



Marketing Update

Presented By Centipede Digital™



About Us

Centipede Digital™ is a full service marketing agency that empowers organizations to build and execute intelligent brand strategies by utilizing data to accelerate growth.



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OUR OBJECTIVE

There are thousands of cities across the country that are competing for the interest of a site selector and only the most **UNIQUE** cities will be considered for any given development project. It is our mission to ensure that **McKinney** is **UNSURPASSED** when it comes to it's larger than life persona by using the most advanced marketing techniques to provide the world with access to this great city.

Key Phases

The agency was brought on to create a new brand identity and to drive more economic growth in McKinney.



New Brand Identity

Design New Logo
Design New Website



Collateral Refresh

Design New Collateral
Create Custom RFPs

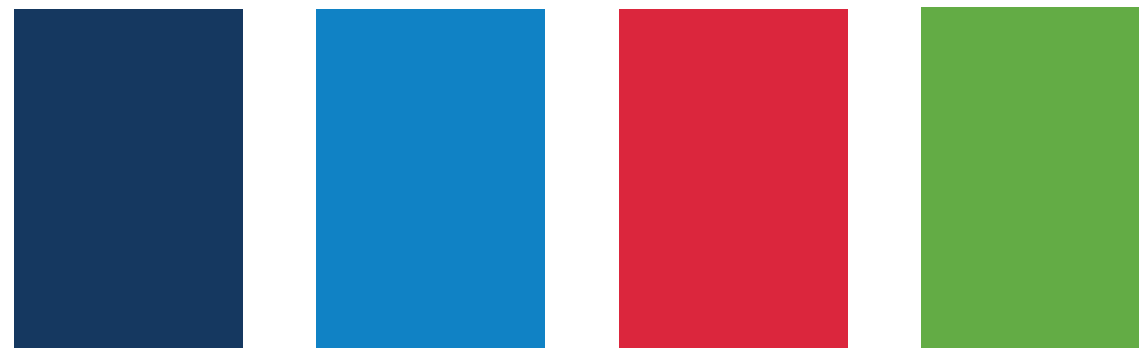


Targeted Campaigns

Create Targeted PPC Campaigns
Create Targeted Social Campaigns

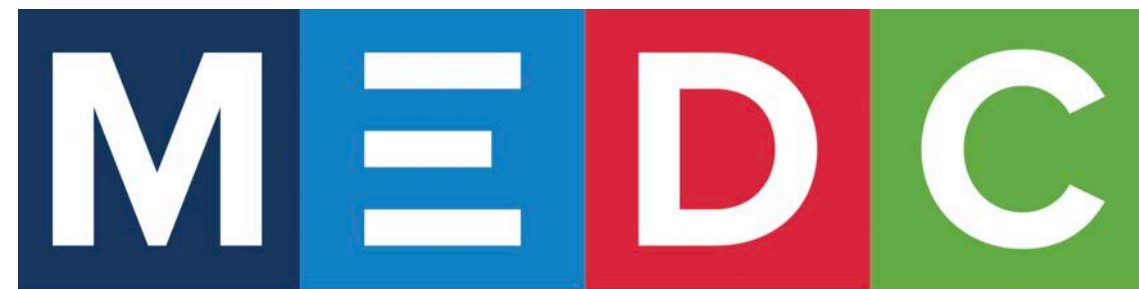
NEW Brand Colorways

The agency was provided city colors and from there chose strong colors that could identify MEDC.



NEW Brand Logo

The agency designed a logo that is strong, modern and defined – giving MEDC it's own brand identity. *



McKinney Economic Development Corporation

NEW Campaign Marker

The agency designed a campaign marker, “Unique McKinney” that will be carried out throughout campaigns and collateral.



