

# LDFA 3-Year Marketing Plan

July 2014 – February 2017



Ann Arbor - A destination for  
Entrepreneurship and Innovation



SMARTZONE



# Strategic Marketing Message

## Ann Arbor - The Destination for Startups



### entrepreneurial services

#### Supporting Entrepreneurs

- Innovation Center
- Education
- Coaching & Mentoring
- Funding & Grants



A<sup>2</sup>



### marketing the region

- Promoting Ann Arbor's Successful Startups/Early Stage
- Brand Awareness of A<sup>2</sup> Ecosystem
- Marketing World Class Talent
- Promotion of Education Events

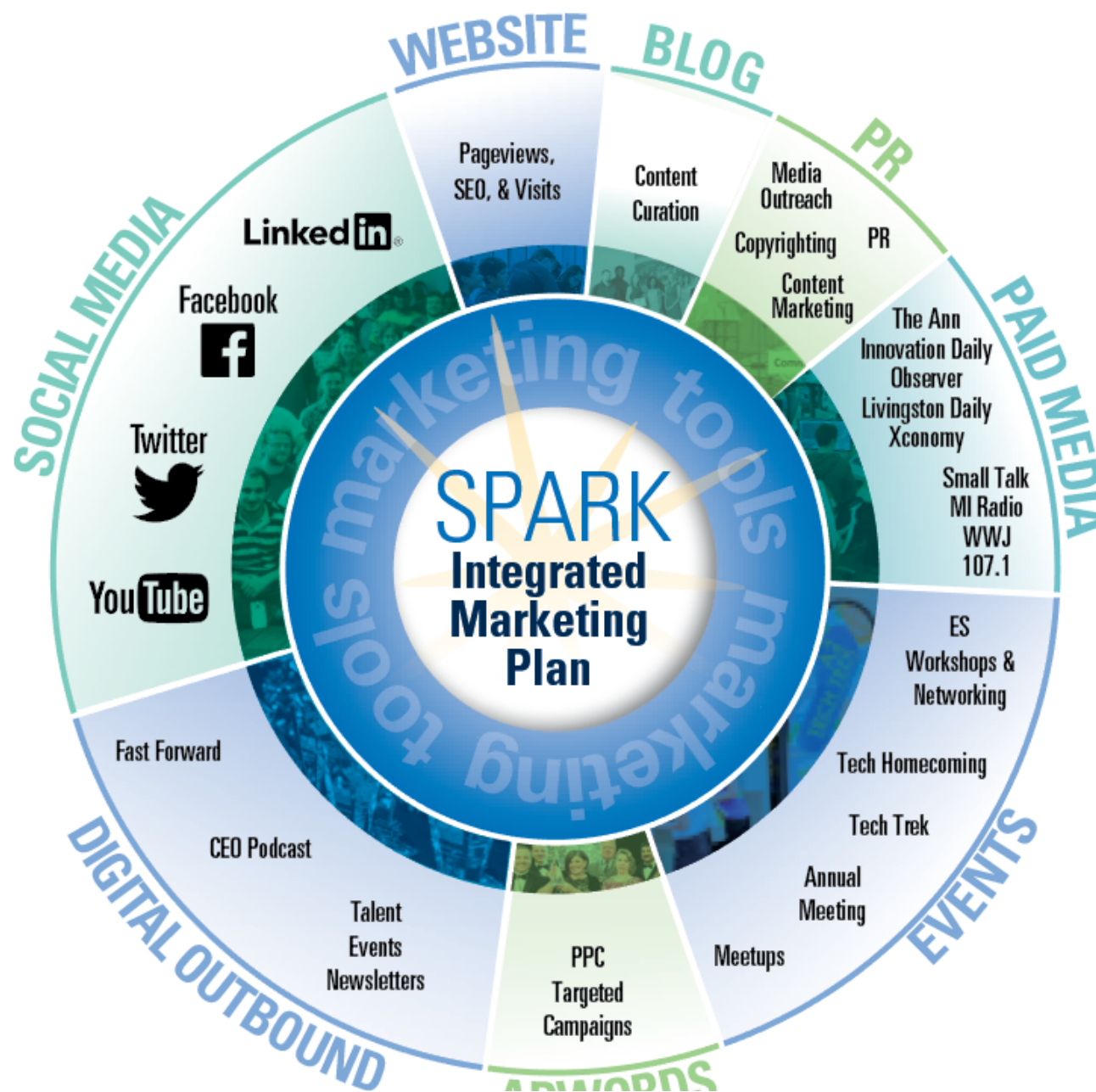
# Reaching broad, diverse audiences



Entrepreneurs  
Angel Investors



Jobseekers  
University  
Students



Local & National  
Media Outlets  
Area Employers  
Funders



Site Selectors  
Growing  
Businesses

# New LDFA Resources at Work

Ann Arbor SPARK  
Published by Lindsay Thomas · February 24 at 1:20pm

SAVE THE DATE !! #A2TechTrek More info to come!

**#A2TechTrek**

The Trek Continues...

**June 16, 2017**  
3:00 pm - 7:00 pm

Ann Arbor Tech Trek is a free community event where leading Ann Arbor technology companies open their doors to the public and showcase their latest innovations. Whether you're a job seeker, student, professional, or someone curious about the Ann Arbor tech community, anyone is welcome to attend.



**FREE AI MEETUPS IN YPSILANTI!**

Artificial intelligence and machine learning are rapidly changing the technology landscape. Join us for a discussion on how we develop this incredible technology, how it is being applied today, and what the future holds.

**CRAIN'S DETROIT BUSINESS**

**Ann Arbor Observer**



SPARK@annarbor.org  
Job Seeker Tips & Tricks

MARCH 8, 2017

**FEATURED JOBS**

<b>Marketing Lead</b> Groundspeed VIEW	<b>Project Manager</b> Retail Velocity VIEW	<b>Software Engineer</b> Thomson Reuters VIEW
<b>Director of Operations</b> Ann Arbor SPARK VIEW	<b>Planning &amp; Forecasting Analyst</b> Arbor Research VIEW	<b>Machine Learning Scientist</b> MDA Information Systems VIEW
<b>Program Coordinator</b> Ross School of Business VIEW	<b>Strategic Account Manager</b> ECOR Interactive VIEW	<b>Quality Assurance Engineer</b> Promess Inc. VIEW

[View All Jobs](#)

**Events**

- New Enterprise Forum: Showcase & Pitch**  
3/19/17 - 5:00-7:30p  
These entrepreneurs give a four minute pitch of their business idea to a panel of investor judges who determine the cash award.
- Using Data Science to Improve Mobility in A2**  
3/19/17 - 6:00p  
If you have an interest in how data science can help improve our transportation systems, how this affects new modes of mobility, or how we can improve transportation.
- Spring Career Fair**  
4/17/17 - 4:00-7:00p  
Designed to connect job seekers with potential employers, the WCC Career Services department is holding its annual Spring Career Fair geared toward...

