



Indy Partnership

Communications Plan — August 2020

Background

Because of the COVID-19 pandemic, many in-person events that would drive communications for Indy Partnership have been canceled or postponed. Indy Partnership is adjusting its communications plan to identify content topics that will keep the region top of mind for site selectors and business prospects, and ultimately attract new business, talent, investments, and partnerships—despite the challenges of the pandemic.

Additionally, Indy Partnership is working to find a more unified regional voice and strengthen relationships with partner counties and communities through content.

Communications Plan

Our communications plan outlines who should be given specific information, the frequency of delivery, and which communication channels will be used to deliver information.

The plan will be implemented using a combination of earned, owned, and shared media to effectively reach our audiences.

- Earned media describes the result of public relations efforts to gain coverage in the media through outreach like media briefs.
- Owned media describes media, content, and assets that the organization controls such as social media, a newsletter or a website.
- Shared media describes shared interaction with other organizations such as on social media or community organization websites.

Goal

Reach target audiences with messages and content that attract new business, talent, investment, and partnerships

Target Audiences

- Site selectors
- Business prospects in target industries
 - Advanced manufacturing
 - Agbiosciences
 - Life sciences
 - Logistics
 - Motorsports
 - Information technology

Key Stakeholders

- Indy Chamber
- Partner counties and communities
- LEDOs
- Elected officials
- Regional businesses
- Partner community chambers of commerce
- City and county governments
- Visit Indy, local CVBs

Note: As the plan evolves, we recommend including key regional stakeholders as a target audience for communications. We will also ensure that Indy Region news releases are routinely cycled to stakeholders.

Objectives

- Increase awareness of the Indy Region among site selectors and business prospects in target industries through increased media impressions and increased traffic to the Indy Partnership website
- Implement best communications practices while creating consistent, effective content to be shared across multiple channels
- Increase support for Indy Partnership among key stakeholders

Messaging Framework

Our messaging framework will serve as the foundation for content planning efforts. The messages will be crafted to align with established goals and objectives of Indy Partnership.

Suggested Key Messages

- Indy Region is the best place to do business
 - Indianapolis is a top mid-sized city for new location or expansion projects
 - [June 2020 study](#) by the Site Selectors Guild
- Indy Region has resources to support businesses
 - Impacts of the pandemic
- Indy Region prioritizes policies that support businesses
 - Diversity in businesses—Race equity policies and conversation

Calls to Action

We suggest identifying a call to action that relates to each piece of content while also conveying the goal of the messaging. We will ask, when a target audience receives a message from Indy Partnership, what is the top action you would like them to take?

Example: We share an article about the [PRI Trade Show](#) happening in December, adding additional organic messaging to convey how this is beneficial to the Indy Region, and invite the user to “Learn more about PRI below,” or any other CTA that would tell the audience what we want them to do with this information.

Key Content Topics

- **COVID-19 response and recovery:** Grants provided to small business impacted by COVID-19, resources for businesses impacted by COVID-19
 - Community-specific relief programs
 - Virtual workshops/events to support business owners and job-seekers
- **Businesses supporting businesses:** How companies are stepping up to support other businesses or community organizations during the pandemic
 - Example: <https://edckc.com/soiree-steps-up-to-help-third-district-neighbors/>
- **Success stories:** Businesses that are opening, growing, or establishing a presence in Indy
 - Highlight successes happening during the pandemic because of support from local resources
- **Why Indy Region is a great place to do business:** Location, airport, education, established industries, talent pipeline from universities
- **Why Indy Region is a great place to live:** Highlight housing, lifestyle/activities, entertainment, other attractions for business owners and potential employees
- **Why Indy Region is a great place for conferences and conventions:** Highlight region as a meeting place/convention destination to keep us top of mind
- **Workforce development and talent attraction:** What the region is doing to develop its workforce and attract/retain talent
- **Startups and entrepreneurship:** Highlight how the region is cultivating entrepreneurs and creating a positive climate for startups
 - Indianapolis named the next big startup city

Monthly Content Topic Planning

The content topics below were created keeping the key messages and goal of Indy Partnership in mind. We will work with Indy Partnership to determine the most relevant news topic each month using the topics below as idea generators or gap fillers.

Content Topic	Example Storylines
COVID-19 response and recovery	Indy Chamber Rapid Response Hub
Success stories	\$1 million in funding awarded to The Bee Corp
Businesses supporting businesses	Buy Indy Campaign
Why Indy Region is a great place to do business	Indy among “Best 50 Cities to Start a Business”
Why Indy Region is a great place to live	3 Indy Region cities on 20 Best Places to Live in the Midwest List
Why Indy Region is a great place for conferences and conventions	\$150 million convention center expansion
Workforce development and talent attraction	16Tech and the impact on surrounding communities with employment & education
Startups and entrepreneurship	Inc. says Indy is the next big startup city

Social Media Recommendations

- Social media feed should reflect the goals and objectives in the communications plan, using key messages and content themes to highlight the region
- Creating organic content to demonstrate an awareness of regional happenings in addition to sharing existing stories/partner posts
- Adding purposeful, original messaging to shared content for consistency and voice

We will work with Indy Partnership to suggest new accounts to follow to reshare content with added Indy Partnership messaging.

Channels and Frequency

- **Social media posts:** 3-4x per week
- **Press release/article:** 1 per month with local and regional angle
- **Site selector newsletter:** Monthly
- **LEDO newsletter:** Monthly
- **Website content:** As available
- **Print materials/brochures:** As available

Our primary focus for the current scope of work and hours allocated will be press releases, the monthly newsletters and social media.

Internal Communication

We would request a weekly, 30-minute phone call to discuss progress, performance and future planning.

Local Partner Websites/Content Sources

A list of partner websites and content sources was provided by Indy Partnership and will be updated and expanded as needed. We would like to make sure all partner websites link to Indy Partnership's site.

- [Ascend Indiana](#)
- [Amplify AE](#)
- [University of Indianapolis](#)
- [Marian University](#)
- [Hamilton County](#) - Workforce recovery
- [Boone County](#) EDC
- [Hancock County](#) - Community business updates
- [Hendricks County](#) EDC
- [Madison County](#) MPO
- [Morgan County](#)
- [Shelby County](#) DC
- [Site Selectors Guild](#)

Economic Development Examples from Other Mid-Sized Cities for Reference

We recommend that Indy Partnership periodically monitors the economic activity in other areas of the county to remain current on developments and trends.

- [Greenville, SC](#)
- [Charlotte, NC](#)
- [Atlanta, GA](#)
- [Kansas City, MO](#)

- [Western Nevada](#)
- [Wake County, NC](#)
- [Columbus, OH](#)