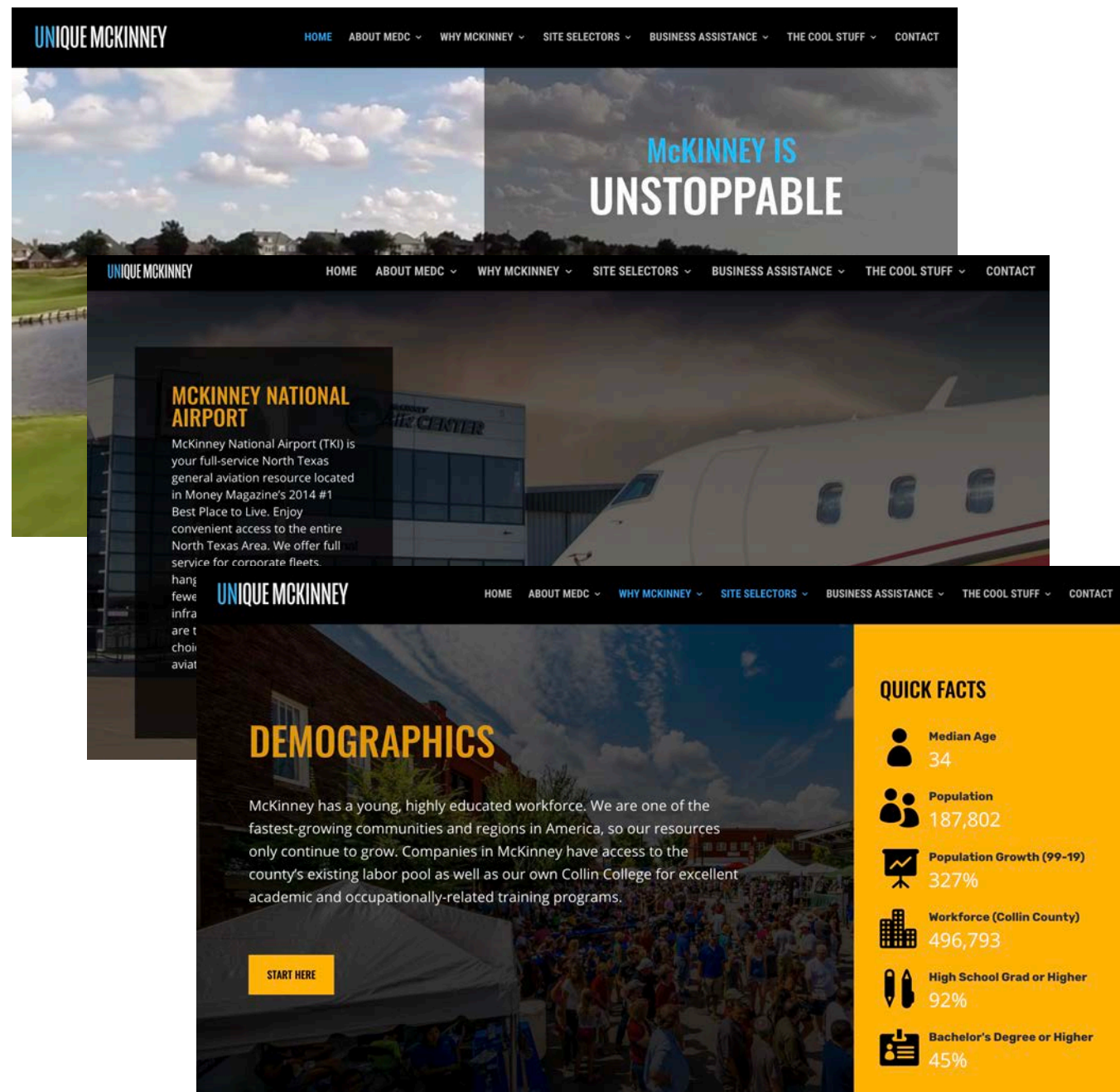
**Over 50 design options were developed*

NEW Website

The agency designed a modern, engaging and impactful website. The new brand look and focus on Unique McKinney can be found throughout the site. The site includes interactive visuals and video content.

Search Engine Optimization

We are in the process of finalizing search engine optimization, which will put MEDC on the map versus it's previous non-existent presence online. We will also implement Google Search Console and Bing Webmaster to ensure the search engine optimization strategy is driving positive results.



