

An aerial photograph of Lubbock, Texas, taken at sunset. The sun is low on the horizon to the left, casting a warm, golden glow over the city. The sky is filled with soft, wispy clouds. The city below is a dense grid of buildings, streets, and parking lots. A prominent tall, orange-brown building stands out in the center. In the foreground, a large, modern building with a glass facade is visible, with the words "LUBBOCK NATIONAL BANK" on its side. A semi-transparent teal banner is overlaid across the middle of the image, containing white text.

2020 Hermes Award Entry

Award Entry

Electronic Media: Interactive & Social Media

Submitted By

Madden Media



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Lubbock Economic Development Alliance's Marketing Campaign

Campaign Strategy

In 2019, LEDA wanted to spur economic growth by targeting professionals to return to Lubbock to fill needed professional vacancies, encourage college and high school graduates to remain in Lubbock and build community awareness and pride. There were several campaigns as part of this effort, including Return2LBK, StayNLBK, and Here By Choice. Return2LBK's focus was targeting individuals who had previously attended a west Texas college or university and encouraging them to relocate to Lubbock. StayNLBK's focus was reaching recent high school graduates and college students who were nearing their final year to encourage them to get a job in Lubbock after graduation.

The strategy for this campaign was to focus on tying efforts to Lubbock culture and nightlife. The Here By Choice campaign focused on telling the stories of entrepreneurs who work in Lubbock as a way of using advocacy to encourage others to relocate to the area. Lubbock Economic Development Alliance worked with Madden Media to create and execute these campaigns.

View Return2LBK at
LubbockEDA.org/welcome-home



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Lubbock Economic Development Alliance's Marketing Campaign: Targeting and Objectives

Objective

To bring and keep professionals and companies in Lubbock in order to fuel economic growth.

Target Audience

For Return2LBK, we targeted working professionals who went to college in West Texas (with a focus on Texas Tech alumni), but moved away to work. For search and display efforts, we also targeted by company size and industry. For StayinLBK, we targeted high school graduates and soon-to-graduate college students currently living in Lubbock.

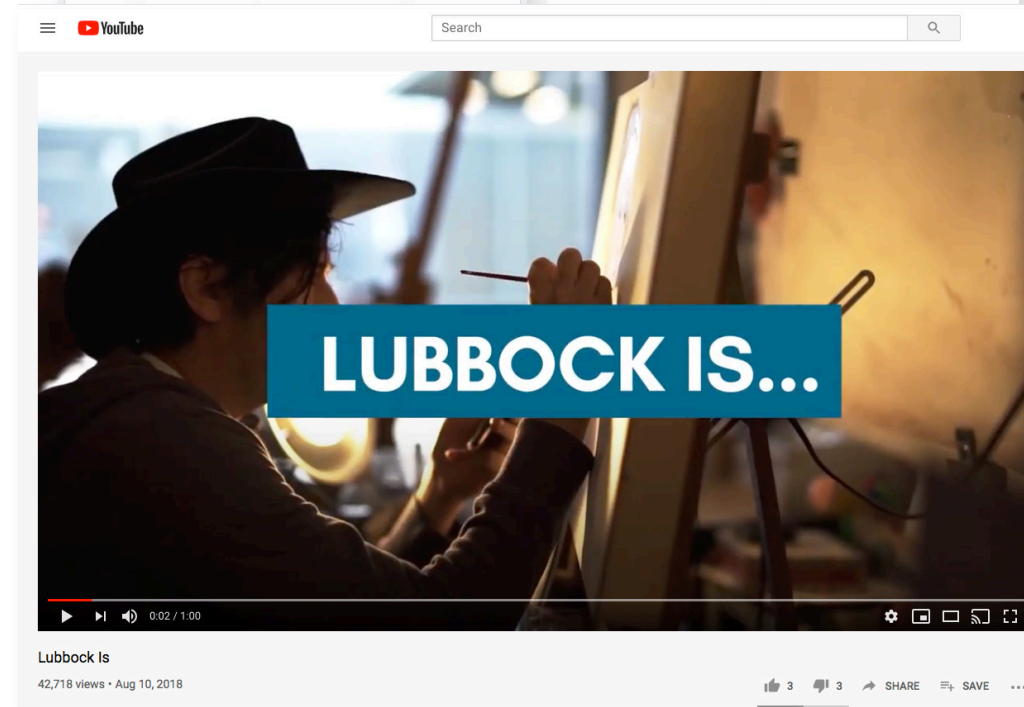
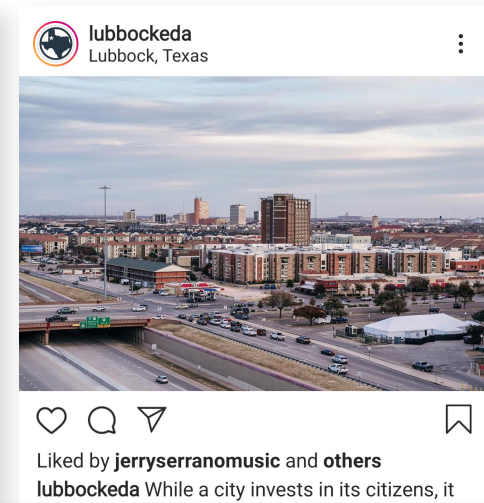