**Tech Homecoming 2016**  
November 23rd 4:00 PM - 7:00 PM

Entrepreneur Ann Arbor

Web News Images Shopping Maps More Search tools

About 407,000 results (0.46 seconds)

**Ann arbor entrepreneurs - We Have Money, You Have Ideas**  
http://www.annarborusa.org/ Let's Trade. Visit Us Today!  
Contact Us Entrepreneur Services  
Job Portal Business Development

**Entrepreneur Boot Camp | Ann Arbor SPARK**  
www.annarborusa.org/start-here/entrepreneur-education...boot-camp  
Boot Camp teaches you an efficient way to validate your business concept. The program is designed for entrepreneurs who are prepared to assess and validate ...

**SPARK Ann Arbor, Michigan - Business, Entrepreneurial ...**  
www.annarborusa.org/  
Start here for business expansion, location data, entrepreneurial support, workforce ...  
Ann Arbor SPARK Featured Funder McKinley Business Growth. Featured ...

**Silicon Valley entrepreneur says go to Ann Arbor to start ...**  
michiganradio.org/\_silicon-valley-entrepreneur-says-go- Michigan Radio - Mar 8, 2013 - In a post he wrote in 2011, "What's Missing For Entrepreneurs in Ann Arbor, Mich.," he described the climate as the sound of "one hand ..."

# New Initiatives

## Digital - Print - Events



**Grow Your Business**  
 SPARK Central Innovation Center  
 Entrepreneurs Conspire For  
 Success

### YouTube Trueview

**Detroit Free Press**  
 PART OF THE USA TODAY NETWORK

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HOME NEWS SPORTS AUTOS BUSINESS LIFE ENTERTAINMENT OPINION ARCHIVES USA TODAY MORE

**Vibrant downtowns are perfect fits for technology firms**

John Gallagher, Detroit Free Press 10:53 a.m. EDT June 20, 2016

Technology firms need many things to thrive, primarily a never-ending supply of talented recruits. But increasingly there's evidence that tech firms also need something more to attract all that talent -- a thriving downtown environment.

That was the message on Friday at the annual Ann Arbor Tech Trek, an event that saw some 60 technology firms clustered in downtown Ann Arbor open their doors to the public for a day of food, fun and education. At least 2,000 visitors made the trek, many of them parents with school-age children hoping to expose their kids to potential careers in tech fields.

Rich Sheridan, CEO of Merlo Innovations, a custom software designer, came to Ann



**Tech Homecoming 2016**

1,500 Tech Job Postings  
 In the Ann Arbor Region

9,000 Tech Employees  
 in the Ann Arbor Region

November 23<sup>rd</sup>  
 4:00 pm - 7:00 pm  
 Join us for Happy Hour on the  
 biggest bar night in the U.S.!

**SPARK CENTRAL INNOVATION CENTER**

**Ann Arbor's LOCATION for STARTUPS**

COLLABORATION. INNOVATION. GROWTH.

Expertise to help companies move quickly from idea to commercialization of technology-based products and services, all in the heart of downtown Ann Arbor.

"We're delighted to be the anchor of services that the SPARK Central Innovation Center offers. We have used their best-in-class, best-of-class office space and made connections that have helped our business grow and succeed!"  
 -Molly McFarland, AD&A/Spark Founder

"The strategic choice to locate in Ann Arbor is the close to customers, happy partners and world class talent!"  
 -Christopher Glass, Founder & CEO of Induustry

"The being around other companies, collaborating and sharing expertise!"  
 -Christopher Glass, Founder of IgniteFound

"SPARK provides tangible help with no funding interest, access to funding and the support we needed to use our products from the SPARK Central Innovation Center for to our own space in our building."  
 -Lisa McLaughlin, Co-Founder of Merlo

Networking | Workshops | Mentors | Funding and incentive programs | Entrepreneur Duet Camp | Internship programs

Your future starts here.

PLUMS | UCHIGIAN SMARTZONE | SPARK @nn arbor usa

For more information visit [annarborsa.org/start-here](http://annarborsa.org/start-here)

SPARK@nn arbor usa

### Events Update



MARCH 2, 2017

### FEATURED EVENTS

**Lunch & Learn: Commercialization for Early Stage Companies**  
 3/7/17 - 11:30-1:00 pm

Do you have a technology that you think has commercial potential? If so, you will want to join this workshop to learn what options are available to you, and what funding you will need to travel the path to market.

**REGISTER**

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If you have an interest in how data science can help improve our transportation systems, how this affects new models of mobility, or how we can improve transportation around Ann Arbor, please join us at this free event!