Collateral

The agency works closely with the team at MEDC to create impactful marketing collateral that emulates the new brand look and is created with the knowledge of market research.

Styleguide

A styleguide has been created to provide internal and external parties with the new brand standards. This includes brand colors, brand font, brand usage (allowed and disallowed).

Flyers/One Pagers

We have been updating the one pagers for MEDC and working collaboratively with the MEDC team to create sales sheets. We also work with the team to create hot sheets for various projects.

PowerPoint Template

The agency designed a brand appropriate PowerPoint template for easy use by MEDC team.

Letterhead

The agency has designed letterhead to support the new brand look.

RFP Templates

We work closely with the MEDC team to create custom designs for RFP responses. Some even turn into digital flipbooks that are tracked.

Business Cards

All MEDC staff members have been designed new business cards that follow the new brand standards.

Marketing Automation



It is one thing to have a nice looking website, but it is a whole different world when you integrate marketing automation. Our proprietary platform gives you insight on anonymous visitors, visitor behavior, behavioral-based email communication, and dynamic content!



The agency is working with MEDC team to create dynamic email campaigns to target audiences based on interest, on-site behavior and market research.

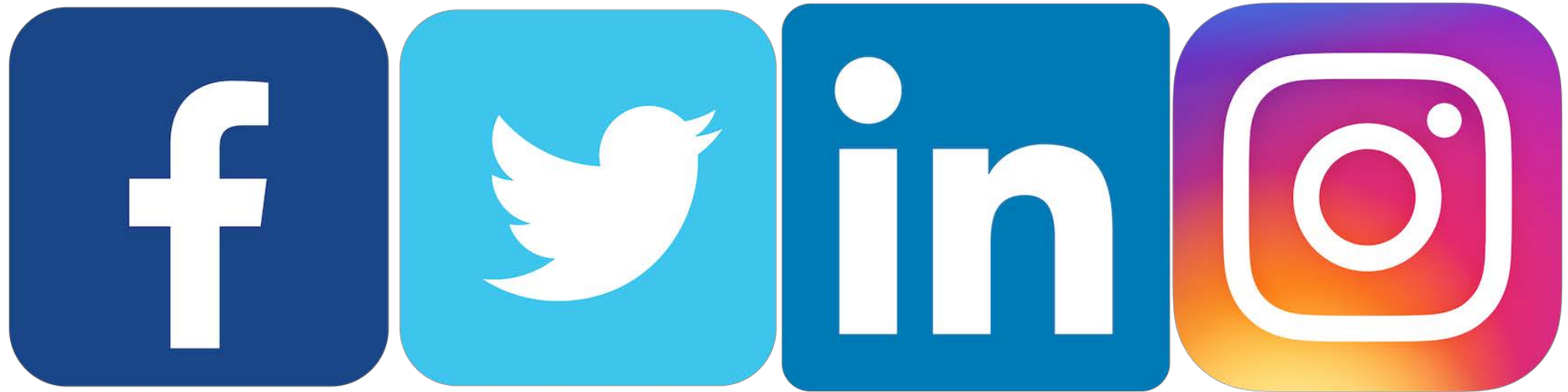
Photo & Video Production

The agency provides MEDC with full video and photo production. Staff attends events to take professional pictures/videography for use on website, social media and various media outlets.



