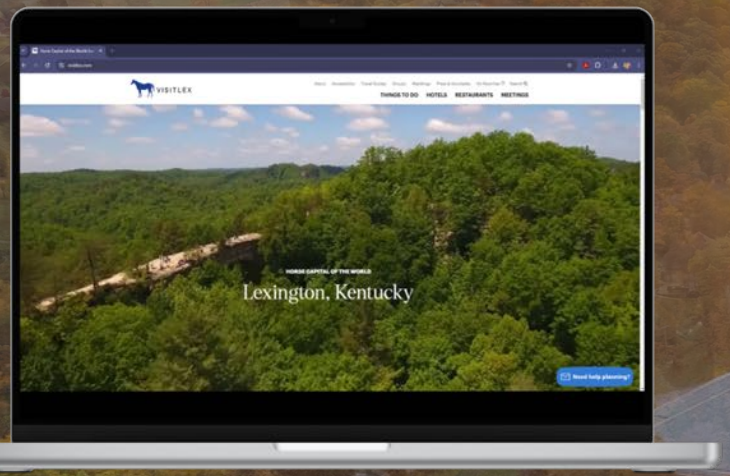
GREATER
LEX
Kentucky's
Bluegrass Region
Regional
Competitiveness Plan
TALENT
UPDATE

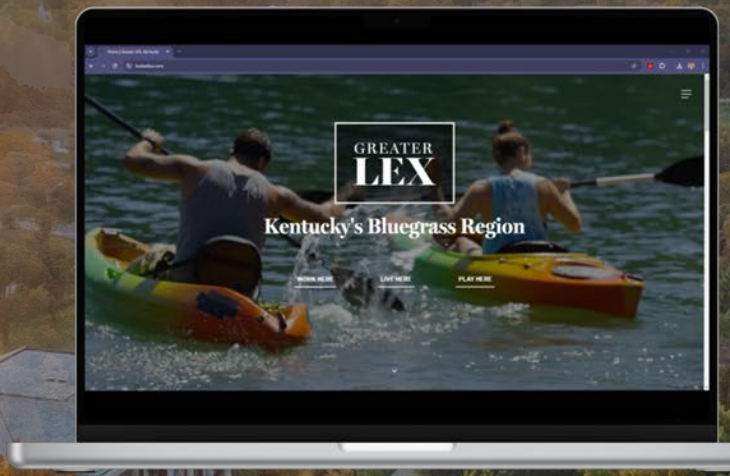
ACTION ITEM:

Develop a NEW regional talent attraction / retention marketing website and digital marketing campaign to increase awareness of the region as place to live and work.

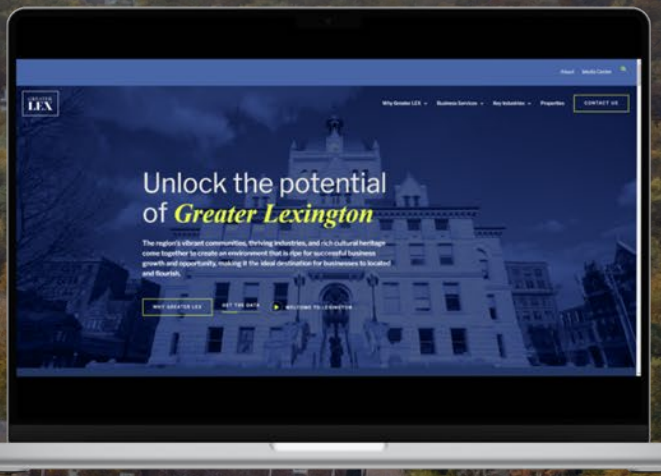
Regional Brand Identity



Visit LEX



Look at LEX



Locate in LEX

New Talent Attraction Website lookatLEX.com

Digital Marketing

Phase 1:

Elevate awareness of Greater LEX as a great place to **live** and **work** among external audiences:

GREATER LEX UNIVERSITY ALUMNI

PROSPECTIVE / PRIOR TOURISTS

GOALS + OBJECTIVES

DIGITAL STRATEGY

ALUMNI

- Working Age (18-55+)
- Boomerangs
- Emphasis on Greater LEX Key Industries

MEDIA + CREATIVE STRATEGY

ASBURY UNIVERSITY

GOD HAS MADE OF ONE BLOOD ALL PEOPLES OF THE EARTH
BEREA COLLEGE

BCTC

EKU

GEORGETOWN COLLEGE

KENTUCKY STATE UNIVERSITY

1847 MIDWAY UNIVERSITY

TRANSYLVANIA UNIVERSITY

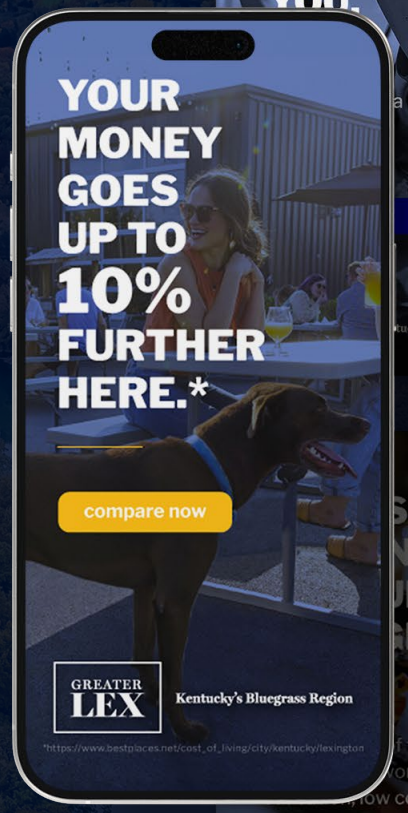
University of Kentucky

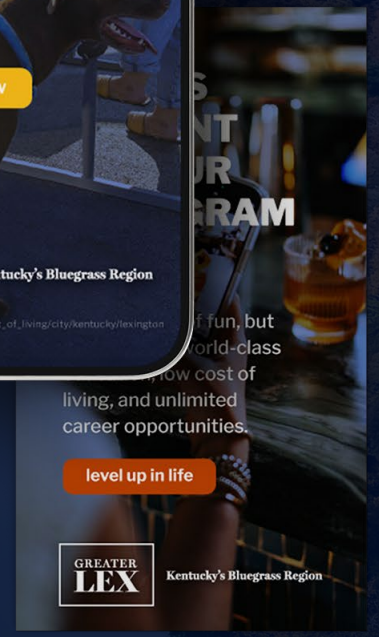
DIGITAL STRATEGY

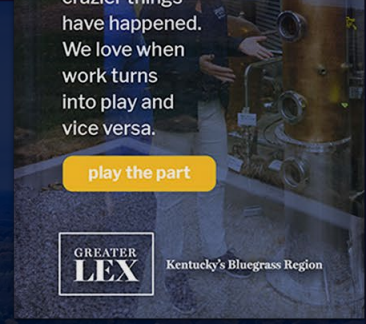
TOURISTS

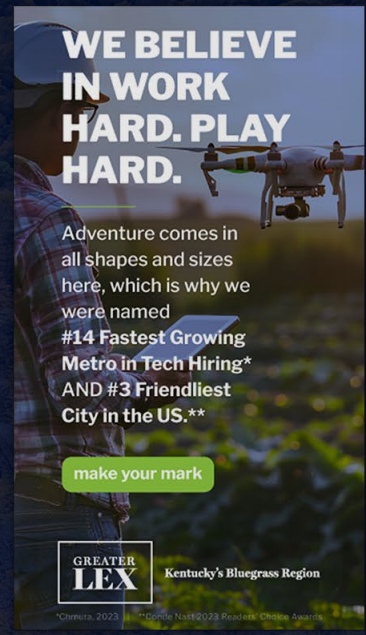
- Recent + Prospective Visitors
- Search Behavior
- Regional Attraction Websites
- Social Media Interest Groups

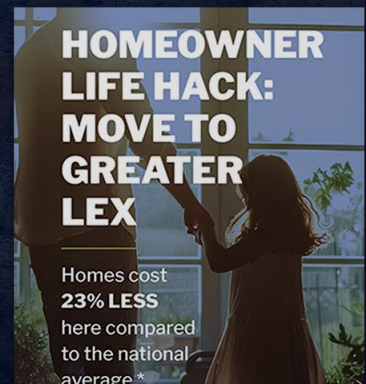
MEDIA + CREATIVE STRATEGY











SOCIAL MEDIA

@greaterlexky

- Organic Content
- Campaign Alignment
- Promotes Individual Counties / Cities

MEDIA + CREATIVE STRATEGY

PERFORMANCE + ANALYTICS

DIGITAL PLACEMENT (paid)	SOCIAL MEDIA (organic)
Click-Through Rate (CTR)	Impressions
Impressions	Reach
A/B Testing Report	Engagement (likes / comments / shares)
Exposure Frequency (with cap)	Engagement Rate
Quality Traffic (sessions over 60 seconds)	Followers
Total Site Traffic by Funnels	Video Views
Pages per Visit	Top-Performing Posts
Session Length	
Job Inquiries	
Newsletter Signups / Form Submissions	

MEDIA + CREATIVE STRATEGY

OUR
GOAL IS
AWARENESS
+EYEBALLS
MEDIA + CREATIVE STRATEGY

WAYS TO ENGAGE

1 Follow **Greater LEX** on Social

2 Explore + Share the Website

Lookatlex.com

3 Spread the Word

4 Use the Resource Hub