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**REGISTER**

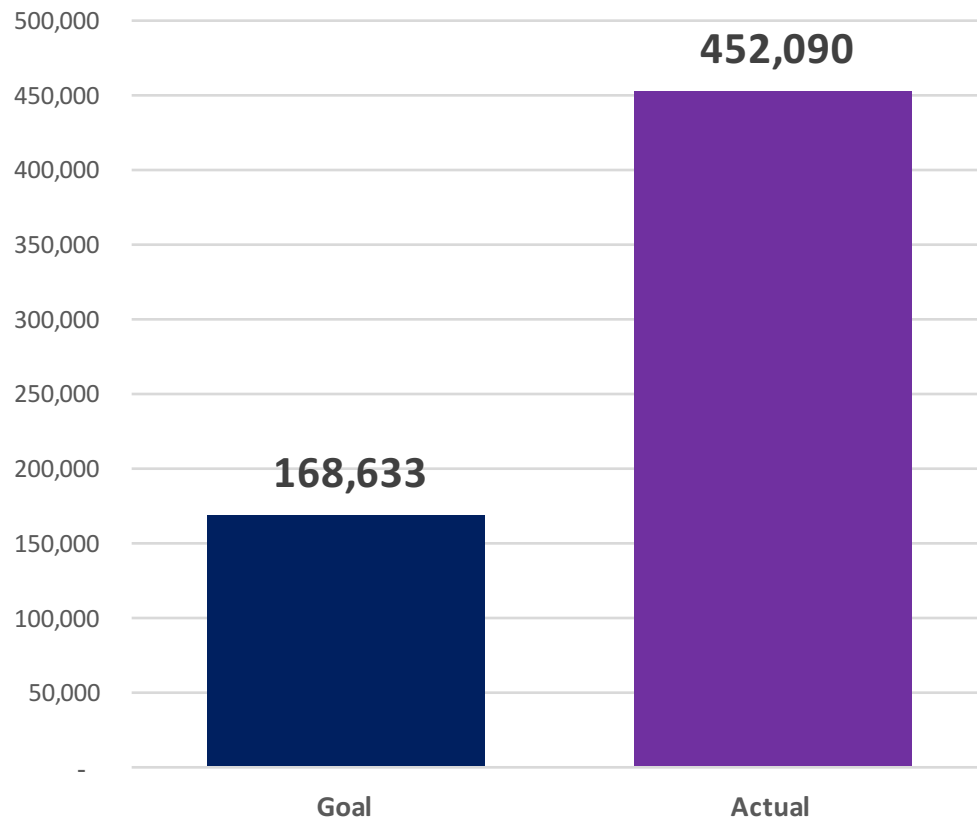
All Events

# Ann Arbor Observer

# Entrepreneurial Services Page Views



Entrepreneurial Services Web Page Views



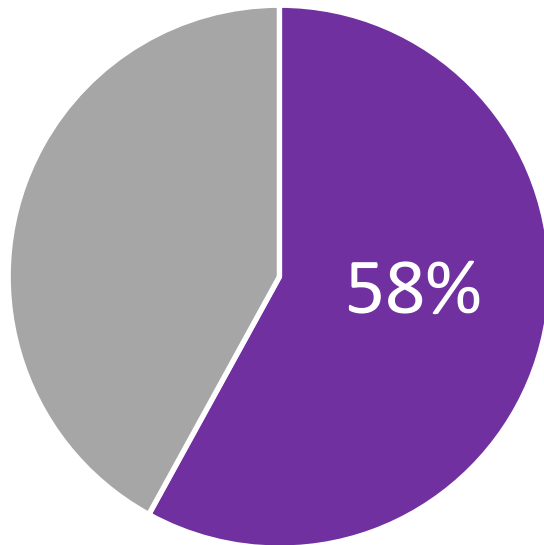
**Results:**  
268% of Goal



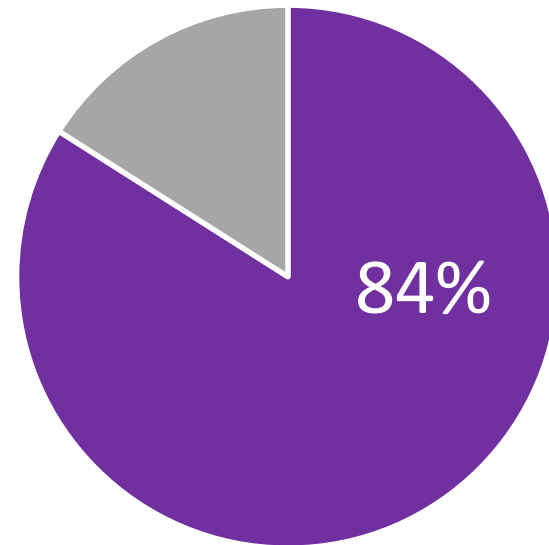
Cumulative 3 Year Plan Results to Date

# Google AdWords

## Percentage of ES Web Traffic from AdWords



**2013 – 2014 LDFA FYE**  
Before AdWords Budget Increase



**July 2014 – February 2017**  
After AdWords Budget Increase

 AdWords Traffic  Other Sources

# Effective Marketing Tools

## Social Media



**Ann Arbor SPARK**  
Published by Lindsay Thomas [?] · February 24 at 1:20pm ·

SAVE THE DATE !! #A2TechTrek 📅 📍 More info to come!



**#A2TechTrek**

The Trek Continues...

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3:00 pm - 7:00 pm

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**Ann Arbor SPARK**  
Published by Lindsay Thomas [?] · February 21 at 12:13pm ·

The future for automotive & mobility research is in Ann Arbor. Here's a overview of what you should know...



**Automotive and Mobility**  
Ann Arbor's deep engineering talent base and innovative history makes it a natural location for automotive R&D, and the future of mobility technology. This sector includes 100 plus firms and employs 8,200 people Ann Arbor has been a center...

ANNARBORUSA.ORG [Learn More](#)

6,394 people reached [View Results](#)

Like Comment Share

Ann Arbor SPARK, Pat N Damon, Tom Lee and 97 others [Top Comments](#)

16 shares

**Ann Arbor SPARK**  
Published by Lindsay Thomas [?] · February 28 at 8:09pm ·

Great turnout at tonight's Intro to Coding event in #AnnArbor. If you missed it make sure to register for the next one: <http://bit.ly/2lmbMn0>



**Ann Arbor SPARK**  
Published by Lindsay Thomas [?] · March 1 at 10:49am ·

Ann Arbor company, SkySpecs is working on deploying automated #drone technology for onshore and offshore wind-turbine inspections!




**Siemens and SkySpecs collaborate on offshore turbine inspections using drones**

Siemens is involving its Wind Power business and its next47 venture unit, which was established in October 2016 to accelerate the development of new...

WINDPOWERENGINEERING.COM [Learn More](#)

**Ann Arbor SPARK**  
Published by Lindsay Thomas [?] · February 23 at 8:56am ·

Looking for an internship? Consider gaining experience with us at our incubator in downtown Ann Arbor!



**Intern - Incubator Operations**  
Ann Arbor SPARK seeks a flexible, highly motivated intern to assist with incubator operations and the annual survey process at our growing not-for-profit organization. Excellent opportunity to gain practical experience and to learn...

ANNARBORUSA.ORG

4,523 people reached [Boost Post](#)

Like Comment Share

19 [Top Comments](#)

12 shares

**Ann Arbor SPARK**  
August 15, 2016 ·

Congrats to [Workit Health](#) on this huge accomplishment! Looking forward to many more successes from this group.



**Workit Health Raises \$1.1M To Help People Overcome Addictive Behaviors**

Workit Health, an innovative online program for overcoming addictive behaviors, has raised a \$1.1...

