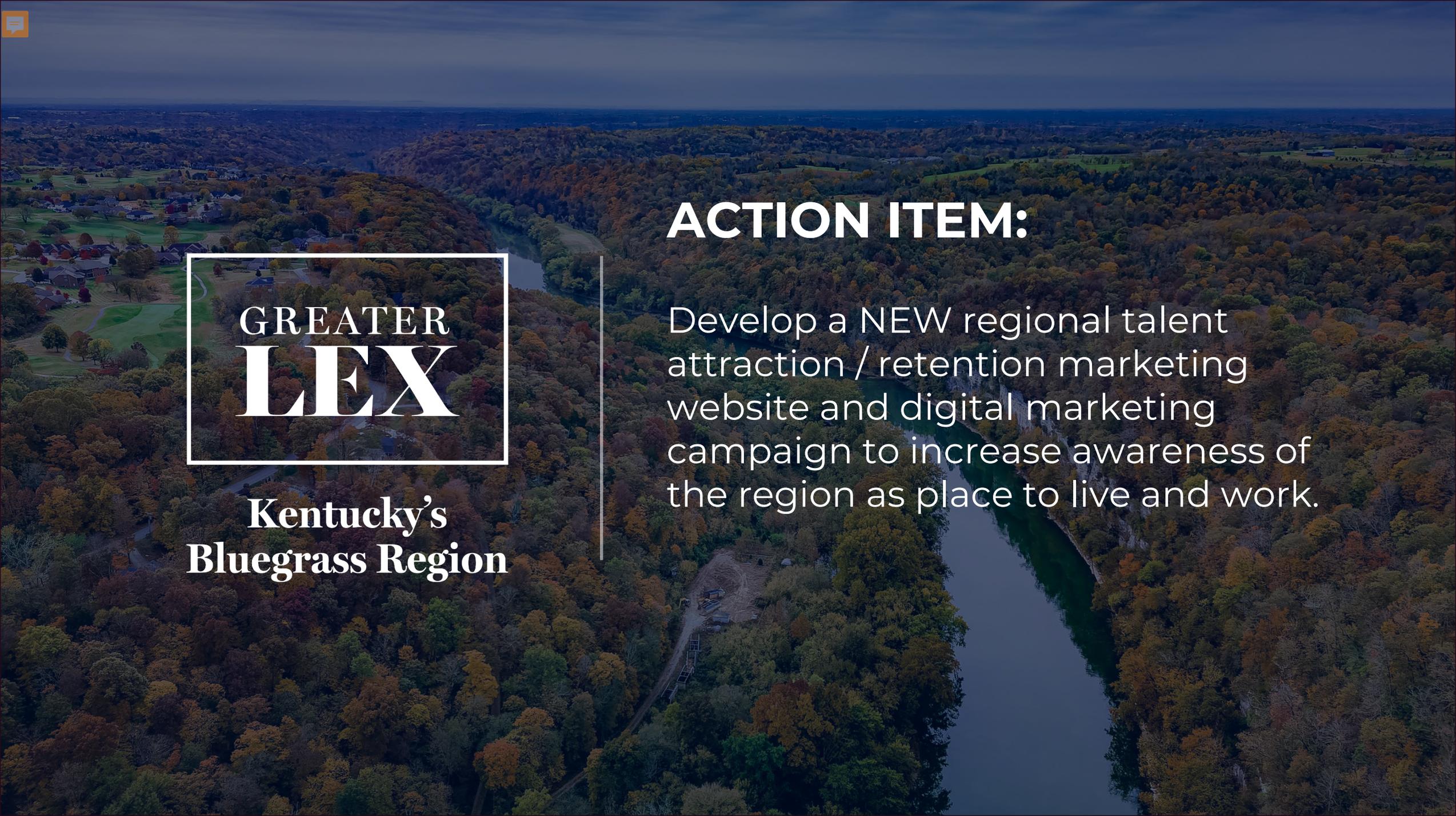




Kentucky's
Bluegrass Region

Regional
Competitiveness Plan

**TALENT
UPDATE**



**GREATER
LEX**

**Kentucky's
Bluegrass Region**

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

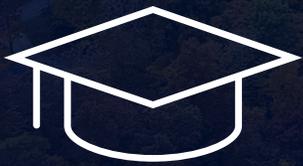




Digital Marketing

Phase 1:

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



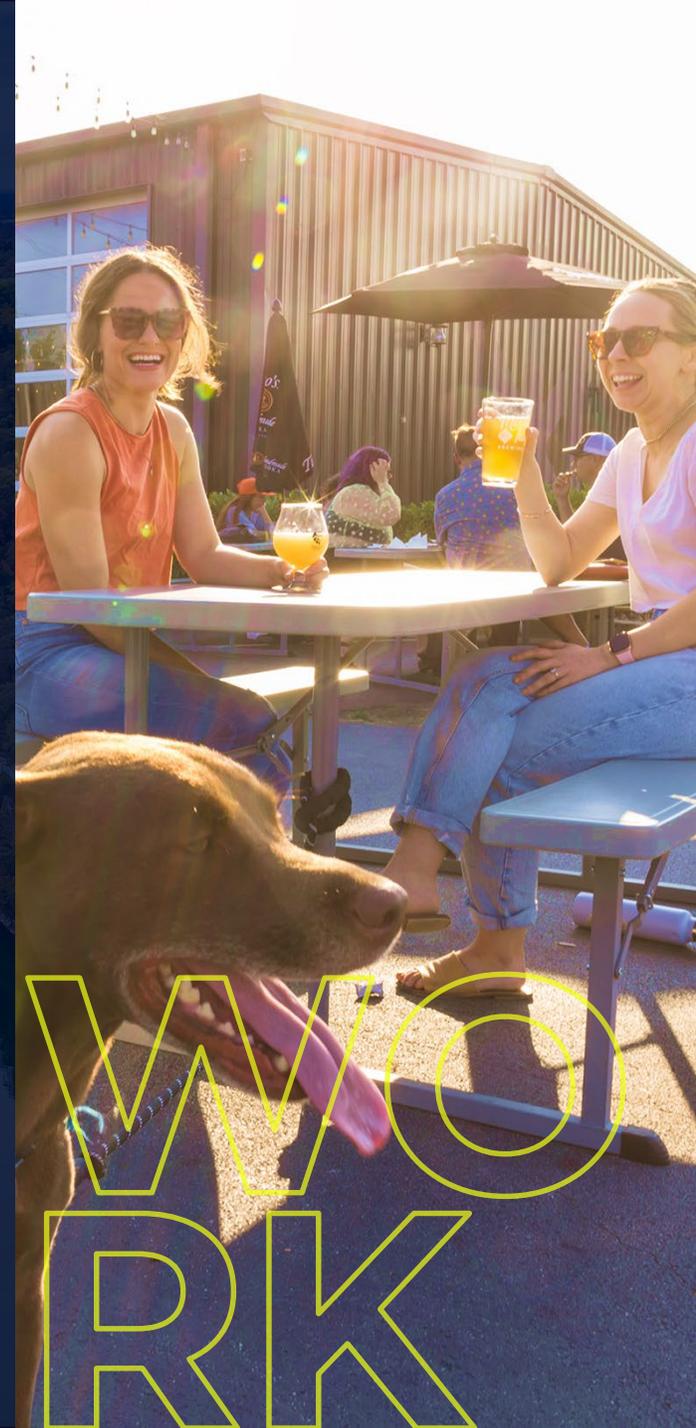
GREATER LEX
UNIVERSITY ALUMNI



PROSPECTIVE /
PRIOR TOURISTS



LIVE



WORK



DIGITAL STRATEGY

ALUMNI

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



DIGITAL STRATEGY

TOURISTS

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

YOUR MONEY GOES UP TO 10% FURTHER HERE.*

compare now

GREATER LEX Kentucky's Bluegrass Region

*https://www.bestplaces.net/cost_of_living/city/kentucky/lexington

...fun, but world-class low cost of living, and unlimited career opportunities.

level up in life

GREATER LEX Kentucky's Bluegrass Region

GAME DAY JUST ISN'T THE SAME WITHOUT YOU.

GREATER LEX Kentucky's Bluegrass Region

Greater things have happened. We love when work turns into play and vice versa.

play the part

GREATER LEX Kentucky's Bluegrass Region

WE BELIEVE IN WORK HARD. PLAY HARD.

