The Next Step: Marketing LED

Tom Morgan
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"The LED provides the critical data necessary for economic development professionals to

- do trend analysis,
- identify growing (and slowing) industry clusters,
- determine where the future employment generators will occur, and
- develop and retool our workforce to meet the demand of today’s and tomorrow’s business environment."

Debbie Woodward
Vice President, Jefferson Economic Council
Product development: ask your customers

Form An Advisory Group of Recognized Business and Workforce Leaders

- Explain the product
- Ask who would use it
- What additional products do they want outside the on-line data
Different Needs of Different Clients

• **Education**
  – Guidance counselors
  – Academics

• **Business users**
  – Chambers of commerce
  – Economic Developers
  – Planners
  – Economists

• **Government**
  – State, county and municipal
List development

• **Who are potential users?**
  – Advisory groups will tell you
    “Any business association would have use for this “

• **Where do you get the lists?**
  – Call user group leaders and ask for their list
  – Look on-line

• **What info do you need?**
  – Phone, mailing address and **email**
Dealing with Local Planners:

- Names on-line
- Collaborating on full list contact
- Lists maintained in Washington - locals have no control
Marketing elements

Make a big deal of the first product release announcement

Invite the Media

- Business publications and writers
- Electronic –
- Wire and broadcast services
Make a big deal of the first product release announcement

Email

• Markets
• Teasers
• Announcement
Make a big deal of the first product release announcement

- **Direct Mail**
  - Develop product message target to recipients
  - Mail to deliver two days after media announcement
  - Simple message
The announcement

• Make it a training opportunity that serves as an announcement
  – How to use the information groups
  – How to use the web site
  – Special orders
  – Down the road – future products and data

• Easy media access is a must!
Continuing marketing

- Go hunting where the ducks are.
- Blow your own horn – repeatedly!
- It is useful for clients to learn new ways to use LED.
Continuing Customer Satisfaction Assessment

- Web questionnaire
- Customer focus groups
- Reconvene Advisory Groups
- Written questionnaire to custom users.
For more information contact:

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