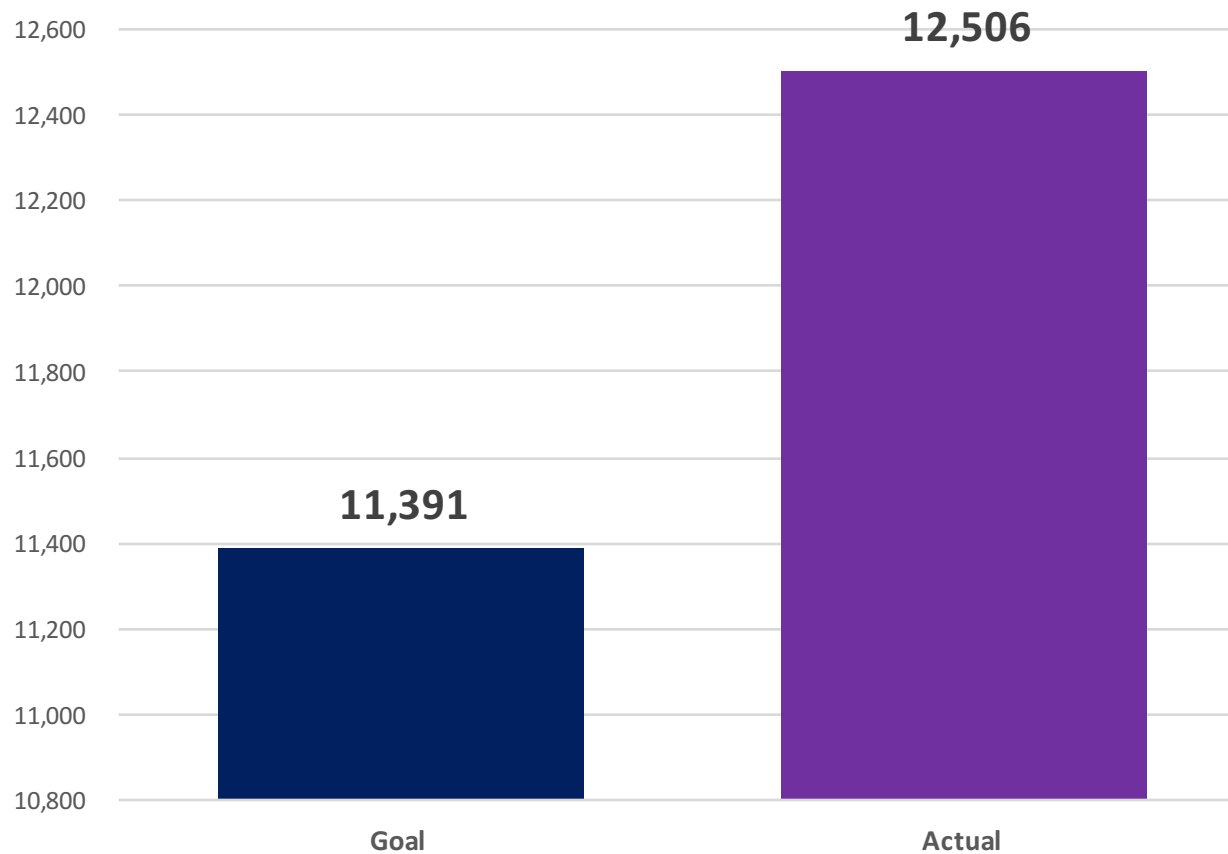
BLOG.ANNARBORUSA.ORG





# #Social Media

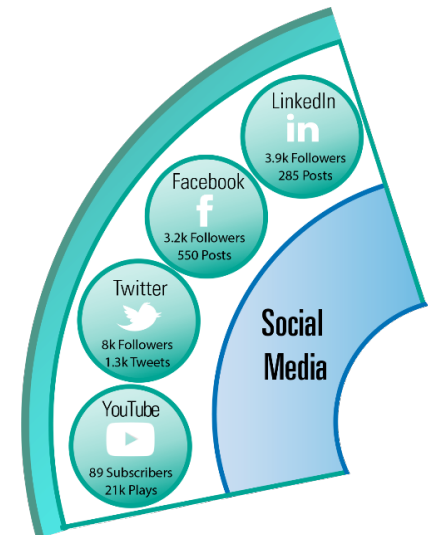
Social Media Referrals from A2



Cumulative 3 Year Plan Results to Date

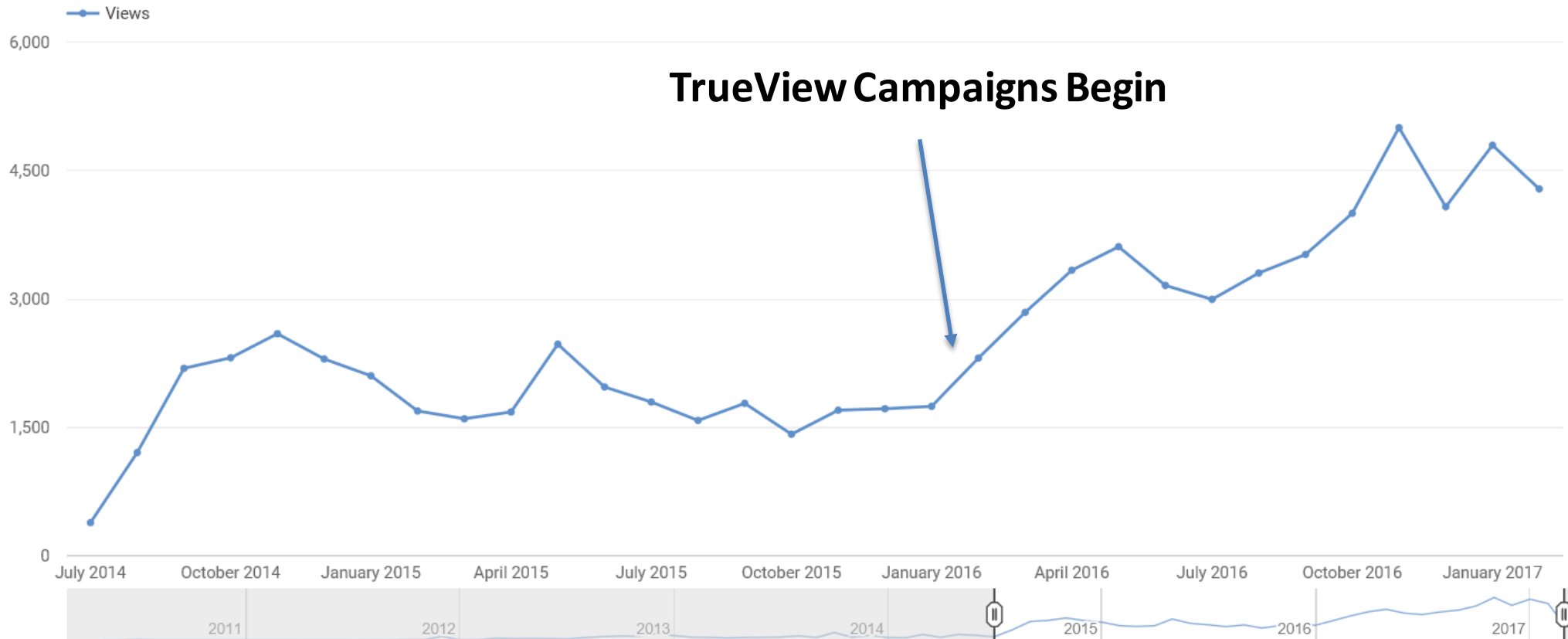
## Results:

