**Marketing Strategies**

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| **Website Maintenance** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Action Step** | | **Responsibility** | | | | | | **Description** | | | | | | | | | | **Date Assigned** | | | | | | | | | **Completion Date** | | | | | | | **Notes** | | | | | | | | | | | | | **Metrics** | | | | | | | | | | | | |
| 1 | | Wendy Meyer | | | | | | Create a link on websites directing toward GGI website | | | | | | | | | |  | | | | | | | | |  | | | | | | | Ask CC, CVB, EDC, City to place link on front page | | | | | | | | | | | | |  | | | | | | | | | | | | |
| 2 | | Chamber | | | | | | Weekly maintenance of growgrandisland.com | | | | | | | | | |  | | | | | | | | |  | | | | | | |  | | | | | | | | | | | | |  | | | | | | | | | | | | |
| 3 | | Committee Chairs | | | | | | Provide Regular Updates on Committee Progress | | | | | | | | | |  | | | | | | | | | Ongoing | | | | | | | Follow-up with Committee Chairs | | | | | | | | | | | | |  | | | | | | | | | | | | |
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| **Explore Marketing Tactics** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Action Step** | | **Responsibility** | | | | | | | **Description** | | | | | | | | | **Date Assigned** | | | | | | | | | **Completion Date** | | | | | | | **Notes** | | | | | | | | | | | | | | **Metrics** | | | | | | | | | | |
| 1 | | Marketing Committee, Implementation Committee | | | | | | | Explore hiring an outside marketing firm | | | | | | | | |  | | | | | | | | |  | | | | | | |  | | | | | | | | | | | | | |  | | | | | | | | | | |
| 2 | | Marketing Committee | | | | | | | Explore guerrilla marketing tactics | | | | | | | | |  | | | | | | | | |  | | | | | | |  | | | | | | | | | | | | | |  | | | | | | | | | | |
| 3 | | Chamber | | | | | | | Check with Hastings College or UNK to see if opportunity for class project. | | | | | | | | |  | | | | | | | | |  | | | | | | |  | | | | | | | | | | | | | |  | | | | | | | | | | |
| 4 | | Exec Committee | | | | | | | Coordinated strategy for communication within GGI Groups. | | | | | | | | | 2/18/16 | | | | | | | | | 3/15/16 | | | | | | | E-newsletter to all GGI volunteers. | | | | | | | | | | | | | |  | | | | | | | | | | |
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| **Educate Elected Officials, Business Community & Public** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Action Step** | | **Responsibility** | | | | | | | **Description** | | | | | | | | | | | | | | | | **Date Assigned** | | | | | | **Completion Date** | | | | | | | | **Notes** | | | | | | | | | | **Metrics** | | | | | | | | | | | |
| 1 | | Nicki Stoltenberg | | | | | | | Develop PowerPoint | | | | | | | | | | | | | | | | 12/15 | | | | | | 1/6 | | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | |
| 2 | | Tara Purdie | | | | | | | Develop marketing brochure | | | | | | | | | | | | | | | | 12/15 | | | | | | 1/16 | | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | |
| 3 | | CVB | | | | | | | Develop and schedule social media posts | | | | | | | | | | | | | | | | 2/18/16 | | | | | | Ongoing | | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | |
| 4 | | Nicki Stoltenberg | | | | | | | Develop short videos for social media | | | | | | | | | | | | | | | | 2/18/16 | | | | | |  | | | | | | | | Jeremy Watson/GITV to tape. | | | | | | | | | |  | | | | | | | | | | | |
| 6 | | Executive Committee | | | | | | | Inform/educate state leaders, including Governor Ricketts on GGI Initiative | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | | | Add officials to email blast list. | | | | | | | | | |  | | | | | | | | | | | |
| 7 | | Tammy Slater & Mary Berlie | | | | | | | Develop and schedule service club circuit presentation | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | | | Present to each service club annually. | | | | | | | | | |  | | | | | | | | | | | |
| 8 | |  | | | | | | | Create training program/video | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | |
| 9 | |  | | | | | | | Create presentation for Human Resource Departments | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | |  |
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| **Advertising**  **(Jack and Tonja)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Action Step** | | | **Responsibility** | | | | | | | **Description** | | | | | | **Date Assigned** | | | | | | | **Completion Date** | | | | | | | | | | Notes | | | | | | | | | |  | | | Metrics | | | | | | | | | | | |
| 1 | | |  | | | | | | | Design and schedule billboard advertisements | | | | | |  | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | | |  | | | | | | | | | | | |
| 2 | | |  | | | | | | | Create direct mailing advertisement | | | | | |  | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | | |  | | | | | | | | | | | |
| 3 | | |  | | | | | | | Develop and schedule series of newspaper, radio and television advertisements | | | | | |  | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | | |  | | | | | | | | | | | |
| 4 | | |  | | | | | | | Contact advertising firm to develop ads | | | | | |  | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | | |  | | | | | | | | | | | |
| 5 | | |  | | | | | | | Design and schedule e-blast advertising | | | | | |  | | | | | | |  | | | | | | | | | |  | | | | | | | | | | | | |  | | | | | | | | | | | |
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| **Public Events**  **(Beth Frerichs – Nicki will call)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Action Step** | | | | **Responsibility** | | | | | | | | **Description** | | | | | | | | **Date Assigned** | | | | | | | | | | **Completion Date** | | | | | | | | | |  | | | | | | | **Notes** | | | | | |  | | |  | | | **Metrics** | | | |
| 1 | | | |  | | | | | | | | Expand Inbound Marketing Events- *centered around events the public is already planning to attend* | | | | | | | |  | | | | | | | | | |  | | | | | | | | | |  | | | | | | |  | | | | | |  | | |  | | |  | | | |
| 2 | | | |  | | | | | | | | Purchase and schedule giveaway activities | | | | | | | |  | | | | | | | | | |  | | | | | | | | | |  | | | | | | |  | | | | | |  | | |  | | |  | | | |
| 3 | | | |  | | | | | | | | Plan and schedule special events | | | | | | | | 2/18/16 | | | | | | | | | | 5/3/16 | | | | | | | | | |  | | | | | | | | | | | | | | | | | | |  | | | |
| 4 | | | |  | | | | | | | | GO BIG GIVE | | | | | | | | 2/18/16 | | | | | | | | | | 5/3/16 | | | | | | | | | |  | | | | | | | | | | | | | | | | | | |  | | | |

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| **General Media/Newspaper Articles**  **(Shaun)** | | | | | | | | | |
| **Action Step** | **Responsibility** | **Description** | **Date Assigned** | | | **Completion Date** | **Notes** | | **Metrics** |
| 1 |  | Develop and Schedule series of GGI Progress Summaries |  |  | |  |  | |  |
| 2 | Nicki Stoltenberg, Casey Bartels | Identify and schedule authors for celebrity columns |  | 12/8/15 | | Ongoing |  | |  |
| 3 |  | Schedule press conferences |  |  |  |  |  | |  |
| 4 |  | Press releases |  | 2/18/16 |  | As needed |  | |  |
| 5 |  | Develop topic list |  |  |  |  |  | |  |
| 6 |  | Establish schedule of television community show appearances |  |  |  |  |  | |  |
| 7 | Nicki/Casey | Establish schedule of morning radio show |  |  |  | Ongoing |  | |  |