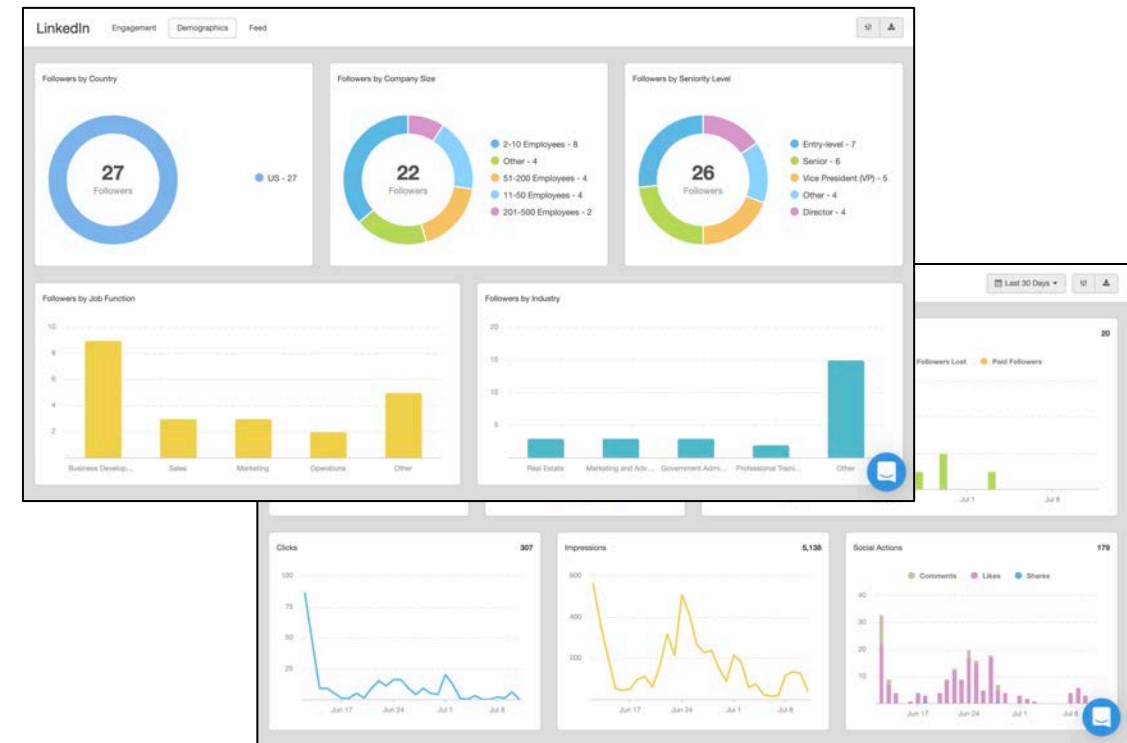
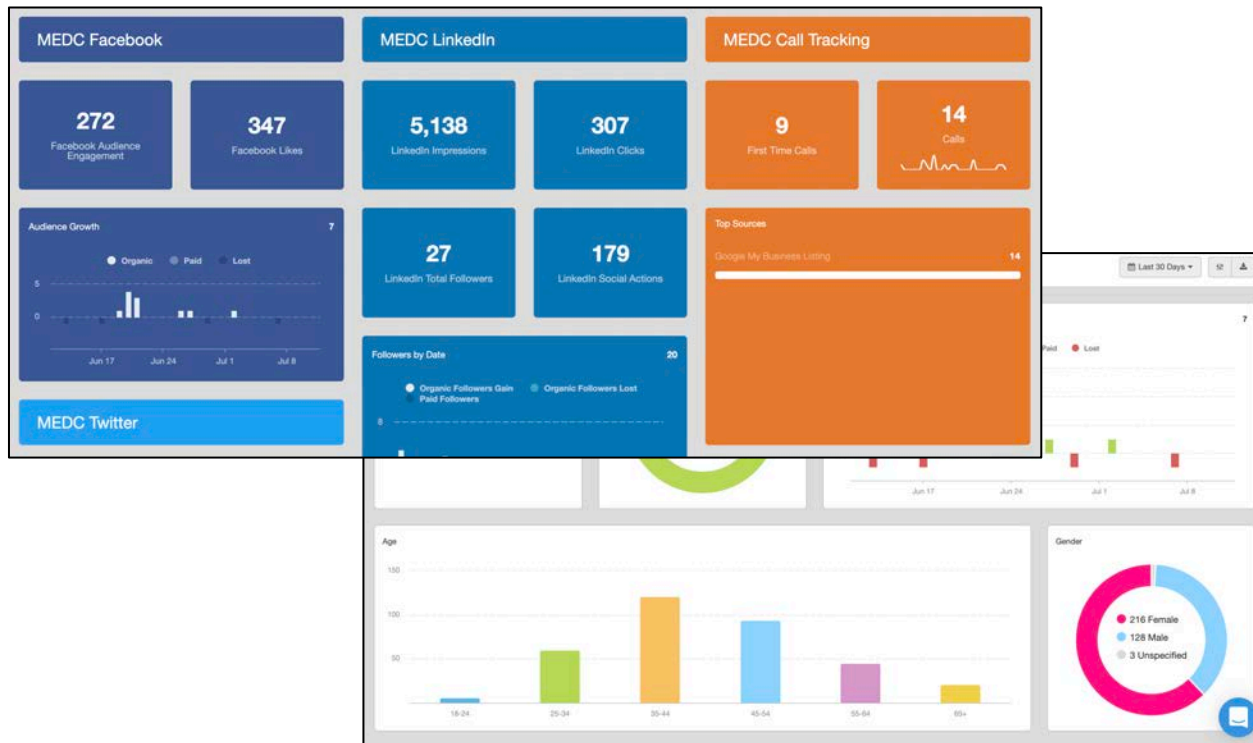
Social Media

