



ENHANCE YOUR COMMUNITY WEBSITE WITH FRESH CONTENT SHOWCASING OUR AREA!

Go to livability.com/tn/franklin
and click on digital magazine.



Dear Chamber Member:

As you know, a primary role of Williamson, Inc. is to promote our region to bring investment and jobs here, as well as attract new residents and visitors. We all realize the benefits of growth and its impact on prosperity.

I'm pleased to announce the expansion of our digitally centered marketing program to include aggressive new exposure on Livability.com, a nationally recognized authority on best places to live and work, and a new design for our outstanding print publication, *Livability Williamson County*.

We are partnering with Livability Media, a division of chamber member Journal Communications, to execute this ongoing multi platform promotion plan.

We intend to reach vital target audiences ranging from site selectors to entrepreneurs, talented individuals and families attracted to our quality of life, and visitors eager to see our natural beauty and experience our dining, shopping and historical attractions.

I strongly encourage you to learn more about this program by meeting with your Livability Media sales representative and consider supporting the program through your advertising participation. It will be the centerpiece of our marketing efforts.

Sincerely,

MATT LARGEN
President/CEO
Williamson, Inc.



THE PROGRAM'S PURPOSE:

This multimedia program encourages **business investment, talent recruitment and relocation** by reaching corporate executives, site selectors, entrepreneurs, talented individuals and families attracted to our quality of life. It is **Williamson, Inc.'s primary marketing program.**

PROGRAM COMPONENTS

- High visibility on Livability.com, a national quality of place and relocation website reaching more than 10 million viewers nationally.
- A top-quality print publication with engaging photography and modern design highlighting our favorable business climate and enviable quality of place and tourism attractions.
- A companion digital magazine easily accessible and shareable on all devices.

ONLINE DISTRIBUTION AND CONTENT PROMOTION

We leverage the rapidly-growing Livability.com audience through a variety of strategies to drive readers to content about Williamson County, including:

- Search Engine Optimization (SEO)
- Social media campaigns (Facebook, Twitter, LinkedIn, etc.)
- Custom content marketing campaigns

PRINT DISTRIBUTION

- Targeted mailings to site selectors and corporate real estate professionals
- Mailed to qualified individuals requesting information
- Trade shows, conferences and events
- Used in recruiting by hospitals and major employers
- Used by Realtors and financial institutions
- Copies furnished to advertisers for office display and use in talent recruitment
- Public places display including chamber and government offices

