



Prepared For:

Develop losco, Inc.

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**Marketing Blueprint Appendix C
12-month Content Strategy**

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Develop losco should be known for:

1. Leader within the community
2. A resource for local businesses, residents and partners
3. A collaborator
4. Source for data
5. Strategic partner
6. Driver behind investment attraction and job creation

losco County should be known for:

1. Low cost of doing business (low taxes, low real estate costs and affordable wages)
 2. Talent and educational resources
 3. Strong manufacturing ecosystem
 4. Spaceport opportunities
 5. Tourism destination
 6. Incredible quality of life with abundant outdoor recreation, vibrant downtowns, and a growing restaurant scene
 7. Excellent place to retire
 8. Strong demand for local businesses
 9. Strong housing demand
-

Article Suggestions:

A1 "Develop losco Brings Community Together to Create Cohesive Vision for Growth"

Description:

Promote the work that DI is doing through the marketing strategy process, including stakeholder engagement and strategic meetings. Through this effort, position DI as the clear leader to bring the community together.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A2 "losco County Housing Demand Creates Opportunities for Developers"

Description:

Highlight the reasons why people are moving to losco County and the opportunities developers have to serve the full-time resident population, in addition to serving the tourism and summer home market. Present information on available sites if available.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A3 “Develop losco Begins Work on Broadband Expansion”

Description:

Write an article about how DI intends to expand broadband capabilities within the county. This article should include information on the resources available at the state level, any strategic planning DI intends to undertake and how partners are participating in the project.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A4 “Live Where You Come to Play: losco County”

Description:

This article should speak directly to the tourists and summer home residents who enjoy all that losco County has to offer. Explain the advantages of making the county their permanent home, from a quality of life and opportunity perspective. Addressing things like how safe the community is, how connected people are and the opportunity to enjoy recreational activities year-round are ways to entice readers to more seriously consider a move.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A5 “Spaceport Project Creates Opportunities for losco County Businesses”

Description:

Present information on the new spaceport, how businesses can benefit and why new businesses should locate there. Go into detail and specific ways that businesses can become engaged.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A6 "Develop losco & Workforce Partners Invest in the Future "

Description:

Describe how workforce and educational partners are investing in students and preparing the next generation of workers to take in-demand jobs. Link programs and educational training to existing employers and the industries that you want to recruit.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A7 "It Costs Less to Do Business in losco County"

Description:

Highlight the cost savings of doing business in the county. Focus on low taxes, low real estate costs, low regulatory burdens and affordable labor costs as advantages.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A8 "Why Retirees Are Moving to losco County"

Description:

Demonstrate the advantages of retiring in losco County. Promote this as a destination for retirees who are working part-time or remotely, or for those who want to start a business as a second career. Highlight the many quality of life advantages and the low cost of living.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A9 "Tools & Resources to Support losco County Businesses"

Description:

Survey respondents mentioned that they do not know what tools and resources are available for their business. Survey local partners and compile a list of resources that can be promoted. DI does not need to offer the resources directly but can direct towards county, regional and state resources that can help small businesses to sustain and grow.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A10 "Why We Moved Our Family to losco County"

Description:

Interview a family who moved to the county. Use their quotes and experiences to highlight the quality of life benefits and to make the case for why young people should move to the county or stay here to raise their children.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A11 “Develop losco Hosts Community Meetings As Part of Strategic Planning Process”

Description:

Continue bringing the community together and talking about the work you are doing to do so. Position DI as a true leader and resource.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

A12 "Training Programs in Iosco County Give Workers a Competitive Advantage"

Description:

Highlight the community and technical colleges that are providing training opportunities to the local workforce. Demonstrate the strength of that workforce.

Reference Links:

XXX

Notes:

XXX

Content Link:

XXX

Published Link (insert date here):

XXX

Misc. Content Requests:

- Share social media posts and news stories from throughout the region that confirm what you want Iosco County to be known for.