The agency alongside the dedicated social media specialist on-site at MEDC headquarters manages social content across various platforms.



Metrics Dashboard

The agency monitors all activity and metrics for all social platforms daily, weekly, and monthly. The user friendly dashboard is provided and reviewed by the agency's team and the relevant MEDC team members.

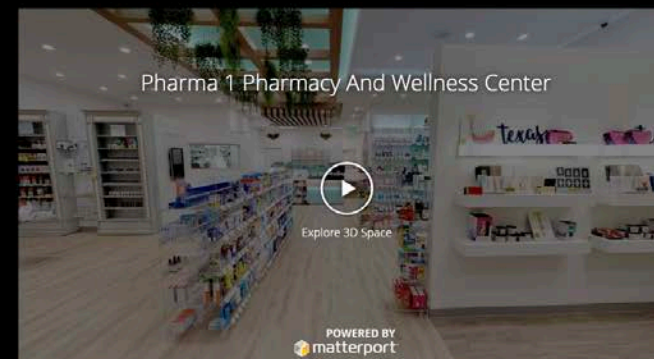
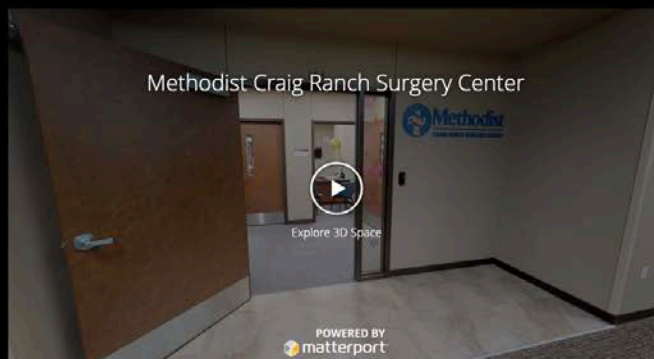
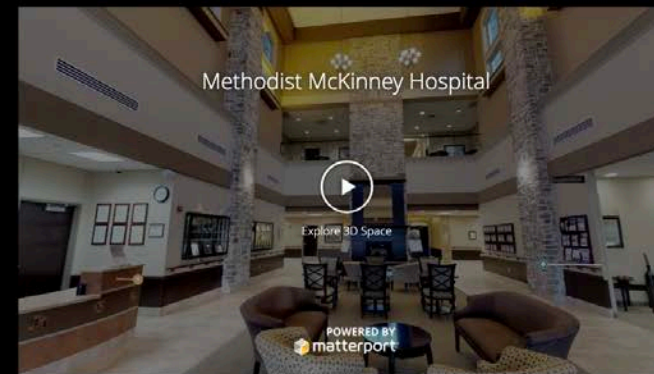


Virtual Reality

Virtualize McKinney

By integrating VR and 360°immersive video/photography into the economic development campaign, we can utilize both browser and VR glass based campaigns to provide access to potential site selectors giving them access to McKinney's **UNIQUE** environment.





