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**OUT-OF-MARKET DIGITAL CAMPAIGN**  
TELECOMMUTER RECRUITMENT



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## CAMPAIGN OBJECTIVE

- To encourage the targeted out-of-town audience to consider the Greater Palm Springs region as a place work remotely, and to live



## TARGET MARKET

- Los Angeles, Santa Monica, Orange County  
(the out-of-market areas that showed the most interest and registrations for the 2020 Summit)



## TARGET AUDIENCE

- Adults 25 - 65
- Male/Female, skewed slightly male
- College educated or higher, or entrepreneurial-minded
- Household income \$100,000 plus
- Business owners, entrepreneurs, thinkers, innovators and artists in California, who are considering
  - (a) remote working away from where they currently live, or
  - (b) starting up, expanding, or relocating their business



## STRATEGIC CONSIDERATIONS

- Messaging that focuses on what the Greater Palm Springs area offers
- Messaging that encourages entrepreneurial-minded individuals to think about Greater Palm Springs, and to put our region on the list of places to consider working from/relocating to



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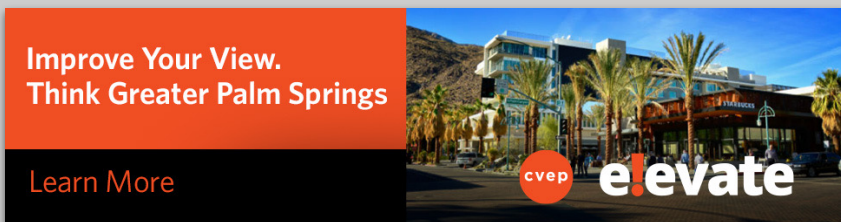
# CREATIVE AND MEDIA



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## A. DIGITAL BANNER ADS

- Highly targeted Digital Campaign incorporating words and phrases that appeal to entrepreneurial-minded individuals, such as “thinkers,” “dreamers,” and “driving innovation and enterprise”





## **B. PAID SEARCH ADS**

- Pay-per-click ads targeting keywords and phrases such as “best places to do business in California,” “where should I work remotely,” and more





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## C. LANDING PAGE

- Landing page at cvep.com that encourages those who visit the site to find out more about working (and living) in Greater Palm Springs – generating leads, including name, email address, zip code, and asking them if there is a particular city or industry they are interested in finding out more about

Greater Palm Springs: Driving Innovation and Enterprise

The ultimate work | play destination, the Coachella Valley – also known as Greater Palm Springs – offers an unparalleled quality of life, a ready workforce, and affordability. Whether working remotely, starting a new business, or relocating an existing one, this is the land of opportunity.

To find out more, get in touch with us today. We can help connect you to all the right people and places.

First name \*

Last name \*

Email address \*

Subscribe to our e-Newsletter

Enter Your Email

**cvep** **STAY IN THE KNOW** Close



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## D. THANK YOU FOR YOUR INTEREST, AND TOP 5 REASONS TO MOVE TO GREATER PALM SPRINGS

Thank you! Greater Palm Springs: Driving Innovation and Enterprise - CVEP


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Thank you for your interest!

Someone from our team will reach out to you shortly.

### The Top 5 Reasons to Move to Greater Palm Springs

1. Once you're here you won't ever want to get out of town, but for the times you need to, the hassle-free Palm Springs International Airport (PSP) offers nonstop service to more than two dozen destinations with connections to over 500 cities worldwide.
2. You have more important places to spend your time than in your car. No matter the time of day, a trip across town will take you minutes, not hours.
3. When the weekend arrives, your vacation begins at your front door. The natural beauty of the desert, the Santa Rosa and San Jacinto Mountain ranges, and neighboring Joshua Tree National Park are all right here and ready to be explored.
4. Greater Palm Springs' permanent population is nearly half a million people, with all the amenities you'd expect from a market this size. But it's just as easy to do business, gain access to local decision-makers, and to integrate yourself into the community as it would be in a much smaller town.
5. To escape the exorbitant costs of California's major metros, you could leave the state altogether. But then, you wouldn't be in California. Greater Palm Springs is the only region in California that boasts a true California vibe without the typical California price tag.



To learn more about Greater Palm Springs and the Coachella Valley Economic Partnership, click below to visit our website.

[CLICK HERE](#)

[Click Me](#)



## E. FOLLOW-UP

- CVEP following up with the individual(s), sending them
  - (a) any appropriate information
  - (b) reports
  - (c) David's data/graphs
  - and/or
  - (d) directing them to resources, and if they express interest
  - (e) introducing them to a specific person at a city or business, tracking all points of contact



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# PERFORMANCE AND EVALUATION



**The campaign ran from April 22 to July 15, and resulted in:**

- **256,335** impressions
- Los Angeles had the most, with **94,973** impressions and **2,247** clicks to the website
- **2,437** total clicks to view the Landing page
- **22** clicks on the Landing page to find out more, after submitting personal information
- Average visitors viewed **2.66** pages on cvep.com
- **164** users spent more than **3** n minutes othe website
- **6** users clicked to the CVEP Facebook Instagram account, **4** to Facebook, **3** to Twitter, and **3** clicked on the email icon in the top right corner
- **29** submissions, to date, to connect with CVEP
- CVEP has followed up with every inquiry



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## SUMMARY

The 12-week \$2,500 campaign achieved 256,335 impressions, 2,247 clicks to the website, 2,437 clicks to the landing page, resulting in 29 submissions. CVEP followed up with every inquiry. Submissions included those expressing an interest in finding out more about the engineering, IT, finance, and film industries.

It is believed that the brief \$208/week campaign has helped to raise awareness of the positive offerings of the Greater Palm Springs region.



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