110% of Goal



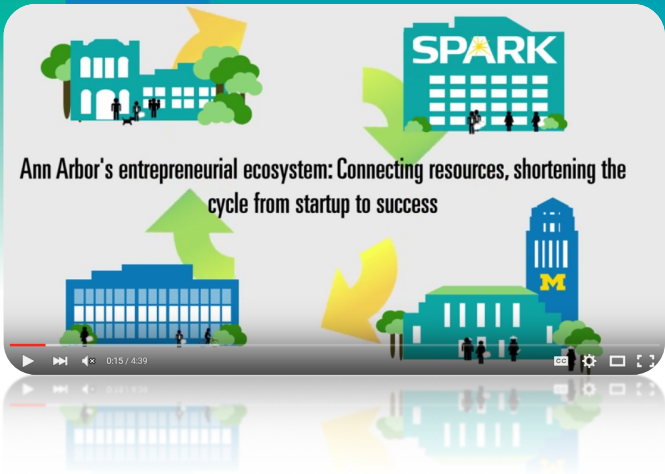
# Effective Marketing Tools

## Video

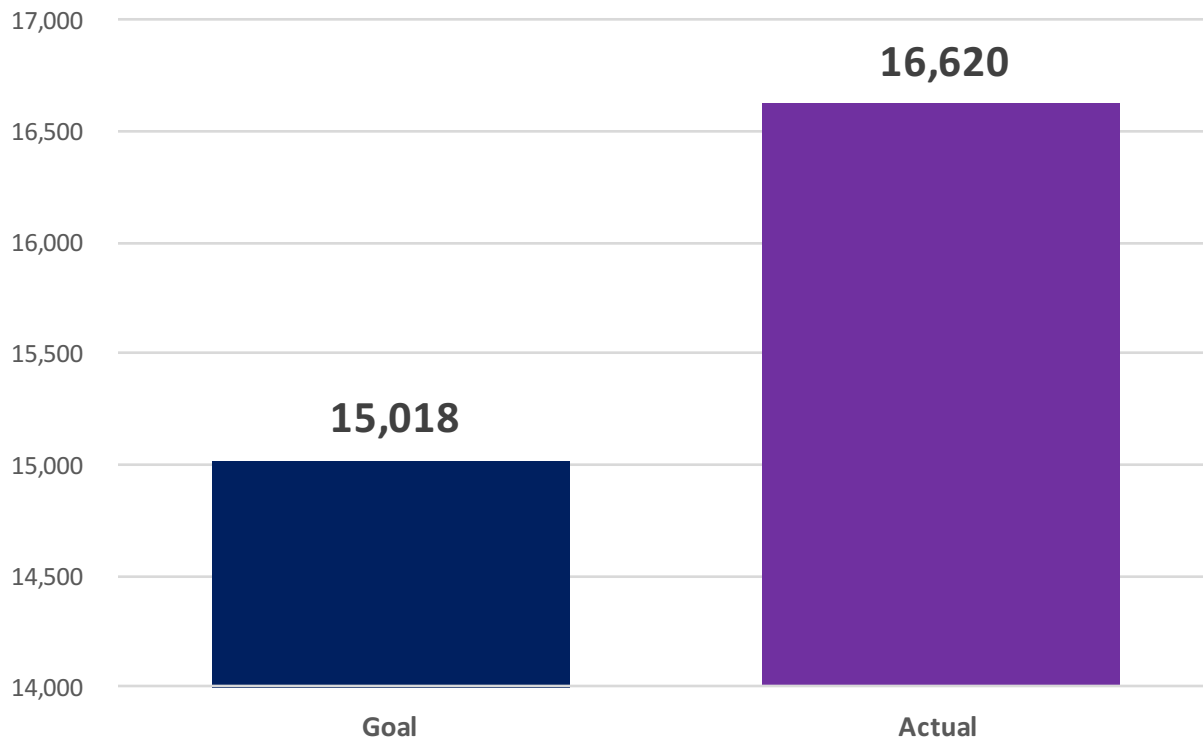


**Grow Your Business**  
SPARK Central Innovation Center  
Entrepreneurs Conspire For  
Success

# Video

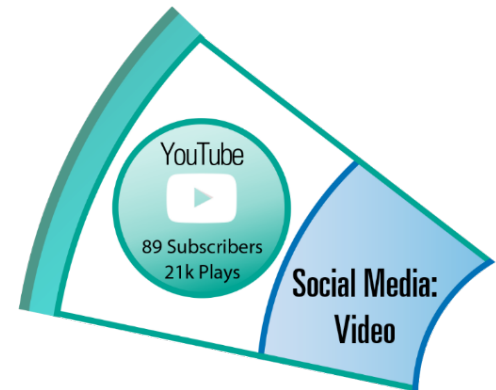


Video Views from Michigan



## Results:

111% of Goal




Cumulative 3 Year Plan Results to Date

# Effective Marketing Tools

## Digital Outbound

### Newsletter Template Improvements



**Event Update**  
LOCAL EVENT NEWS FROM ANN ARBOR SPARK

**Upcoming Events**

[Making the Most of International Trade Shows & Trade Missions: How to Improve your ROI](#)  
December 2nd  
9:00am-11:00am  
Participation in an international trade show or trade mission is the best way to see a potential market first-hand while making contact with serious potential clients from around the world. Is your company ready?  
[More Details](#)

[Entrepreneur Boot Camp Celebration](#)  
December 6th  
5:00pm - 8:00pm  
Since October, our entrepreneurs have worked tirelessly to validate their business concepts. After countless hours spent developing a business model and finding beta customers, the entrepreneurs are ready to present their progress to the community. Come celebrate the evolution of our current Boot Camp entrepreneurs as they share their journey with you and our alumni panel.  
[More Details](#)

**Featured Jobs**


[Software Developer](#)  
Atomic Object - Ann Arbor

[Web Designer](#)  
Thomson Reuters - Ann Arbor


[Senior Analyst](#)  
IndustryStar - Ann Arbor

[Faculty Coordinator](#)  
Ross School of Business - Ann Arbor

[More Jobs...](#)

  
**Mickey & Rich Swartzel, New Eagle**

2016



**Events Update**

MARCH 2, 2017

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[All Events](#)

