

A vibrant sunflower in the foreground with the Michigan State Capitol building in the background. The sunflower is in sharp focus, showing its bright yellow petals and dark brown center. The background is slightly blurred, showing the grand architecture of the Michigan State Capitol building under a blue sky with scattered white clouds. A red traffic light is visible on the right side of the image.

SOCIAL MEDIA CAMPAIGN STRATEGY

THREE COUNTIES.
ONE REGION.

#MiLansing.

OUR VISION

To be the best destination for global talent and investment, their home by choice.

OUR MISSION

We build a stronger community for all, working every day to grow, retain and attract business in Ingham, Clinton and Eaton counties.

OUR CORE VALUES

1. Relentless advocacy on behalf of our entire region.
2. Demonstrating the highest ethical conduct and transparency.
3. Embracing inclusion, equity and diversity.
4. Partnerships as the foundation of our success: Stronger Together!
5. Well-defined, measurable results.
6. A passion for creativity and innovation.
7. Persuasion and perseverance.

LANSING ECONOMIC
AREA PARTNERSHIP

Who We Are

CAMPAIGN SUMMARY

#MiLansing is a regional talent attraction campaign connected to LEAP business attraction goals. The campaign is distinct from, but can complement, other efforts contributing to an overarching regional “brand.”

The campaign is LEAP-facilitated but community owned, relying on the authenticity of community voices to diversify LEAP’s public voice. #MiLansing exists to amplify honest regional perspectives, not control or prescribe a LEAP-driven narrative.

As a component of a larger strategy to attract and retain talent within Ingham, Clinton and Eaton counties, this campaign has the flexibility to adapt and grow with changing perceptions and voices within the region.

KEY MESSAGES

- The greater Lansing region is a desirable place in which talent and businesses can live, work, play and thrive.
- The “Lansing region” is a diverse compilation of communities within Ingham, Clinton and Eaton counties (the tri-county region).
- LEAP values and celebrates the voices within the region we serve.
- It is easy to create individual experiences within the Lansing region.



Introduction

OBJECTIVE

To showcase the Lansing region through the eyes of its communities to elevate regional perception and attract and attain talent. Additionally, to illustrate greater Lansing as a region inclusive of communities across Ingham, Clinton and Eaton counties.

GOALS

Elevation of the diverse narratives of our region by encouraging, rather than controlling, conversation.

- Relates to the larger objective of elevating LEAP's brand and regional relevance by facilitating new conversations and amplifying community voices. Reached currently untapped audiences within the tri-county region whose interests align with LEAP's mission.
- Metrics: submissions, follower growth, comments, shares, likes

Extension of reach to untapped audiences whose interests align with LEAP's mission to strengthen the Lansing region.

- Relates to the larger objective of promoting and facilitating equity and inclusion by engaging currently untapped voices and communities in conversation about their home.
- Metrics: reach/impressions, comments, shares, likes, sentiment



Goals

Challenge to audiences' negative perceptions and stereotypes about the Lansing region

- Relates to the larger objective of attracting and retaining talent to the greater Lansing region, as well as strengthening regional and LEAP brand sentiments and emphasizing "greater Lansing" as a diverse, tri-county region.
- Metrics: submissions, follower growth, comments, shares, likes, sentiment

Greater buy-in of LEAP brand value among target audiences

- Relates to the larger objective of strengthening LEAP brand value and regional relevance by serving as an amplification mechanism and facilitator of community conversations around regional conception of place.
- Metrics: submissions, follower growth, comments, shares, likes, sentiment



PREVIOUS REGION RESIDENTS

Previous residents of the tri-county region who have moved away, most likely due to a major event such as graduation or new job offer. While this campaign is not directly seeking input from this audience, it is important to be visible in these spaces to debunk negative perceptions of the region that may have led to migration.

CURRENT REGION RESIDENTS

Current residents of the tri-county area are a crucial audience segment to actively engage with, both through visibility and solicitation for input. It is critical to get current residents engaged with their community by taking ownership of the parts that make it special so they are inspired to stay here.

NEW/PROSPECTIVE REGION RESIDENTS

New and prospective residents are similarly crucial to engage, as they may be in the midst of weighing location options and seeking out a future community. Showcasing the region through authentic community voices to this population is critical to challenging any negative stereotypes that they may buy into and to enticing this audience segment to stay here.



