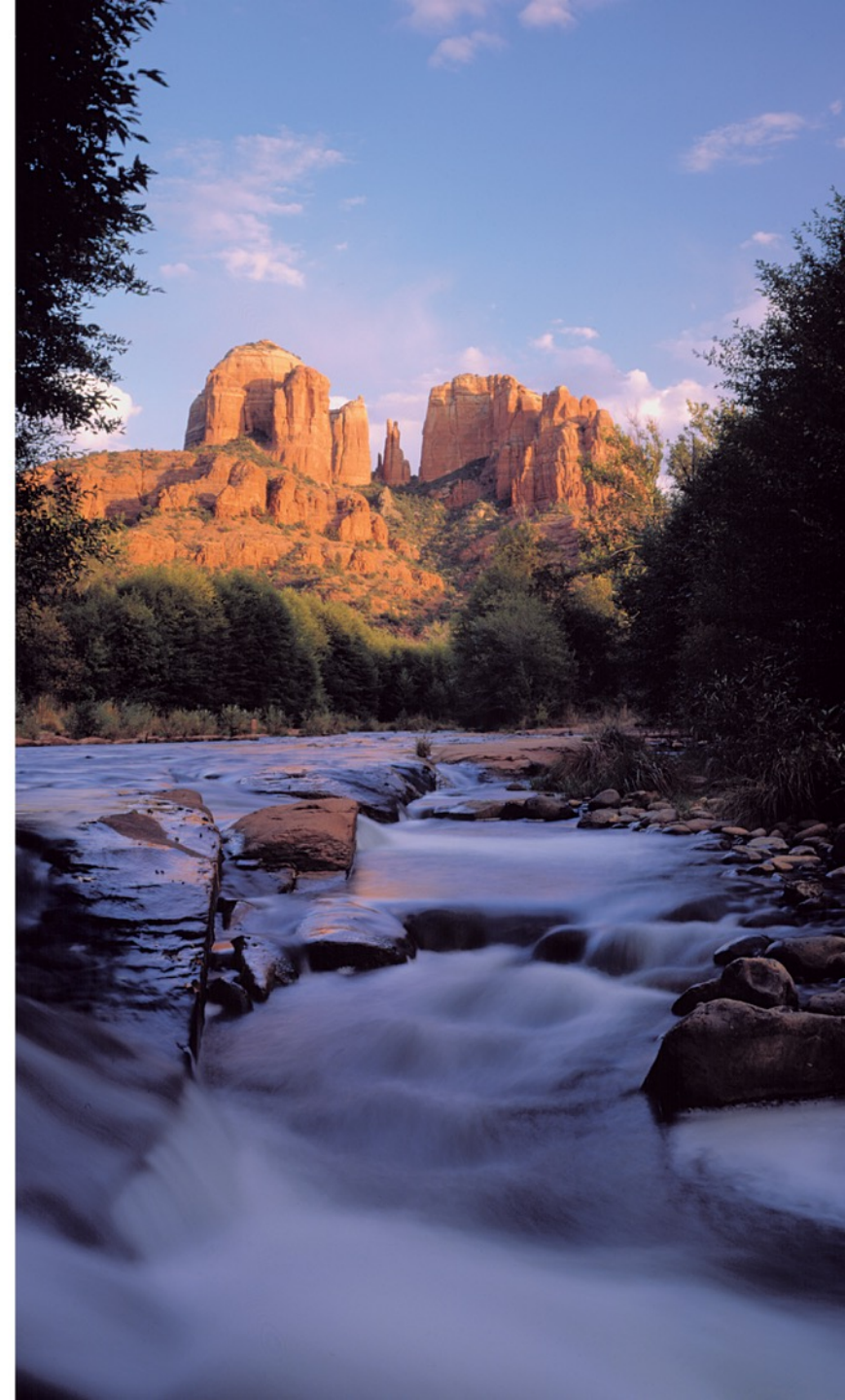
# EARNED MEDIA

- Highlighting state, company, and industry success stories
- Expanding statewide concentration
- Strengthening relationships
- Transitioning from general awareness and credibility building
- Promoting the ACA's leadership



