

# Investment Monitor

## Location Marketing Case Study:

# The City of Surprise



# Introduction

Kirsten Hall is Business Attraction Project Manager for the City of Surprise Arizona, responsible for attracting investment and economic development within the City of Surprise.

Kirsten spoke about the challenges of location marketing, and how she created brand awareness through a partnership with Investment Monitor and their marketing solution, VMS.

## The Challenge

One of the biggest challenges to marketers and business development teams operating in specialist business verticals, is reaching a targeted range of potential customer contacts through a focused marketing spend.

Kirsten Hall was interested in building brand awareness for the City of Surprise.

**Kirsten Hall, Business Attraction Project Manager, City of Surprise Arizona:** “We wanted to connect with the right people at the right time. We chose Investment Monitor to help us expand awareness of the City of Surprise globally.”



## The Solution

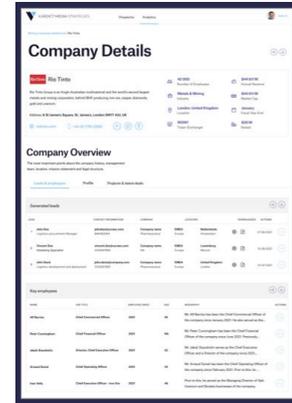
Investment Monitor introduced Kirsten to the VMS solution as an intelligent way to build brand awareness.

The plan was to create a journey of content assets positioned in a specialist B2B publication (Investment Monitor), while providing business development and sales teams access to a real-time dashboard detailing named leads and insights into each company through GlobalData’s Intelligence Centres.

## What is VMS?

Verdict Media Strategies (VMS) is an end-to-end marketing platform. It brings together data, insight and intelligence; content creation and distribution; lead monitoring and prospect development. It targets specific audiences by job title- over 500,000 companies spanning six sectors. It then provides a detailed background on brand awareness & leads generated, their business intelligence, regions, contact details and much more.

VMS includes strategy development, audience identification, tailored content creation and performance analytics.



## Why Investment Monitor?

Kirsten Hall wanted a well-established FDI partner (Investment Monitor) who knew location marketing on a global level.

FDI experts, Investment Monitor is essential reading for executives involved in shaping their companies' global strategies, corporate advisers and other key players in the global FDI ecosystem.

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*“To have an FDI expert like Investment Monitor as a partner, who already had an international following was valuable to us.”*

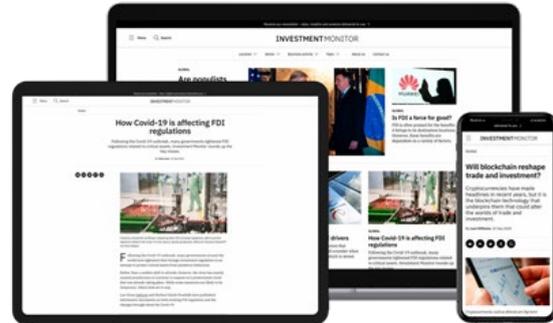
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# The Content

**Kirsten Hall, Business Attraction Project Manager, City of Surprise Arizona:**

“One of the best things about Investment Monitor is the storytelling. Through content you helped us answer the question, ‘Why should we move to the City of Surprise?’



“

*One of the best things about Investment Monitor is the storytelling.*

”

Does it have what I need as a business to be successful?”

“Together we’ve been creating content on hot topics in various formats that successfully answer that question.”

# The Strategy

The strategy was simple. Drive a hyper-personalised brand awareness campaign for City of Surprise that put advertisers’ messages in front of their identified target audience.

Our writers and journalists used business intelligence data from GlobalData’s Intelligence Centre (our parent company) to create compelling content that would interest the businesses Surprise wanted to attract.

VMS used AI to position this content on Investment Monitor (a leading global FDI investment platform) exactly when key decision makers at our target companies were reading it.



# The Results

## **Kirsten Hall, Business Attraction Project Manager, City of Surprise Arizona:**

“Your account manager helped us to focus on engaging topics and to stay on target with deliverables. The editors ensure that it’s written with an eye to an international crowd and that the tone and tenor is just right.

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*We ended up selling 2 square miles of land to industrial investors.*

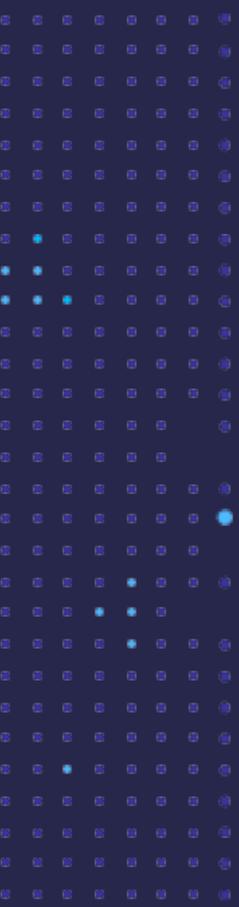
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Questions about VMS or a partnership with Investment Monitor? *Reach out [here](#).*

“They can take the same information we provide them about the city of Surprise and make it more readable by an international market.”

“Last year our focus was on industrial development, and we had a lot of interest. We ended up selling 2 square miles of land to industrial investors. This year our focus is on class A office and we’re looking forward to continuing to tell our story through Investment Monitor.”





VMS is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by  GlobalData.

