

Thrive Marketing Tools – Economic Developers and Regional Businesses

One of Thrive's core principles is to support and enhance the efforts of our partners – and one way we do this is by offering complimentary marketing resources, tools, and services that you can use. It helps promote the region and it helps enhance your own efforts. Here's a little bit of what you can do with what we provide.

Promote

Success: Let us know how this region and its assets have helped you or your company succeed by submitting or working with us on a success story to be posted on our website or shared through the e-newsletter or with the media. It's a great way to get additional publicity and to demonstrate how you—and the region--thrive.



News: Thrive sends out an e-newsletter that's viewed by thousands of individuals each month. We're always looking for stories and news, so let us know how we can help promote your work. We also post regional news on our website in our News section.

Events: Have a big event coming up and need to get the word out to a regional audience? Let us know and we'll post it on our website's Events Calendar.

Email Shane at swibeto@thrivehere.org.

Pictures: Picture yourself in the Madison Region! Email us pictures for the website, newsletter, presentations, and brochures.

Recruit Talent

Thrive creates and hosts talent recruitment pages to assist partners in their recruitment or other efforts by promoting businesses and the region with customized information.

See an example at www.thrivehere.org/portage.

Access Data

Thrive recently released two sets of data that can be used for marketing, talent recruitment, and for informing local decision-makers through relevant research: the *Madison Region's Assets and Opportunities Initiative* (www.thrivehere.org/assetsandoppo) and the *State of the Madison Region Report* (www.thrivehere.org/regionalmetrics). Look for more data resources coming soon, or explore www.thrivehere.org for a wealth of data on working, living, and playing in the region – including county-specific pages at www.thrivehere.org/communities.

"Thanks to Thrive's information on the Madison Region, our sales team is better equipped to provide clients and prospects with valuable information about our marketplace."

-Ted Waldbillig, Director of Sales
Mid-West Family Broadcasting

Get in the News

Have a great story to tell? Thrive can help with media placement and assistance – like writing press releases and making media connections, hosting the release and images on our website, or fielding media inquiries at local, regional, national and international levels.



Co-Brand with Us

The name "Thrive" was chosen because anyone can use it. In our region of creative, innovative energy, the benefit of living and working here is that you thrive – you, your business, your family. Co-branding on your website, with postcards, or in other materials is a great way to enhance your own marketing efforts by sending a message that you're thriving at what you do-- and that you're part of a thriving region, as well.

Use our Materials

Thrive's website and regional brochure are intended for you to use to help promote your own local businesses and efforts.

Sell the Region

Being part of a strong region means something in this global economy. The Regional Principles of Collaboration are intended as a tool for collaboration and as a selling point for the region. Just ask Dan Smelzer, CEO of ALC, which recently located in Jefferson County: *"That kind of [regional] resource and connection is invaluable in launching our business... Working regionally has become a proven strategy for strong communities, strong states and ultimately a stronger nation."*

Send a Postcard

Thrive has designed postcards that highlight the region's assets and let people know why the result of living and working here is to thrive. And we've made them easy and fun to send to clients or prospects – right from our website at www.thrivehere.org/postcard.