**Success Tips & Tricks**

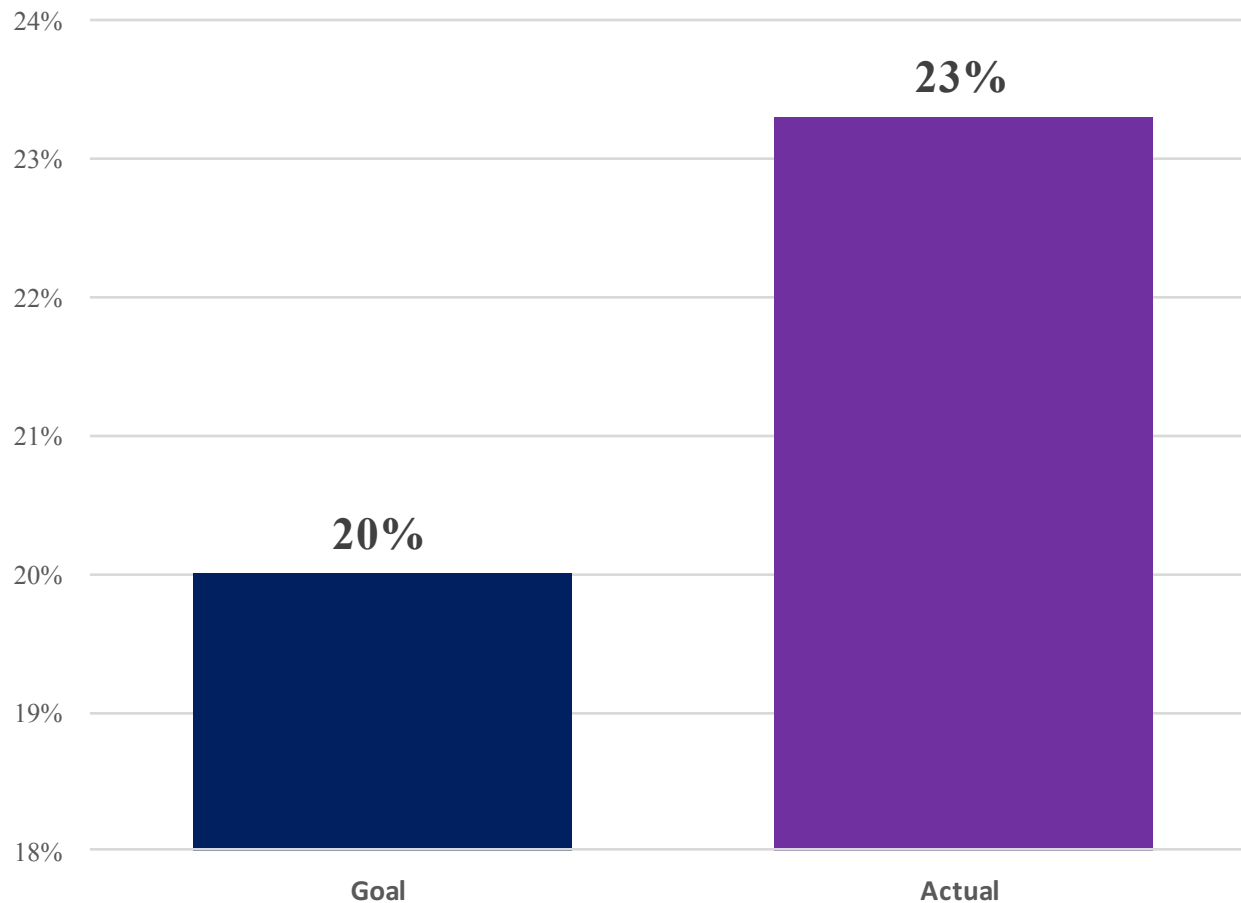
[4 Steps to Cultivating an Innovation Mindset in your Organization](#)

[Warren Buffett & Bill Gates's Top Secret to Success](#)  
Surely enough, Buffett and

2017

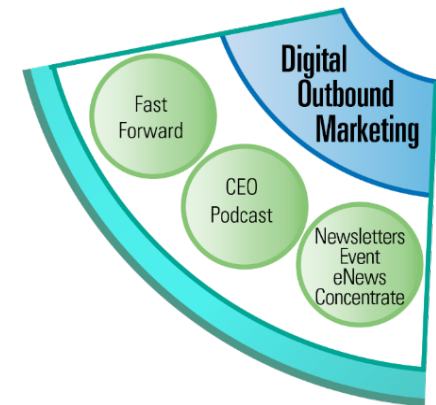
# Digital Outbound Marketing

Events Newsletter Open Rate



**Results:**

3.3% Above Goal



Cumulative 3 Year Plan Results to Date

# Effective Marketing Tools

## PR & Media

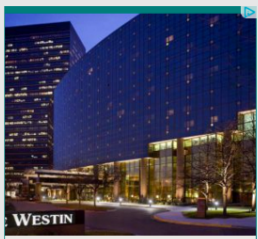
**Detroit Free Press**  
PART OF THE USA TODAY NETWORK

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HOME NEWS SPORTS AUTOS BUSINESS LIFE ENTERTAINMENT OPINION ARCHIVES USA TODAY MORE

### Vibrant downtowns are perfect fits for technology firms

John Gallagher, Detroit Free Press 10:53 a.m. EDT June 20, 2016



Technology firms need many things to thrive, primarily a never-ending supply of talented recruits. But increasingly there's evidence that tech firms also need something more to attract all that talent -- a thriving downtown environment.

That was the message on Friday at the annual Ann Arbor Tech Trek, an event that saw some 60 technology firms clustered in downtown Ann Arbor open their doors to the public for a day of food, fun and education. At least 2,000 visitors made the trek, many of them parents with school-age children hoping to expose their kids to potential careers in tech fields.

Rich Sheridan, CEO of Menlo Innovations, a custom software designer, came to Ann

[Buy Photo](#)

(Photo: John Gallagher/Detroit Free Press)

**CRAIN'S** NEWS AWARDS EXTRAS DATA BLOGS / OPINION EVENTS

TOP STORIES | Varnum renews \$1M legal services program; Detroit, Ann Arbor compar

**COMCAST BUSINESS B4B BUILT FOR BUSINESS** [LEARN MORE](#)

June 18, 2016 7:47 a.m. UPDATED 6/18/2016

### A2 Tech Trek shows off vibrant tech scene in Ann Arbor

Events gives community a peek inside 50+ innovative businesses

By Blake Froling

### At the Former Home to Borders Books, a Tech Hub Now Sprouts

[nytimes.com/2016/11/09/realestate/commercial/at-the-former-home-to-borders-books-a-tech-hub-now-sprouts.html](http://nytimes.com/2016/11/09/realestate/commercial/at-the-former-home-to-borders-books-a-tech-hub-now-sprouts.html)

By STEVE FRIESS NOV. 8, 2016

11/8/2016



**Detroit Free Press**  
PART OF THE USA TODAY NETWORK

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HOME NEWS SPORTS AUTOS BUSINESS LIFE ENTERTAINMENT OPINION ADVICE ARCHIVES USA TODAY MORE

### Ann Arbor home to Michigan's new economy

John Gallagher, Detroit Free Press 10:39 p.m. EDT July 16, 2016

### Ann Arbor entrepreneurs fulfilling early promise

[freep.com/story/money/business/columnists/2017/02/11/michigan-entrepreneurs-warmilu-duo-security-um-ann-arbor/97707788/](http://freep.com/story/money/business/columnists/2017/02/11/michigan-entrepreneurs-warmilu-duo-security-um-ann-arbor/97707788/)

John Gallagher

2/11/2017

[Buy Photo](#)

(Photo: Eric Seals/Detroit Free Press)

230 CONNECT [TWEET](#) 132 [LINKEDIN](#) [EMAILMORE](#)

Two Ann Arbor start-up firms recently notched important milestones, presenting further proof that Michigan entrepreneurs can indeed play an important role in revitalizing the state's economy.