Campaigns



The brand identity is just launching and campaigns will now begin that embody the new look of the brand. These campaigns will engage targeted audiences and industries using original content and target paid digital ads.

Technology

Target technology companies by showing the unmatched opportunities that McKinney has to offer.



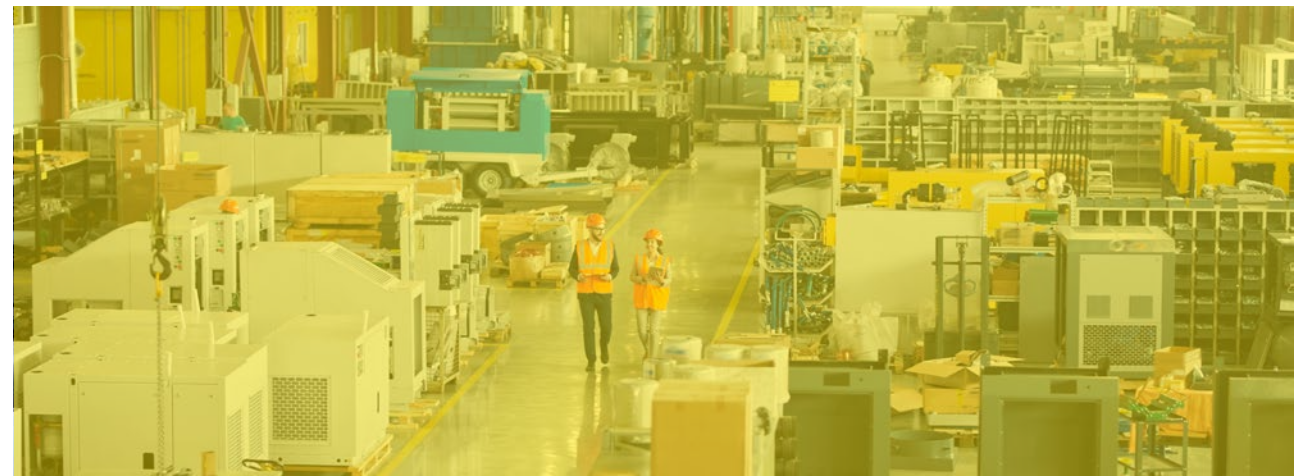
Office/Headquarters

Target organizations looking to relocate their headquarters.



Industrial

Target industrial organizations that are looking for a unique space to make their home.



Additional Agency Functions

Media Evaluations
Public Relations
Digital Flipbooks
Analytics

Market Intelligence



- Conducting data analysis to identify target markets & prospective organizations
- Profile consumers in key markets
- Identify geographic business climate changes that indicate a likelihood of relocation
- Provide accurate and up-to-date in market data to enhance proposal responses
- Analyze digital traffic to create user personas to enhance asset visitors experience with the McKinney Economic Development Corporation.

Where We Are

The agency was brought on to create a new brand identity and to drive more economic growth in McKinney.



