Beyond the Golden Shovel
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
BUSINESSES & TALENT THRIVE IN THE REGION

PLAN
Determine target audience. Create key messaging. Analyze previous results.

SUCCEED

BUILD
Create the tools and content for engaging the businesses and talent.

COMMUNICATE TO PROSPECTS
Promote to the businesses & talent. Generate leads.

IDENTIFY BUSINESSES & TALENT
Empower Economic Developers
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
"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?
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