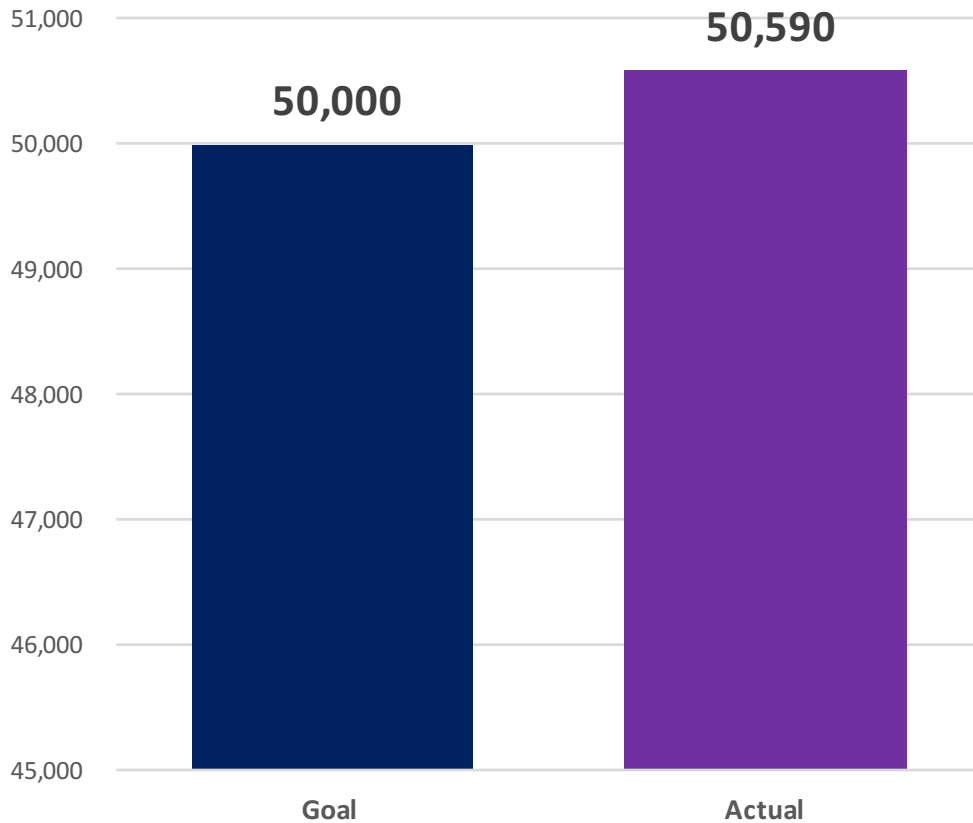
Warmilu, which makes warming blankets for premature infants in Third World countries, shipped its first batch of commercial orders in January to fill demand in Kenya after a few years of product development and testing.

And Duo Security, a rapidly growing digital security firm, released its first financial results last week showing astonishing growth, doubling its annual recurring revenue from the year before and boosting its workforce to 400 staffers from 200 the year before.

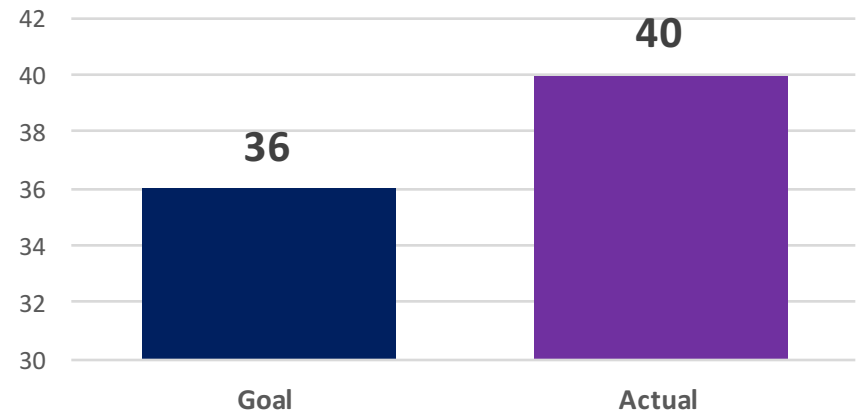
# PR & New Media

**Results:**  
100% of Goal

PR Views & Hits



PR Placements



Cumulative 3 Year Plan Results to Date

PR Placements were replaced with the PR Views & Hits goal after the 2014/2015 FYE

# Recognition of Marketing Efforts

Regional and Nationally recognized for Innovative Marketing

- International Economic Development Council (IEDC) Excellence Award Winners for 2013, 2015, and 2016
- Multi-year Michigan Economic Developers Association Marketing Award Winner: 2012, 2013, 2014, and 2016





# Testimonials



# Entrepreneurial Success Stories

## Spellbound

Print Ads

### Media Coverage

Ann Arbor startups credit support services for



**MARK S. LEE** [Twitter](#) [LinkedIn](#)  
Guest Blog: Small Business



Ann Arbor Ann Arbor Spark En

A lot of factors contribute to a vibrant tech economy. Startups have so many disparate and unique needs and, as a result, a broad range of support is required to nurture and grow the earliest stage businesses.

For example, the support for startups in the Ann Arbor area is second to none. Not only does the region offer a deep talent pool, but startups also benefit from a range of programs. Those include nontraditional funding sources like angel funding, grants, microloans and other business-related services like conference rooms and meeting spaces at business incubators and accelerators like **Ann Arbor Spark's** Central Innovation Center. Additionally, offering assistance designed to help startups find talented employees has positioned Ann Arbor as a destination for innovative people and companies.

