

Beyond the Golden Shovel

Golden Shovel

GROUNDBREAKING
ECONOMIC DEVELOPMENT
COMMUNICATIONS



Introduction

Golden Shovel Agency is a marketing and communication firm that specializes in economic development marketing. Golden Shovel is thrilled to work with MEDA to highlight the importance of Economic Development in Montana.

Website Launch

MEDA's new website was launched in September 2018 - the website highlights the importance of membership and professional development.

Success Through Storytelling

Curated content such as success stories will be featured on the website and shown through a variety of avenues.

Groundbreaking Economic Development Communications



Workforce Attraction

Business Attraction

Business Expansion & Retention

Regional Strategy

Golden Shove

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Components of a Story

What makes a great story?

1. A Character
2. With a Problem
3. Meets a Guide
4. Who Gives a Plan
5. And Calls them to Action
6. That results in - Success or Failure

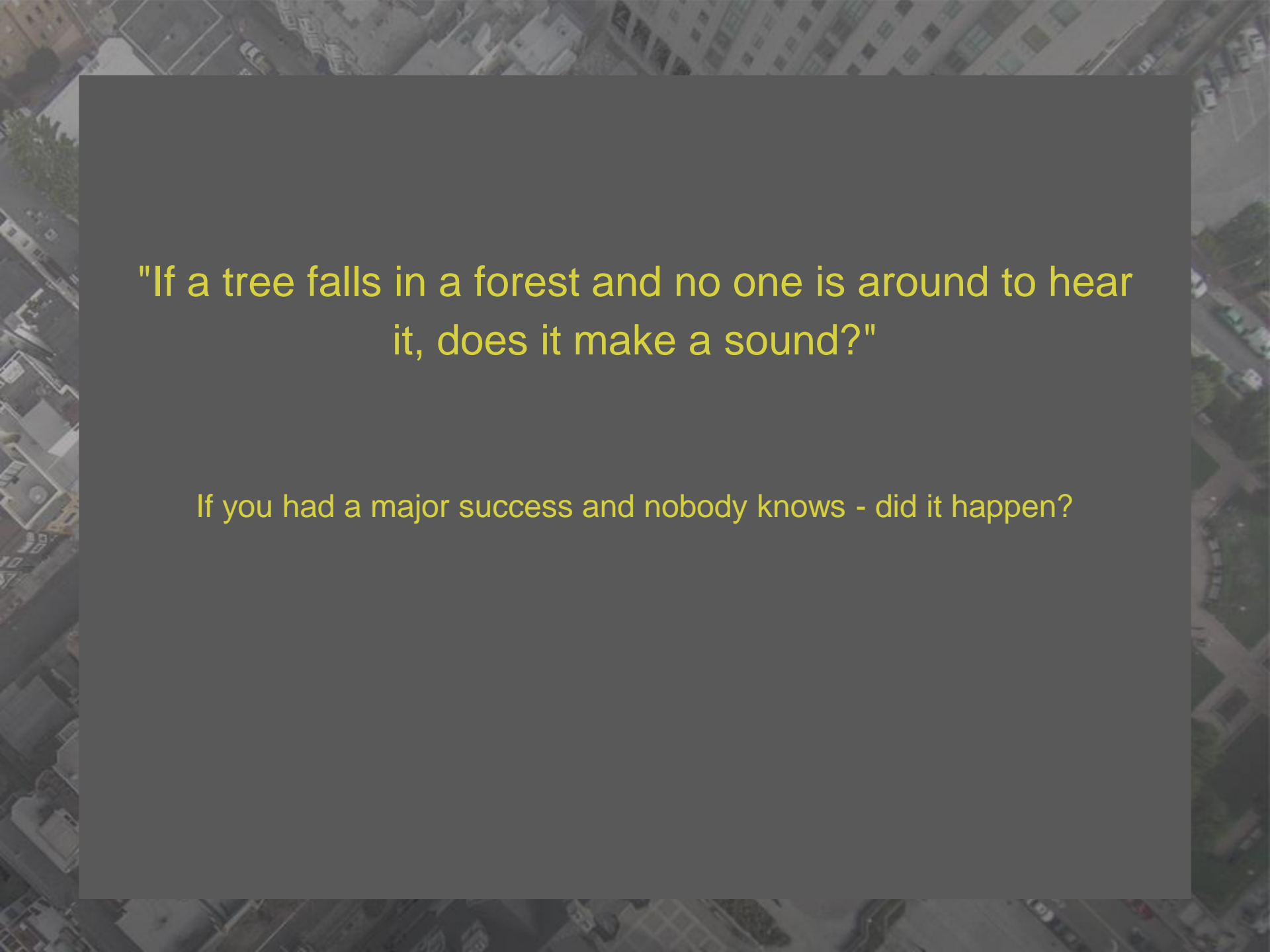
Defining Your Success Story

- Jobs created?
- Business expansion?
- New business?
- Programs started?

