

The Next Step: Marketing LED

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

- do developers interested?***
- 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

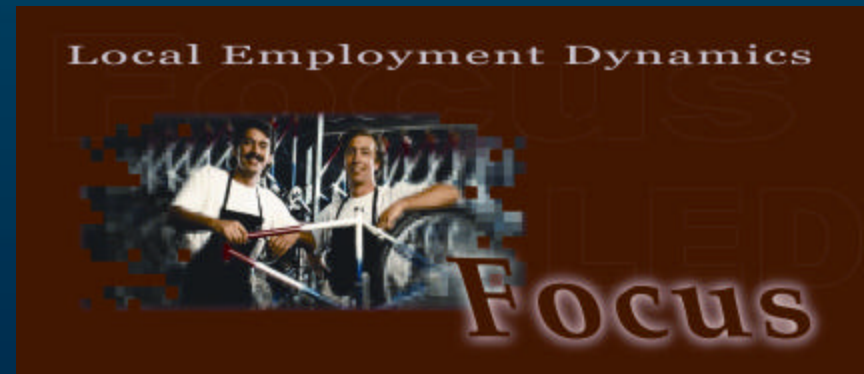
Email

- 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

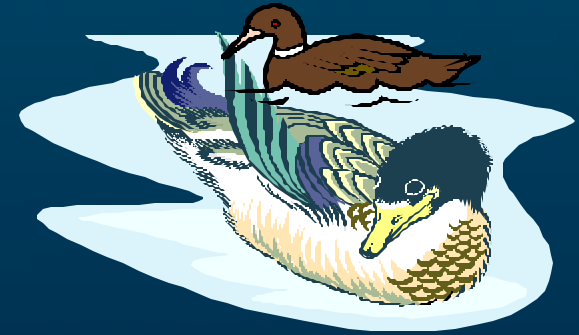


The announcement

- 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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