Audiences

GENERAL PUBLIC

The general public, both on a statewide and national level, is important to market to as a means of challenging perceptions of Lansing and attracting talent on a more macro scale. Especially as those outside the tri-county region view our region as “Lansing,” it is important to showcase the diversity of the region across all three counties under the cohesive #MiLansing identifier.

LOCAL AND STATE MEDIA OUTLETS

Media relations for this campaign will focus primarily on earned media due to community reach, but may also integrate strategic components such as press releases, op-eds and digital banner ads. Media is important to engage on a regional and statewide scale to amplify and lend credibility to the campaign.



CULTIVATION PHASE

The primary purpose of this phase is to introduce the campaign and begin cultivating content. This phase will utilize community imagery from key stakeholders such as LEAP staff, executive committee members and board directors.

Frequency

- Wednesday and Saturday, between 1:00 p.m. and 3:00 p.m.
- Twice a week during month following campaign launch, up to weekly for remainder of campaign (focus shift to community-curated storytelling)

Modes and Media

- Organic social media posting
 - Facebook
 - Twitter
 - Instagram
- Demographic-, interest- and location-specific post boosting/ad campaigns
 - Facebook
 - Recommended \$5-\$10/day 1-week boost each month to specific segments of audience, including:
 - Sporting events
 - Entrepreneurship



Strategy

- Food, beer, wine, spirits
- Parks
- Fashion
- Music, theatre, poetry, arts scene
- Festivals and events
- Website form and drip email marketing campaign through Pardot
- Traditional/earned media
 - Op-ed in LSJ
 - Press release to media partners and membership
 - Guest blog on Lansing 5:01 website

STORYTELLING PHASE

This phase will dovetail with the cultivation phase and incorporate the community perspectives accrued during the cultivation phase.

Frequency

- Wednesday and Saturday, between 1:00 p.m. and 3:00 p.m.
- Twice a week during month following campaign launch, up to weekly for remainder of campaign (focus shift to community-curated storytelling)



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 - Food, beer, wine, spirits
 - Parks
 - Fashion
 - Music, theatre, poetry, arts scene
 - Festivals and events
- Monthly digest email to participants, LEAP board of directors and staff



EXTENDED STORYTELLING

The final phase of the #MiLansing campaign will engage community submissions on a deeper level through extended storytelling on LEAP's website. These will take the shape of blog posts approximately 500 words long, which may focus on one particular community story or a group of stories around a common theme (e.g. sports in Lansing, outdoor activities, local art, etc.).

Frequency

- Wednesday or Saturday, between 1:00 p.m. and 3:00 p.m.
- Weekly to bi-weekly, depending on amount of content and overall content balance with other campaigns and communication priorities

Modes and Media

- Short blog posts up to 500 words long (approximately) on the LEAP website
- Organic social media posting
 - Facebook
 - Twitter
 - Instagram
 - Update link in bio to blog page



This campaign is a marriage of qualitative goals around improving attitudes about the Lansing region, which will encourage talent to stay or come to the region, and quantitative goals around strengthening LEAP brand awareness, which will bolster LEAP's social media presence and audience base.

Qualitative metrics

- Positive sentiment of both greater Lansing region and LEAP
 - **Meets goal:** 80% positive sentiment
 - **Exceeds goal:** 90% positive sentiment

Quantitative metrics

- Number of #MiLansing community submissions
 - **Meets goal:** 50 submissions
 - **Exceeds goal:** 75 submissions
- Increase social media audience
 - **Meets goal:** +1.5%
 - **Exceeds goal:** +3.0%
- Increase social media reach
 - **Meets goal:** +2.0%
 - **Exceeds goal:** +4.0%



Assessment

- Increase social media engagement (Facebook)
 - **Meets goal:** +2.0%
 - **Exceeds goal:** +4.0%
 - Increase social media engagement (Twitter)
 - **Meets goal:** +1.5%
 - **Exceeds goal:** +3.0%
 - Increase social media engagement (Instagram)
 - **Meets goal:** +2.0%
 - **Exceeds goal:** +4.0%
 - Increase LEAP Weekly subscription base
 - **Meets goal:** +0.5%
 - **Exceeds goal:** +1.0%
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LANSING ECONOMIC AREA PARTNERSHIP

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