



Livability: This is Iowa. A CONTENT MARKETING INITIATIVE

Dear Economic Development Partner,

On behalf of the Iowa Economic Development Authority (IEDA), I'd like to invite you to participate in an exciting initiative that will aid our efforts to promote Iowa as a place to live, work, invest and grow.

The IEDA is partnering with **Livability Media**, a leader in the talent attraction space, on an aggressive print, digital and social content marketing program. The program will be an integral part of Iowa's ongoing workforce recruitment efforts and inspire consideration of the state from corporate decision-makers, entrepreneurs and talented individuals looking for a perfect blend of rewarding professional opportunities and top-ranked quality of life.

The key elements of the program include:

- Ongoing exposure on Livability.com, including a dedicated landing page and custom content about Iowa. Livability.com garners millions of pageviews annually and national and local media attention via its annual Top 100 Best Places to Live list and content partnerships with major media outlets such as MarketWatch and Business Insider.
- *Livability: This is Iowa*, a high-quality print publication that will highlight the state's key success metrics and advantages as a place to do business and as a place to live. A customized distribution plan will put the print magazine into the hands of business decision-makers, fast-growing companies and talent prospects from around the country.
- A digital version of *Livability: This is Iowa* hosted on Livability.com, with content that can easily be shared.
- Promotion through Livability Media's social engagement platforms and linking strategies.

This multi-year program will be an integral part of our marketing efforts. Matt McWhorter, a representative of Livability Media will be in your area soon to detail advertising and innovative content marketing opportunities with this program. For more information, please contact Matt at mmcwhorter@livmedia.com or call (615) 957-8347. I encourage you to support this effort, which will benefit all of us.

Thank you for your support in this joint effort to make Iowa the choice for people and business.

Sincerely,

A handwritten signature in black ink that reads "Debi V. Durham". The signature is fluid and cursive, with a long horizontal flourish at the end.

DEBI V. DURHAM

Director

Iowa Economic Development Authority and Iowa Finance Authority



**LIVABILITY
MEDIA**

EXECUTIVE SUMMARY

The Program's PURPOSE

This multimedia program encourages business investment, talent recruitment and relocation by reaching corporate executives, site selectors, entrepreneurs, talented individuals, families and visitors attracted to our quality of life.



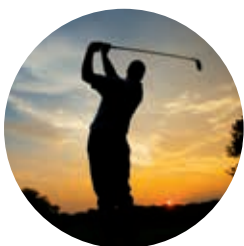
PROGRAM COMPONENTS

- High visibility on Livability.com, a national quality-of-place and relocation website that reaches more than 12 million viewers with highly shareable content
- A top-quality print publication with engaging photography and modern design that highlights the region's favorable business climate, enviable quality of place and tourism attractions
- An easily accessible and shareable companion digital magazine

ONLINE DISTRIBUTION & CONTENT PROMOTION

We leverage the rapidly growing Livability.com audience to drive readers to information about Iowa, including:

- Search engine optimization
- Dedicated social media promotion strategy, including both paid and organic efforts
- Select content marketing campaigns



TARGETED PRINT DISTRIBUTION

We work to place the print edition in the hands of:

- Site selectors and corporate real estate professionals
- Qualified relocation prospects who have requested information
- People attending relevant trade shows, conferences and events
- Talent recruitment prospects of major employers in the city and region
- Potential new residents via realtors and financial institutions
- Our advertisers' clients and talent prospects
- People visiting the community via distribution to public offices