Lubbock Economic Development Alliance's Marketing Campaign: Strategy Execution

Tactics

One of the ways we differentiate our economic development efforts is by inserting some quality of life elements into the campaigns. People want to live somewhere that has a strong economy, where they can get a good job, but just as important is the destination. When they are not at work, what is there to do? Will they enjoy living and exploring their hometown? We insert these elements into our marketing efforts because we've found that when combined with first-person accounts of what it is like to live and work in Lubbock, it helps professionals imagine themselves living in Lubbock too.

To reach our target audience, we used a combination of many tactics. To target active searchers, we used Search Engine Marketing. Ads on the LinkedIn platform were used to target professionals by alma mater and industry. Ads on the Facebook platform were used to extend reach and add additional layers of data, while Instagram was used to reach a younger audience of 18-24 year olds looking for work.



Lubbock Economic Development Alliance's Marketing Campaign: Strategy Execution, Continued

Outcome

The total cost of this campaign was \$212,197. These costs included internal production costs for content, design, development, and strategy elements of the campaign, as well as media to create awareness, inspiration, and consideration.

- LinkedIn Sponsored Posts and InMail campaigns had great engagement of 2.75 pages per session, compared to the site average of 2.17 pages per session. They also generated an average session duration of 1:39, compared to the site average of 1:08.
- Facebook advertising efforts have delivered a total of 3,914,940 impressions and 31,120 clicks.
- Search Engine Marketing efforts have resulted in 8,731 clicks with a 5.01% click-through rates.
- The ad group for Economic Development has the best engagement with 3.20 pages per session.

This campaign has been such an important effort for Lubbock. By tying quality of life elements to our workforce recruitment campaigns, we are able to go beyond just advertising job opportunities and highlight all the reasons Lubbock is an amazing place to work and live. These opportunities include being a great place to raise a family, nightlife, music, art, and more. Our efforts in economic development have continued to perform very well, and indeed has seen a spike in interest, during the COVID-19 situation.


Lubbock Economic Development Alliance

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Lubbock Economic Development Alliance

Hi Kate,

As a graduate of Texas Tech University, you should know that Lubbock's job market is growing more than ever before. And since you're in the technology industry, you'll discover that Lubbock is home to a thriving IT community.

From cutting-edge research to innovative solutions, Lubbock is the place to be for anyone looking for a career in ways they never imagined possible.

Click here to discover available IT jobs such as:

- Software Developer
- Advanced Network Administrator
- Web Application Developer

In Lubbock, there are not only plenty of opportunities in a wide field of expertise, but those jobs also offer salaries that are comparable to larger cities, so your salary won't be sacrificed.

And when work ends for the day, there's always something to do. You'll find:


- More than 2,300 cultural events every year
- Big 12 athletic competitions year-round
- Nearly 1,000 restaurants
- An average of 263 days of sunshine per year

Great jobs, great salaries and a great city – Come rediscover Lubbock for yourself. The quality of life is outstanding, and if you've been away for a while, you'll be impressed with how much Lubbock has changed for the better.

You can also request a Life in Lubbock packet for more specific information on the "Hub City." Please email or call me with any questions.

Sincerely,
Christine Allen
Director of Workforce Development, LEDA

Learn More →





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