

New Prospect Engagement Tools



Don't wait to find out if your community is being considered for a relocation or expansion project. Instead, proactively target businesses and site selectors, drive them to your website, and begin engaging with them the moment they visit. Our new engagement tools combine innovative technology, cutting edge targeted marketing techniques, web-based apps, and an immersive economic development and business attraction experience to provide real-time prospect engagement.

Industry Digital Marketing Campaigns



DELIVER DIGITAL DISPLAY ADS THAT HIGHLIGHT YOUR AREA TO BUSINESS LEADERS IN YOUR TARGET INDUSTRIES, DRIVE THEM TO YOUR WEBSITE, GENERATE INTEREST, AND PROMOTE BUSINESS RELOCATION/EXPANSION.

- Through digital media targeting we can use ads, social media tools and geofencing technology to increase awareness of your region and drive target industry decision makers to your website or trade show booth.
- Combined with website business identification, we can tailor campaigns to ensure your marketing resources are being utilized in the most effective way.

PROACTIVE DIGITAL MARKETING CAMPAIGNS WILL DRIVE TARGET INDUSTRY BUSINESSES TO YOUR WEBSITE, HELPING TO INCREASE AWARENESS OF YOUR REGION.

Business Identification & Data Dashboard



OUR WEBSITE MONITORING SYSTEM IDENTIFIES BUSINESSES VISITING YOUR WEBSITE.

- Information gathered combined with our research includes the name, address, size, revenue, and industry of businesses visiting your website.
- An easy-to-use dashboard provide company information and reveals industry trends and insights.
- This tool helps to identify investment and site selection decision makers much earlier in their information gathering process and allows our contact center team to engage these via phone, email, or social media in a timely manner.

THE IDENTIFICATION OF NEW PROSPECTS AND OPPORTUNITIES ALLOWS US TO ENGAGE AND INFLUENCE THEM EARLIER IN THEIR DECISION PROCESS.

Real-Time Customer Engagement



THIS REAL-TIME CHAT FEATURE ALLOWS FOR DIRECT AND IMMEDIATE ENGAGEMENT WITH BUSINESS AND INDIVIDUAL WEBSITE VISITORS.

- Your website was developed to inform, attract, and retain businesses and investment. Enhance your team's ability to engage with those opportunities when businesses are gathering information.
- Our staff serves as your back office, freeing your team to focus on higher priorities and become involved once a new opportunity is identified.

EARLY CONVERSATIONS HELP ADVANCE A LOCATION DECISION MAKER'S UNDERSTANDING OF THE OPPORTUNITIES IN YOUR AREA AND IMPROVE YOUR CHANCE TO MAKE THE "SHORT LIST".

Powerful Analytics and Human Connections for Better Investment Decisions and REAL, MEASURABLE RESULTS.

www.camoinassociates.com

If you're interested in learning more, please contact Rob Camoin, our President and CEO at (518) 899-2608 or email him at: rcamoin@camoinassociates.com.

