

# Development Counsellors International

The Leader in Marketing Places

## ePlace Marketing

The dynamic world of social media and the increasing importance of online influencers and "brandcasters" play an crucial role in developing perceptions of "place." DCI's ePlace Marketing Team can be your community's advocate and influencer in the online

realm. We understand the need for consistent engagement in a setting that operates in a fast, transparent and candid way, and we can develop a strong social media strategy as part of your broader communications plan.

## What We Can Do for You

### Social Networking

We know how to use Facebook, LinkedIn and other social networking sites to get your destination's message out to the right people.

### Blogs

DCI knows the best ways to communicate with bloggers to "join the conversation" and generate coverage.

### Microblogs

We can provide guidance on how to best leverage sites such as Twitter, Tumblr and Plurk.

### Web Videos

Want podcasts to stream on your website or to make a video for YouTube? We can provide valuable counsel on what works and what doesn't.

### Website and Microsites

From microsites to promote a special program or event to full-blown websites, DCI can help you build a search engine optimized site.



*Through e-marketing, we raise awareness for your community, with an end goal to drive investment and visitors to your location.*

## Other DCI ePlace Marketing Campaigns

Baton Rouge Area Chamber  
Economic Development  
Authority of Western Nevada  
Finger Lakes Wine Country  
Tourism Marketing Assoc.  
Greater Miami Convention &  
Visitors Bureau  
Metro Denver Economic  
Development Corporation  
Tourism Tasmania  
Visit St. Petersburg-  
Clearwater

## What We Have Done for Others

### Vermont Department of Economic Development

With a shortage of young laborers, particularly in the IT and engineering sectors, Vermont was planning a networking reception in Boston to attract young college graduates back to the state. RSVPs to the event, however, were low - with only four people confirmed a week before the event. DCI stepped in; created a reception event page and banner ad on Facebook that invited more than 600 Vermont alums in the Boston network and Boston college grads in the IT and engineering industries; and publicized the event through social networking sites. As a result, close to 80 young professionals attended the event, many with resumes in hand.

### California Travel & Tourism Commission

To demonstrate the importance of tourism to the Golden State, DCI worked with our client to release \$25,000 in \$2 bills at tourism-related businesses in Sonoma County during National Tourism Week in May 2009. We then launched a major e-marketing campaign through Facebook and Twitter to drive traffic to a microsite - [www.SpendTom.com](http://www.SpendTom.com) - that detailed the importance of tourism to the California economy and offered a special trip promotion.



Jessica Tuquero - Economic Development  
Malcolm Griffiths - Tourism

### Development Counsellors International

215 Park Avenue South, 10th Floor  
New York, New York 10003

T: 212.725.0707 F: 212.725.2254

E: [Jessica.Tuquero@dc-intl.com](mailto:Jessica.Tuquero@dc-intl.com) E: [Malcolm.Griffiths@dc-intl.com](mailto:Malcolm.Griffiths@dc-intl.com)

[www.aboutdci.com](http://www.aboutdci.com)