Case Study

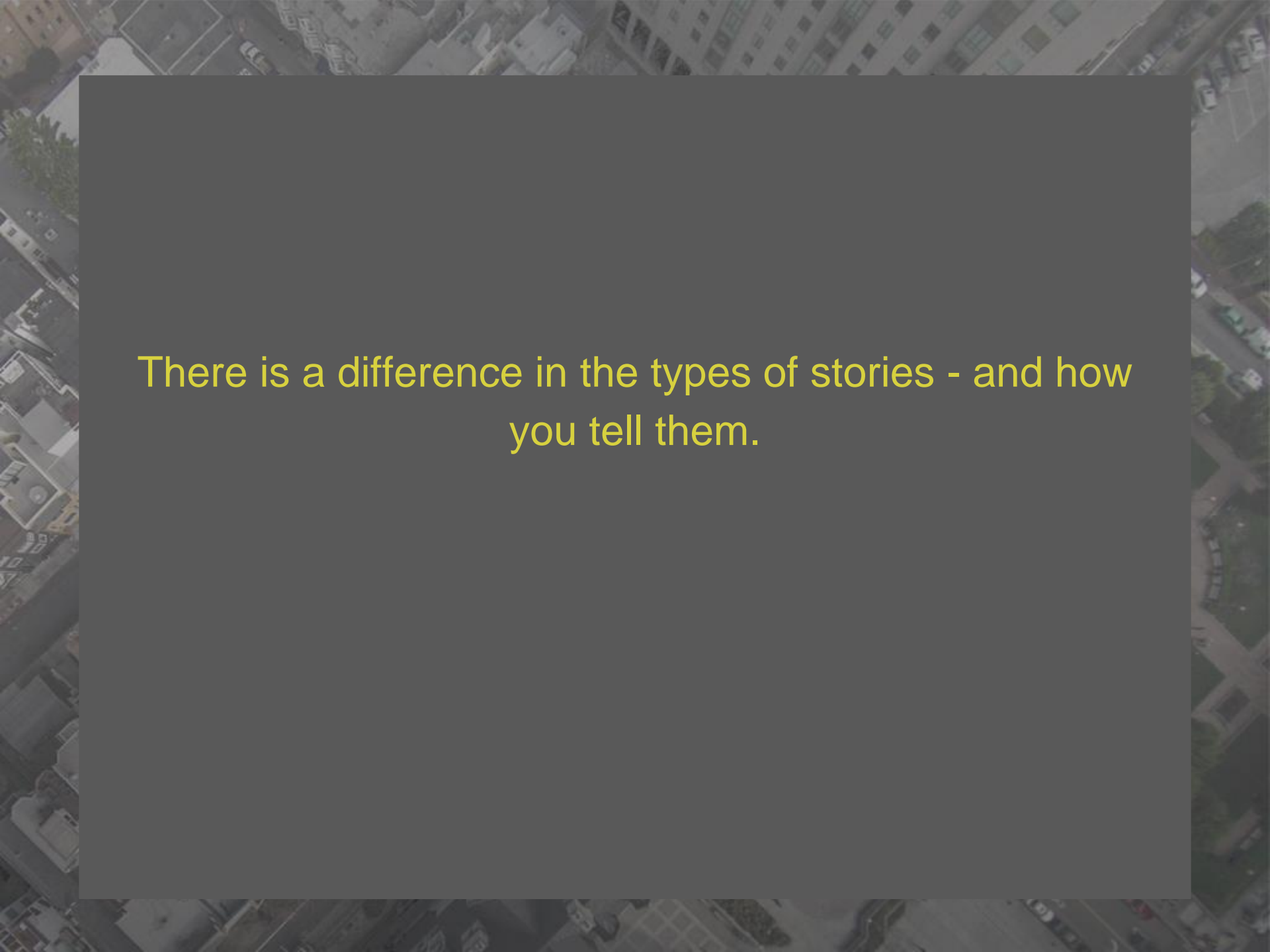
Greater
yankton
Living

The logo for Greater Yankton Living features the word "Greater" in a black serif font at the top. Below it, the word "yankton" is written in a yellow, cursive script font. At the bottom, the word "Living" is written in a black serif font. A faint, grey silhouette of a suspension bridge is visible in the background behind the text.



"If a tree falls in a forest and no one is around to hear it, does it make a sound?"

If you had a major success and nobody knows - did it happen?

An aerial photograph of a city street grid, showing buildings, roads, and parking lots. A large, dark grey semi-transparent rectangle is overlaid on the center of the image, containing text.

There is a difference in the types of stories - and how you tell them.



What is the role of Golden Shovel?

Changes in Economic Development Marketing - advancements in technology



Thank you!

Kirstie McPherson
Marketing Director
970-629-5915
kmcpherson@GoldenShovel.com

Warren Westcott
Northern Territory Sales
952-454-4068
wwestcott@GoldenShovel.com

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