New Brand Identity

Design New Logo
Styleguide
Design New Website



Market Research

Market Research Performed
Industry Specifics Data Pulled



Standard Collateral

Business Cards, Letterhead,
Presentation Templates, Hot
Sheets



Media Evaluations

Evaluations of Media Buys



On-Site Marketing

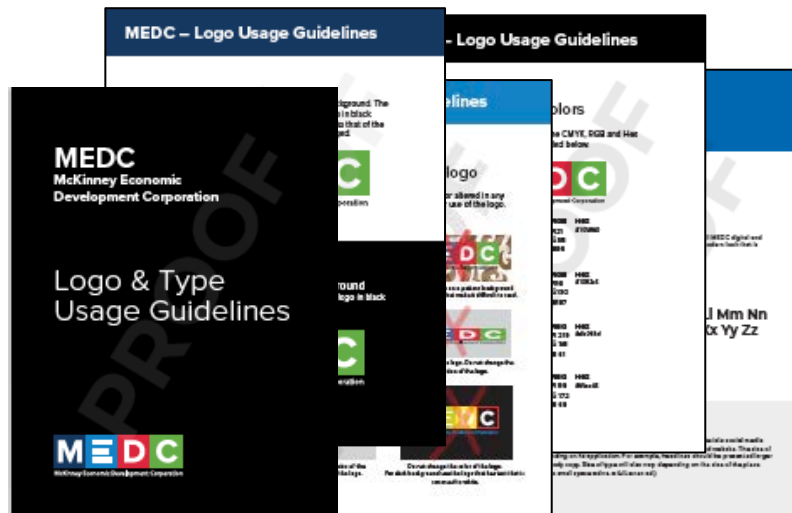
Marketing Liason On-Site



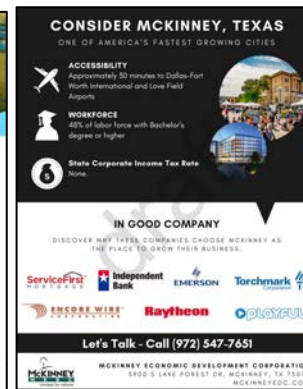
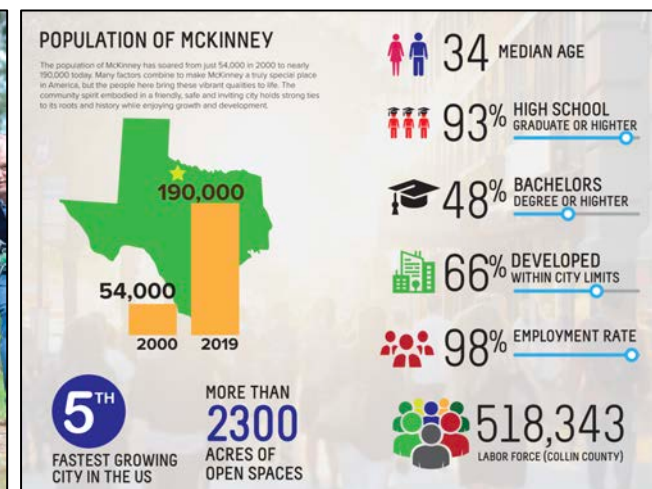
Targeted Campaigns

Pay Per Click Campaigns
Social Media Advertising
Dynamic Email Campaigns
Business Highlights Video
Virtual Tours
Economic Video Production
Social Media Full Launch

Appendix



Brand Styleguide

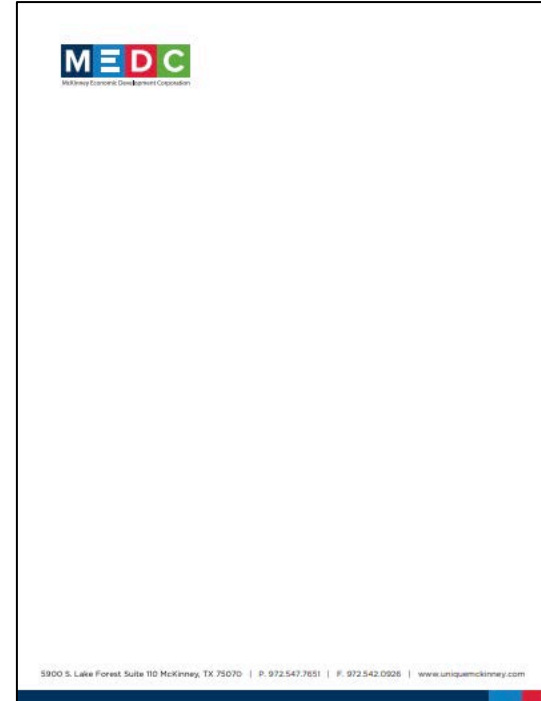


Examples of Graphics

Appendix *(continued)*



**Business Presentation
Templates**



Letterhead



Business Cards

THANK YOU