



**PORTLAND**  
A LAND OF  
**MORE**

# GREATER PORTLAND INC **MARKETING STRATEGY**



# WHO WE ARE



Greater Portland Inc (GPI) is the only regional public-private partnership dedicated to creating and expanding jobs and driving tangible regional prosperity.

The organization is supported by public-sector partners, private investors and philanthropic groups throughout the region.

GPI's service area includes Multnomah County, Washington County, Clackamas County, Columbia County and Yamhill County in Oregon.



# SUMMARY



In February, Greater Portland Inc was appropriated \$2.5 million from the Oregon legislature for a marketing strategy aimed at attracting businesses and fostering investment in Oregon.

We received the funds in August 2024.



# KEY MARKETS & INDUSTRIES



## MARKETS

- New York
- Chicago
- Boston
- San Francisco Bay Area
- Vancouver, B.C.
- South Korea
- Japan
- Western Europe

## INDUSTRIES

- Footwear & Apparel
- Semiconductor
- Climate Tech

# USE OF FUNDS



## **Search Engine Optimization (SEO):**

Proactively countered negative Portland search terms with SEO efforts to inject positive content, while keywords optimizing to boost search rankings.

## **Paid Digital Advertising:**

Targeted digital advertising to prospective talent, business executives, and location advisors in 10 major markets.



# USE OF FUNDS



## **Strategic Public Relations:**

Coordinated meetings and interviews with print and broadcast journalists in the media capital, New York City, conveying a pro-business message to a dozen publications. Hosted journalist trips to Greater Portland, affording them the opportunity to intimately witness success stories firsthand, counteract negative narratives, and cultivate positive experiences for crafting compelling narratives.



# USE OF FUNDS

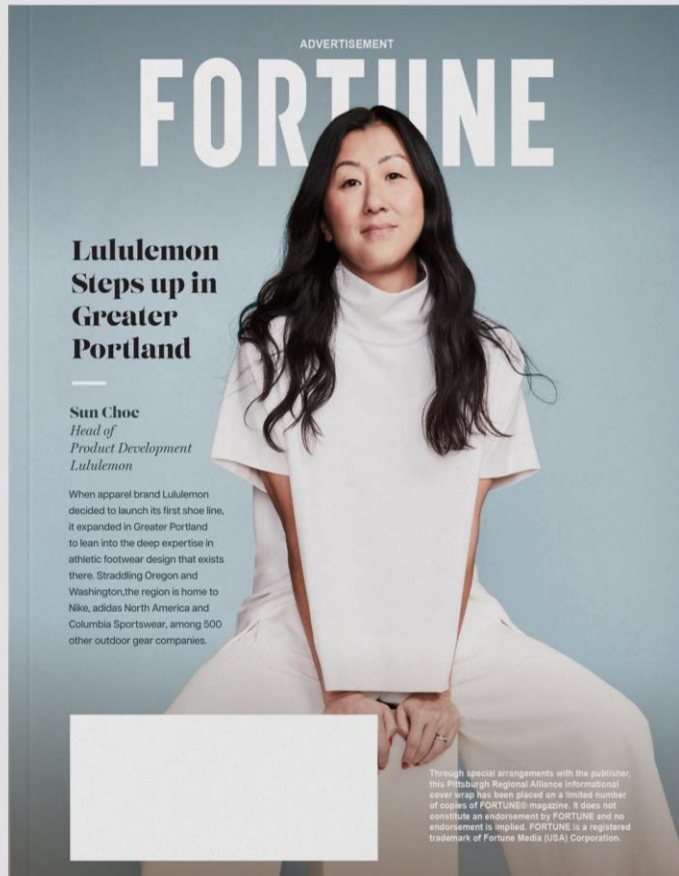


## High-Profile Media Partnerships:

Collaboration with Forbes to Fortune that showcases a series of powerful curated stories via magazine cover wraps. Secured representation on national lists and rankings. Advertisement on podcasts and billboards.

## Website Enhancements:

GPI website enhancements, strategically focused on key messages, dynamic data with interactive cost of living comparison calculations, and captivating Greater Portland visual experiences.





# USE OF FUNDS



## **Business Outreach:**

Active engagement with prospective talent, business executives, and location advisors in 12 domestic and international major markets, sharing positive stories, announcements, and real estate availability. Hosted trips to Greater Portland for businesses considering expansion.

## **Dynamic Social Media Presence:**

Paid curated social media ads, videos, and articles showcasing Greater Portland's strengths and advantages in a dynamic and captivating manner.



# TIMELINE



## **September 2024**

- RFP for creative services

## **October 2024**

- Select firm
- Create promotional videos

## **October 2024 – December 2024**

- Paid articles in target markets focused on key industries

## **November 2024**

- Inbound site selector fam tour

## **December 2024**

- San Francisco Bay Area outbound trip

## **2025**

- Campaign Live