



South Dakota

SOUTH DAKOTA

GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

GOED Marketing & Branding Roadmap


2022

- Open for Business Branding Created
- Freedom Works Here Branding Created
- Refined Targeted Industries
- Tradeshows Centered around Targeted Industries
- Co-Op Marketing Partnerships with Communities in Conjunction with Design Sensory and Lawrence & Schiller
- Creation of Website Framework
- Data Collection Capabilities Established


Targeted Industries




CYBERSECURITY




AGRICULTURE



LIVESTOCK



**VALUE
ADDED**



**PRECISION
AG**



MANUFACTURING



**SHOOTING,
HUNTING, AND
OUTDOORS**

Target Markets for Business Recruitment

- California
- Colorado
- Iowa
- Minnesota
- Montana
- Nebraska
- Nevada
- North Dakota
- Wyoming



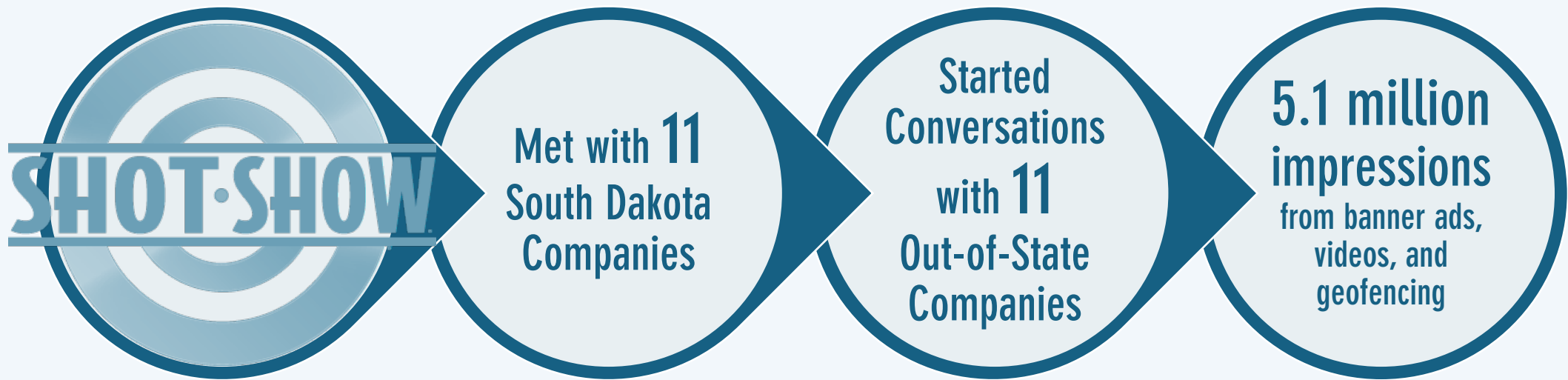
GOED Marketing & Branding Roadmap

2023

- Leveraged Branding from Past Marketing Efforts
- Broader Workforce Recruitment
- Tradeshows Centered around Targeted Industries
- Site Selector Engagement

Business Recruitment

SHOT SHOW



Business Recruitment

CYBERSECURITY TRADESHOWS



SOUTH DAKOTA

GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

Business Recruitment

SITE SELECTOR HOSTINGS



. SOUTH DAKOTA .

Freedom

WORKS HERE

SOUTH DAKOTA

GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

Freedom Works Here Results

800+ MILLION
IMPRESSIONS MADE

7,568
HAVE REQUESTED MORE INFORMATION ON SOUTH DAKOTA

1,900
ARE IN THE FINAL STAGES OF FINDING THEIR CAREER HERE

Freedom Works Here has been the most successful workforce recruitment initiative in South Dakota history.



Thank you

SOUTH DAKOTA

GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT