Communicating Greater America

Who are you?

Golden Shovel Agency
(GoldenShovelAgency.com)
Economic Development Focused... Only.

War Stories from Greater America
Greater America needs to communicate more.
Regions need to have a unified message.

New Social Media Strategies
Why They Are Needed

- Economic Developers have little time
- Site selection is done online first
- Lots of opportunity being missed
Iowa Lakes Corridor Development Corporation

About
509 2nd Avenue East Suite 2, Spencer, IA
Closed until tomorrow 9:00 am - 5:00 pm

Local Business
509 2nd Avenue East Suite 2, Spencer, IA
Closed until tomorrow 9:00 am - 5:00 pm

Bellows Galaxy n Spirit Lake
Decorations for his parties, birthdays.

Highlights
Post
Write something...

Recent Posts by Others
Facebook
TellWorldwide:
In our ever changing techs world, it is now necess... 3 - June 8 at 1:39pm
I-GREEN Learning Center

LinkedIn
Matt Marshall
Director Of Sales at Golden Shovel Agency
Greater Minneapolis-St. Paul Area | Government Relations

Prev
Redlin Electric Inc.
B.S., Business at University of Wisconsin-River Falls

Send a message
364 connections
Contact Info

Experience
Director Of Sales
Golden Shovel Agency
March 2012 – Present (8 months)

Recommend Matt’s work at Golden Shovel Agency

Director of Operations
Redlin Electric Inc.
May 2004 – March 2012 (7 years 11 months)

Recommend Matt’s work at Redlin Electric Inc.

Education
Shovel Agency

Commitment to Education
Matt Marshall
On Nov 1, Gambit County, Maryland, will launch a six-month, national search for a new economic development chief. http://www.jyulissa

Gambit County seeks new economic development director - Baltimore
blogjournals.com

Gambit County officials on Nov. 1 will launch a six-month, national search for a new economic development chief to replace its longtime director, James Hinebaugh. Hinebaugh retired Oct. 1 after 17 years in the post. He was...
Like · Send a message · Share · 1 day ago

Matt Marshall Golden Shovel Agency is at the Montana
“If you want to play in the world of chaos, organize everything you can”

~Author Unknown

What are you going to Communicate?
Set Goals

- Attract New Business
- Business Retention
- Entrepreneurs
- Economic Activity Awareness

Define strategies: Example

- Business Retention
  - Visiting businesses
  - Highlight success stories
  - Local Incentives
  - Link Reciprocity
  - Legacy Recruitment
Create Original Content

• 6 month focus
• Create content at one time
• Strategically place keywords
• Use hootsuite
• Track current news with google reader and alerts
• Quarterly Reports and Analysis

New Regional Communication Strategies
“Teamwork is the ability to work as a group toward a common vision, even if that vision becomes extremely blurry.”

~Author Unknown
Welcome to Great River Energy’s Economic Development Portal

Great River Energy is a not-for-profit electric cooperative owned by its 28 member cooperatives. We generate and transmit electricity for those members, located in the outer-ring suburbs of the Twin Cities up to the Arrowhead region of Minnesota and down to the farmland region in the southwestern portion of the state. Learn more about Great River Energy by watching our video or checking out our key facts.
Powerfully Leverage Communication

Significantly Grow Online Economic Development Presence

Welcome to Our Economic Development Portal

South Dakota Prairie Gateway is a portal for economic development information in Northeast South Dakota. Whether you are a site selector looking to locate in one of our communities or a local business in search of training opportunities and resources, you've come to the right place.

Our economic development history is rooted in the pioneers who had a vision for developing the prairies. Take a look around and see how we are pioneering development in Northeast South Dakota.

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Ready for Business.

At WVP, we understand the economy, the infrastructure — including transportation and utilities — and labor markets all function on a regional level. Through our economic development efforts, we seek to encourage cooperation among different municipalities and entities to strengthen the Midwest as an overall region. Learn More

Welcome to the Wabash Valley Power Economic Development Portal

At Wabash Valley Power, we work to provide low-cost, reliable wholesale power to our 28 member systems in Indiana, Illinois, Ohio, Michigan and Missouri.

We believe supporting long-term growth opportunities in the economic development arena fosters a better future for all industries. That’s why we help promote our power districts and support business location opportunities for industries, site selection professionals and other economic development-oriented organizations nationwide.

At WVP, we understand the economy, the infrastructure - including transportation and utilities - and labor
“When we change the way we communicate, we change society”

— Clay Shirky

Thanks for playing Shovel Toss!
Thank You! Any Questions?

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