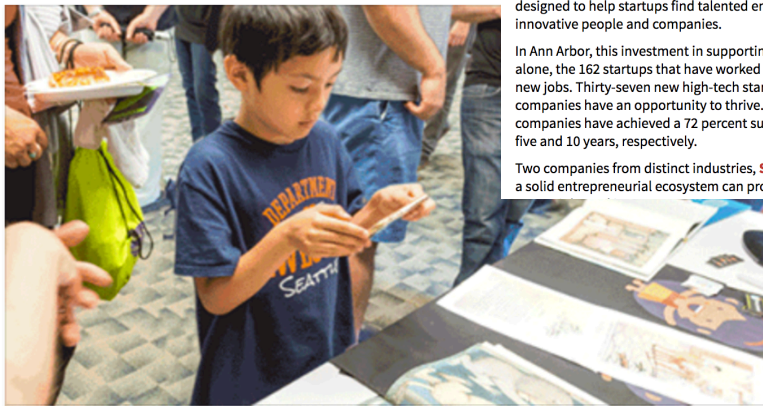
In Ann Arbor, this investment in supporting startups yields big economic results. In the last year alone, the 162 startups that have worked with Spark have raised \$141.6 million and created 150 new jobs. Thirty-seven new high-tech startups were created in 2015, and data show that those companies have an opportunity to thrive. For example, since 2006, Ann Arbor Spark-supported companies have achieved a 72 percent survival rate compared to 50 percent and 33 percent for five and 10 years, respectively.

Two companies from distinct industries, **SpellBound** and **SkySpecs**, illustrate how being part of a solid entrepreneurial ecosystem can provide significant benefit and how that support helps to

### Social Media

**Ann Arbor SPARK**  
March 23, 2016 ·

Tech Trek appeals to ALL ages. This little trekker with Spellbound's app. Bring your kids and let the Details here: <http://bit.ly/Tktrk>



Imgur: The most awesome images on the Internet

Imgur: The most awesome images on the Internet.

IMGUR.COM

**Congratulations to**  
**People's Choice winner SpellBound,**  
whose mobile app that makes books come to life  
was a highlight for Tech Trek participants.



RECEIVED

Customer  
firmly  
Look a  
Mr. I  
Genera  
Michig  
Newly  
innova  
Motor  
resilien

MICHIGAN

Get a roundup of important news that happens each day.

# Entrepreneurial Success Stories

## Workit Health

- SPARK Central Innovation Center Client
- \$1.1 million funding round
- SPARK Grants
- SPARK's "Entrepreneur-in-Residence program"

**Ann Arbor SPARK**  
December 5, 2016 · 🌐

Workit Health is looking for a Research Specialist to add to their team in Ann Arbor. Know anyone who'd be a good fit? Send them our way!



### Research Specialist

Workit Health is recruiting a Research Specialist to join a multidisciplinary team delivering remote behavioral interventions for risky addictive behaviors. Depending on candidate availability, the Research Specialist will work full- or part-time at our...

ANNARBORUSA.ORG

**Ann Arbor SPARK**  
October 17, 2016 · 🌐

Check out this week's #smalltalk featuring #AnnArbor's Substance Wellness® company, [Workit Health!](#)



Small Talk with Mark Lee

LEEGRUOUPINNOVATION.COM

### Ann Arbor Companies Win \$100,000 at Accelerate Michigan Innovation Competition

by Thomas on Friday, November 4, 2016 · 1 Comment (Edit)

companies were announced as winners of the Accelerate Michigan Innovation Competition. [Workit Health](#), was awarded third place overall in the competition, and won \$50,000. [Movellus Circuits](#) won the specific prize, and [Workit Health](#) won the \$25,000 People's Choice award.

Workit Health, the Michigan Innovation Competition's \$500,000 first place winner, SPLT, participated in Ann Arbor and received support this summer as an incubator client at the SPARK Central Innovation Center. "SPARK's services – mentorship, connections, and the ecosystem to accelerate an entrepreneur's business with a competitive advantage," said Bill Mayer, vice president, entrepreneurial services, are available in this region, through SPARK and our collaborative partner, make this an ideal local business. It's exciting to see these companies win at Accelerate Michigan, and represent thousands of other entrepreneurs in the region.

If SPARK's entrepreneurial services team recently [blogged](#) about other Ann Arbor companies participating in the Michigan Innovation Competition. He noted that 13 companies served by Ann Arbor SPARK were semifinalists in the competition, representing 36% of this year's pool of semifinalists.

Workit Health has more on the Accelerate Michigan Innovation Competition and its winners at [www.craigslist.com/article/20161104/NEWS/161109943/split-takes-500000-top-prize-at-accelerate-michigan](http://www.craigslist.com/article/20161104/NEWS/161109943/split-takes-500000-top-prize-at-accelerate-michigan).

Social Media

Press Releases

Media/Radio Coverage

# Events

## Tech Trek 2016 Overview

### METRICS

1,800 registered



1,314 attendees

### PARTICIPATING COMPANIES

66+ companies  
participated



Avg. attendee traffic =  
328

### ATTENDEE BREAKDOWN



30% out-of-town trekkers

20% job seekers

10% college students



### REACH



#A2TechTrek trending  
11K website visits

### GROWTH



75% attendee growth  
tripled company  
participation

### GEOGRAPHIC BREAKDOWN



Traverse City, Grand  
Rapids, Kalamazoo,  
Battle Creek

11 states represented

# Tech Trek Marketing & Media

## Tech Trek 2016 Trended Nationally on Twitter

**Ann Arbor SPARK**  
May 11, 2016

The perfect place to have conversations with CEO's in a casual setting?  
#A2TechTrek  
Register here: <http://bit.ly/TchTrkReg>



Ann Arbor SPARK  
Promotion



Participating Companies  
Promotion

Megan Crosbie Mazurek with Kyle Mazurek and Katie Banks  
McBride at Ann Arbor SPARK.  
June 18, 2016

Spent the afternoon learning about several amazing tech companies at the Ann Arbor SPARK #A2TechTrek.



Attendees Posted



# Summary of 3 Year Plan Marketing Results To Date

Description	Baseline LDFA 13/14 FYE	Three Year Cumulative Goal	Actual	Goal Results
Newsletter Open Rate*	18%	20%	23%	Exceeded by 3%
Entrepreneurial Services Webpage Views	50,211	168,633	452,090	268%
Webpage Visits by Ann Arbor Residents	59,072	207,216	169,769	82%
Social Media Referrals	2,797	11,391	12,506	110%
Video Views	4,006	15,018	16,620	111%
PR Views & Hits	-	50,000	50,590	100%

\* Average, not Cumulative

# Thank You!

Our commitment is to develop the most effective marketing plan to achieve our business goals. We are laser focused on identifying the most effective tools that produce the greatest return on our marketing dollars.

**Ann Arbor SPARK**

201 S. Division St.

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