Adventure comes in all shapes and sizes here, which is why we were named

#14 Fastest Growing Metro in Tech Hiring*

AND #3 Friendliest City in the US.**

make your mark

GREATER LEX Kentucky's Bluegrass Region

*Commerce 2023 **Forbes North 2023 Readers' Choice Awards

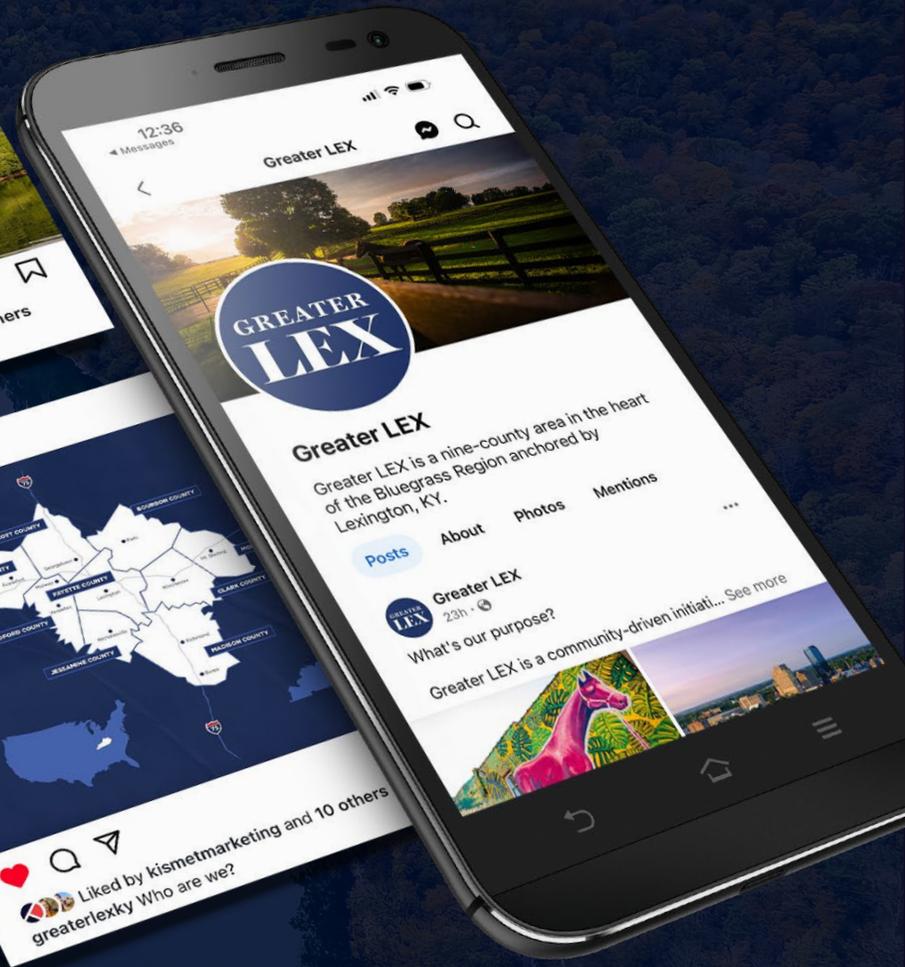
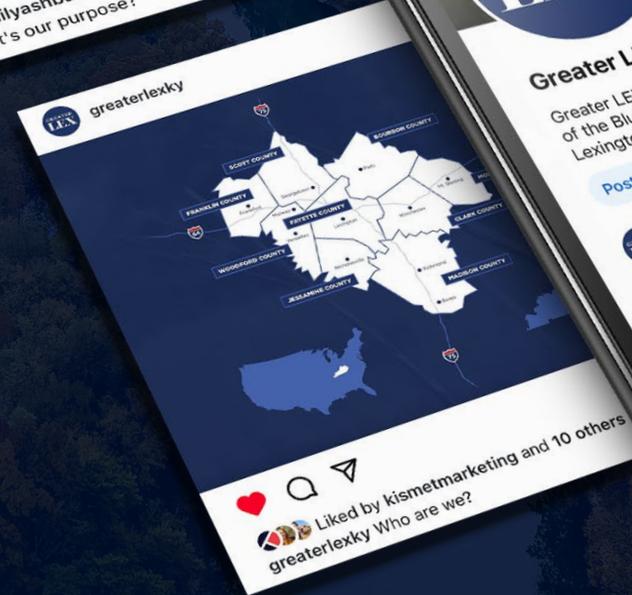
HOMEOWNER LIFE HACK: MOVE TO GREATER LEX

Homes cost **23% LESS** here compared to the national average.*

GREATER LEX Kentucky's Bluegrass Region

SOCIAL MEDIA

@greaterlexky



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

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 | |

OUR
GOAL IS

AWARENESS
+ EYEBALLS

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