# STRATEGIC INITIATIVES

- (B)usiness (I)nnovation (G)rowth
- CEO Forums
- Trade Shows & Sales Missions
- Arizona-Sonora Region Marketing





# MEASURING SUCCESS

- Paid media impressions and engagement
- Website visits and user behavior
- Lead form completions
- Email engagement
- Social media impressions and engagement
- Earned media
- Event attendance
- Qualified leads added to the pipeline

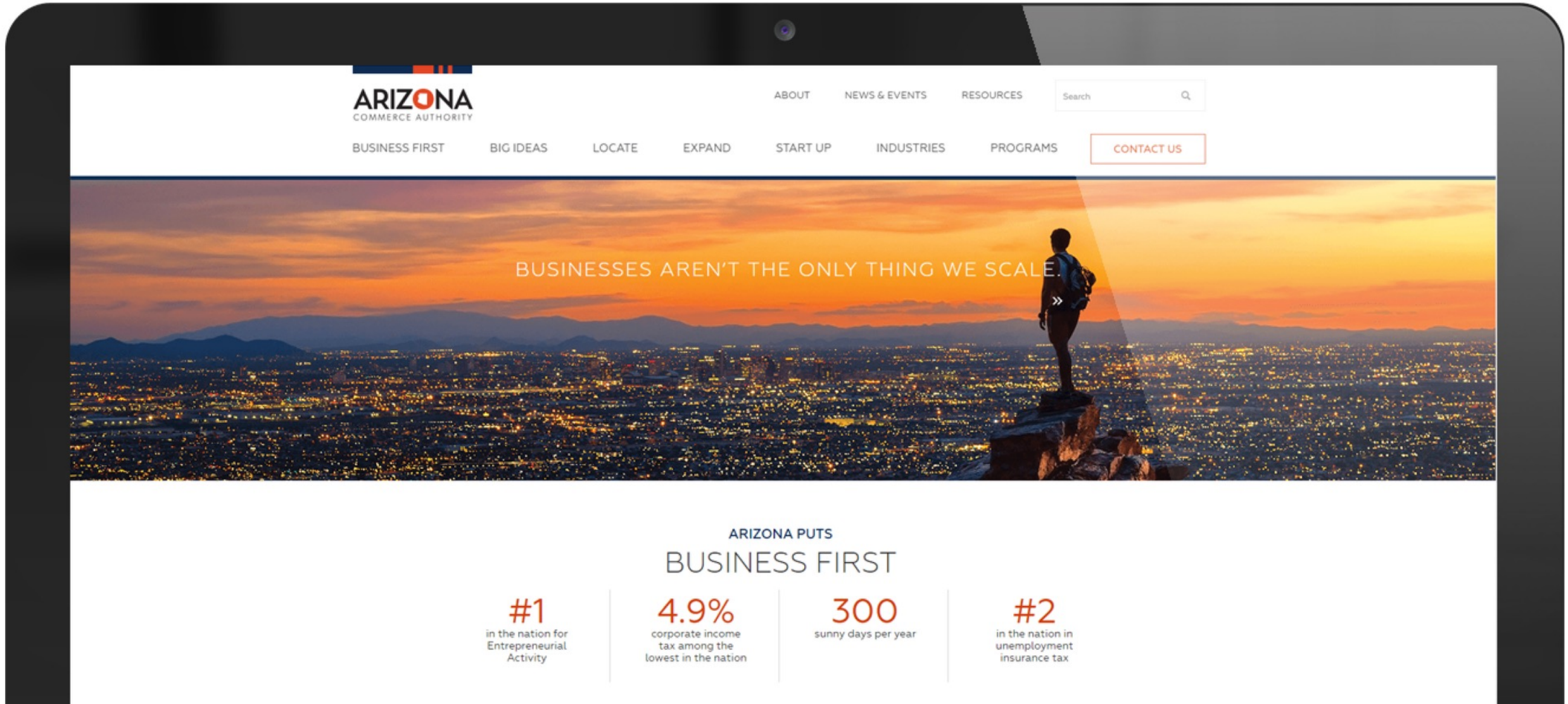
"If you don't measure it,  
**YOU CAN'T IMPROVE IT.**"

