



GLOBAL LOCATION LINK'S **EUROPEAN MARKETING** INITIATIVE

**global**  
LOCATION LINK  
A DIVISION OF 310 LTD.





Have budget cuts curtailed

your travel and crimped

your ability to build

and maintain business

relationships overseas?

Global Location Link is the

answer. This new marketing

initiative established by

310 Ltd will give you a

comprehensive marketing

presence in the European

Union 365 days a year.

## Business Opportunity: the European Union

Even in a global recession, European businesses are looking for growth opportunities. Most economic forecasts say that the U.S. will come out of the recession before Europe will. Accordingly, European businesses look like particularly good prospects for Foreign Direct Investment in the United States in the year ahead.


Global Location Link will provide participating U.S. economic developers with tangible investment and location opportunities culled from a pool of 40,000 European Union business executives. Our innovative multi-channel marketing program will combine direct mail, Web content creation, proprietary Web traffic analytics, a unique personal-contact program and long-term lead nurturing to identify European businesses with an interest in expanding or relocating to the U.S. market.

### **The Value Proposition: International Marketing on a Dime**

310 Ltd. understands the challenges economic developers face in managing overseas business development. Limited staff time, budgetary constraints and the demand for continuous product positioning across multiple markets can be overwhelming. Global Location Link provides a continuous lead-nurturing program that economic developers would find it cost prohibitive to undertake.

310 Ltd. is investing hundreds of thousands of dollars in a comprehensive, multi-channel marketing program that reaches four European Union nations: the United Kingdom, Germany, the Netherlands and Italy. We will monitor executive responses daily and nurture companies until they are ready to initiate a U.S. location search.

310 Ltd.'s economic development partners will enjoy preferential access to business intelligence generated through Global Location Link. As a bonus, economic



developers will have an opportunity to get their message, via customized micro-sites in Global Location Link, in front of the E.U. executives in the early stages of their site-location decision making process.

## How Global Location Link Works

Our program consists of six interlocking elements:

**1. Determine the Target Audience.** We will target four E.U. countries each calendar year and deliver a marketing message to key decision makers in those countries. 310 Ltd. has partnered with an established data source in Europe to build an accurate and qualified database of 40,000 E.U. executives.

Our parameters: We will contact only companies that have \$20 million or more in annual gross revenue, have 20 or more employees, and export goods and services to other countries. These companies will be involved in the advanced-manufacturing or professional-services sectors. And none will have a U.S. parent.

**2. Deliver the Message.** Global Location Link will make the case for investing in the U.S. through mail, the Web, email and personal communications.

The process will begin with a professionally executed, variable-data mail piece delivered to the European executive, directing him or her to a personalized page on the Global Location Link website. Our proprietary content will promote the value of Foreign Direct Investment in the United States by illuminating the advantages of doing business here.

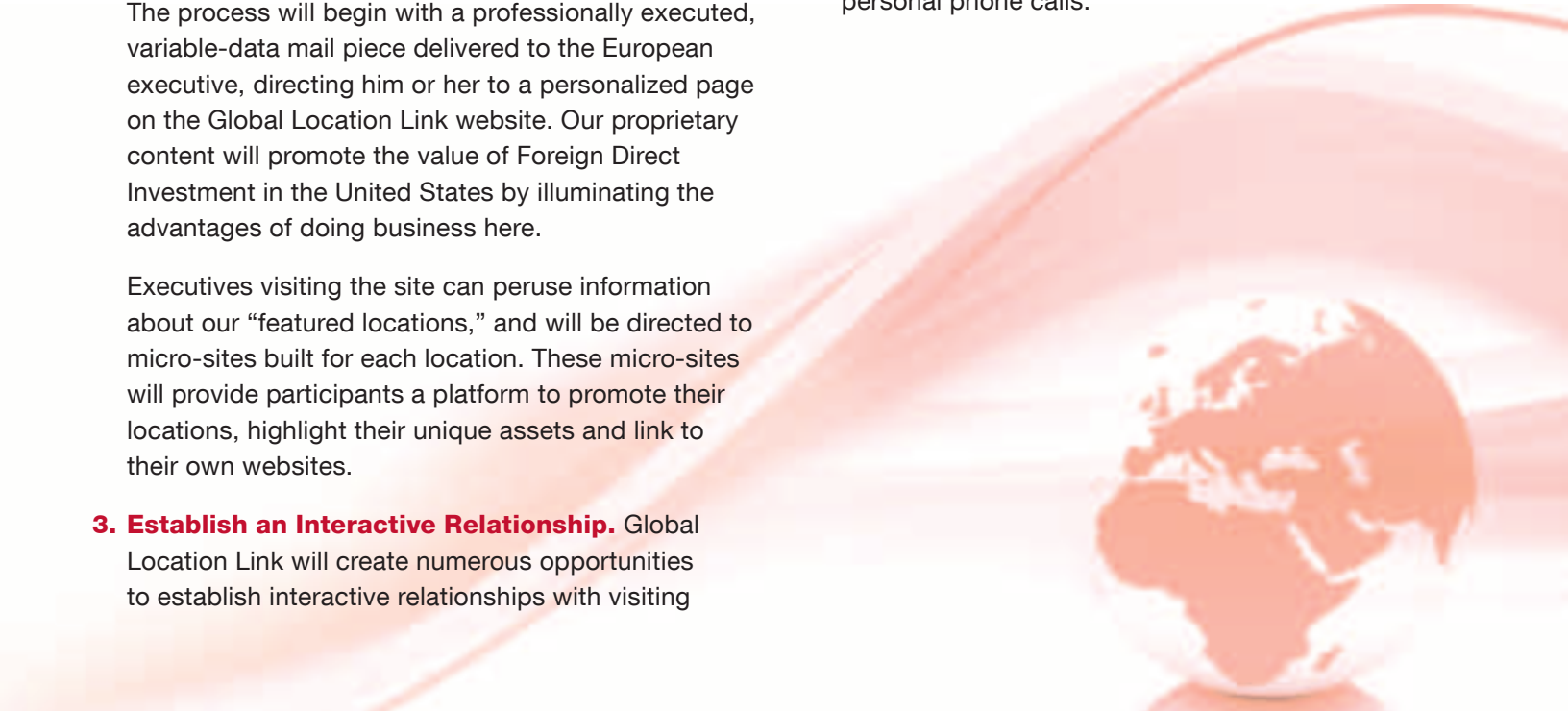
Executives visiting the site can peruse information about our “featured locations,” and will be directed to micro-sites built for each location. These micro-sites will provide participants a platform to promote their locations, highlight their unique assets and link to their own websites.

**3. Establish an Interactive Relationship.** Global Location Link will create numerous opportunities to establish interactive relationships with visiting

European executives as a means of nurturing leads. Executives will experience the following:

- A personalized welcome page.
- Email access to reports, statistics, white papers and other resources compiled by 310 Ltd. along with our analysis and commentary on FDI opportunities in the U.S.
- A “Q&A” page where executives can submit site-location questions to 310 Ltd. When appropriate, we will share these questions with participating economic developers for a viewpoint from their state or region.
- Access to the micro-sites of featured U.S. locations.

**4. Lead Nurturing Outreach.** Global Location Link has developed a computer-assisted methodology for monitoring the activity of potential prospects and then communicating with them through the Web, email and over the phone. We score a prospect based upon his or her interaction with the website: clicking links, downloading content, visiting the micro-sites or providing information. 310 Ltd. uses that score to prioritize its follow-up contacts, including emails and personal phone calls.



## 5. Deliver Qualified International Prospects and

**Inquiries.** As a prospect's interest crystallizes, 310 Ltd. will establish personal contact to validate site location criteria. Some companies may require a specific U.S. location to accomplish their plans; others may be more open to suggestion. 310 Ltd. will assess the prospect and match its requirements with appropriate locations.

Economic development partners who participate in Global Location Link will enjoy preferential access to prospects whose site criteria match up with their assets. They will receive a detailed Corporate Prospect Profile outlining the company's stated requirements. The prospect will be invited to participate in a conference call with the Economic development partner arranged by 310 Ltd.

## 6. Provide Accountability through Monthly

**Reporting.** All visitor activity will be compiled, reviewed and summarized in a dashboard accessible by any Global Location Link partner. GLL's web analysis engine can produce graphical reports on each micro-site's activity, providing insight into which messages and categories of content prospects consider valuable.

## About 310 Ltd.

310 Ltd., based in Richmond, Va., designs and executes high-end, mission-critical research and target-marketing campaigns for a wide range of economic development clients. Our analysts have extensive management experience in the business world. They are trained in the art of gaining access to C-suite executives, and they excel at interviewing and extracting business intelligence from FDI prospects.

The results of our work are measurable in terms of prospects identified, leads generated and site-location visits set up. We encourage clients to compare the metrics they can achieve through 310 Ltd. to the results they can generate through any other investment in advertising or marketing dollars.

## Cost to Participate

Global Communication Link is a 12-month marketing program available to U.S.-based economic development agencies and organizations. The program is open to a select number of participants – no more than two per state.

All sponsors will have the first right of renewal for the program in year two. The cost of participation is as follows:

- A one-time set up fee of \$1,500 will create your micro-site page on the Global Location Link website and enter your location into the lead referral system.
- A one-year fee of \$15,000 can be billed as a single payment, or over four quarters. To initiate your participation and micro-site, you will be invoiced \$4,875 in the first quarter and \$3,375 in subsequent quarters.

Sponsorships are available for non-economic development enterprises such as banks, utilities, construction companies, architects & engineers and other sectors related to global economic development.

## Set a Time for a Demonstration

Give us 15 minutes and we will show you an innovation in marketing. A hosted web meeting will be scheduled at a time convenient for you and your team to view the Global Location Link concept and featured location benefits. Q&A is encouraged. Please contact us at 800.275.3953

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