Peter Drucker





# THE WEBSITE



ARIZONA  
COMMERCE AUTHORITY

ABOUT

NEWS & EVENTS

RESOURCES

Search



BUSINESS FIRST

BIG IDEAS

LOCATE

EXPAND

START UP

INDUSTRIES

PROGRAMS

CONTACT US

BUSINESSES AREN'T THE ONLY THING WE SCALE.

ARIZONA PUTS

BUSINESS FIRST

#1

in the nation for  
Entrepreneurial  
Activity

4.9%

corporate income  
tax among the  
lowest in the nation

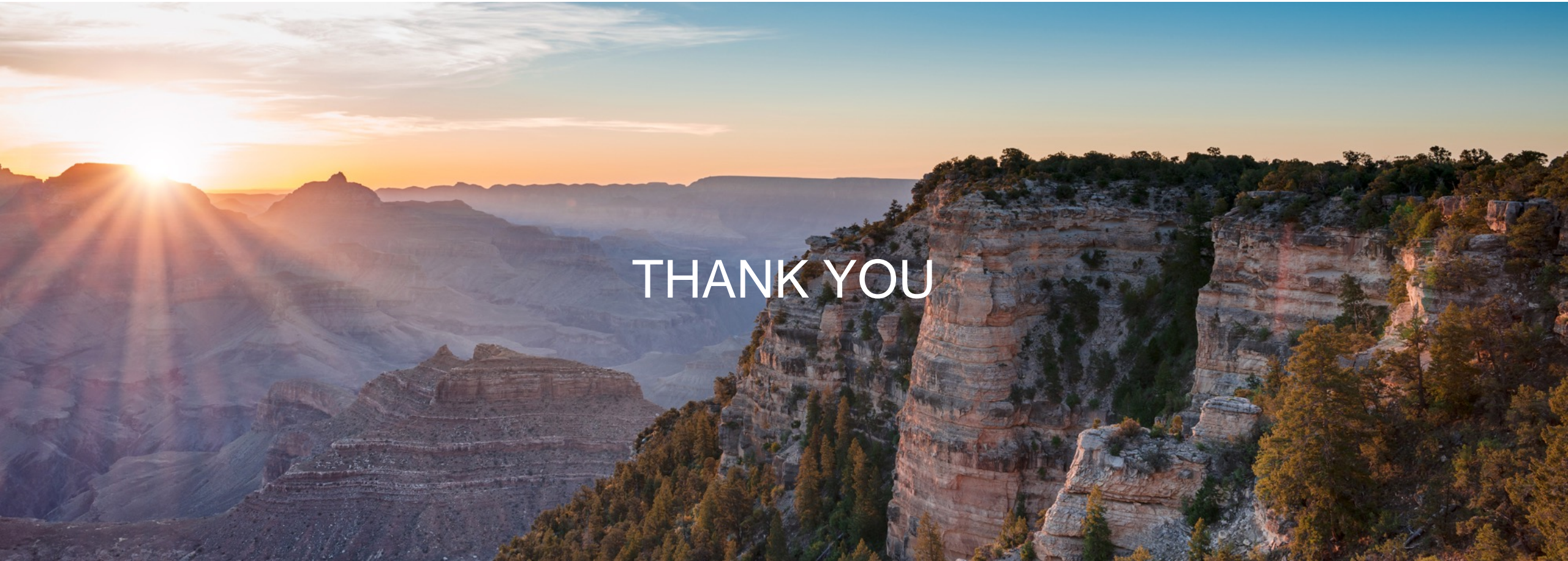
300

sunny days per year

#2

in the nation in  
unemployment  
insurance tax





THANK YOU

