

Quality of Life Advantages

FREQUENTLY ASKED QUESTIONS (FAQs)

Q. Why add the Quality of Life marketing tool to your website?

A. Talent attraction is one of the biggest challenges facing economic developers, and with more and more workers looking to relocate, communities that promote their quality of life have an competitive advantage.

Adding Localintel's innovative new Quality of Life marketing tool into your website is an easy, effective and affordable way to start promoting your community's advantages and help attract talent, including remote workers.

Q. Who will find the Quality of Life marketing tool valuable?

People considering relocating – The post-pandemic economy is providing communities who enjoy quality of life advantages with opportunities to attract talented new residents.

Remote workers – Big-tech's shift to remote work presents regional communities with an opportunity to attract remote workers who want a better quality of life.

A. **Local businesses who are recruiting** – Businesses are often good at selling the merits of a job and their company, but sometimes they need help selling the location to candidates who currently live elsewhere.

Site Selectors and Investors – By adding Localintel's Quality of Life marketing tool to your website you can promote what makes your community special to site selectors and investors.

Q. Who is responsible for setting up the tool up and maintaining it?

A. We know your busy, so we set the Quality of Life tool up and we update it going forward.

Q. How much of my time is needed to get the Quality of Life marketing tool up and running?

A. We need less than an hour of your time. We do the rest!

Q. Where does the data come from?

A. We use accurate data from SafeGraph, Open Street Map, Open Flights, Federal Communications Commission and other Federal Government sources.

Q. What elements of the tool can be customized?

A. You can customize the image and text that goes on the front of the tool. Our team can also explain some of the other elements can be customized.

Q. Can I add businesses to the tool if they are missing?

A. Yes you can. Localintel's Client Portal enables you to quickly add any businesses and points of interest to the Quality of Life marketing tool.

Q. Will the tool work in our website?

A. Yes, our Quality of Life marketing tool easily integrates into any website.

Q. Can I see how many people use the tool?

A. Yes, we provide analytics across a broad range of user metrics.

Q. Is the tool suitable for old or new websites?

A. Our Quality of Life marketing tool is a valuable addition to existing websites and perfect for new builds!

Q. Where is the Quality of Life marketing tool hosted and is it secure?

A. Our web services and web applications are fully hosted and managed using Microsoft Azure. Azure provides integrated security, privacy protection, developer tools and services to build a secure and compliant application infrastructure based on industry standards.

Q. What support does Localintel provide?

A. Localintel's Customer Success team will be with you every step of the way to coordinate onboarding, development, delivery of links and to answer any questions that come up along the way. Their primary role is to provide support, but this high performing team will go the extra mile by offering strategic suggestions around the placement of the Quality of Life marketing tool on your website to ensure it complements other content. All the necessary embed code will be available to you 24/7 on the Localintel Client Portal and your customer success representative will be on hand to offer any technical assistance that may be required.

Q. How much is the Quality of Life marketing tool?

A. We charge an annual subscription fee and there's no (zero) set up costs.

- **Most popular plan** – Annual fee of \$1,950 (+ data costs) with a 3-year commitment.
- **Most flexible plan** – Annual fee of \$2,450 (+ data costs) with a 1-year commitment.

Q. What's the process for getting the Quality of Life marketing tool implemented?

A.

1. Contact us now by emailing sales@ecdev.org or calling 1.800.572.4150.
2. Join us on a call to learn more and ask questions.
3. Review, sign and return our standard agreement to get the ball rolling.
4. Send us an image that showcases your community
5. We set up your Quality of Life marketing tool.
6. We provide you with live links, embed code and best practice suggestions.
7. Regular updates automatically flow right through to your Quality of Life marketing tool without you having to do anything.

Q. Who is Localintel?

A. Localintel provides online location marketing tools that hundreds of economic developers have added to their website to promote their community's advantages and assist businesses. Learn more at www.ecdev.org.

Q. Who else uses Localintel's tools?

A. Our clients range from small rural villages through to **Texas** Economic Development Corporation, Enterprise **Florida**, **Washington DC** Economic Partnership, **Indy** Chamber, **New Orleans** Business Alliance and the cities of **Seattle**, **Cleveland**, **Fort Lauderdale**, **Oklahoma** and **Tulsa**.

In Canada, our clients span the Village of **Hazelton** to the Government of **British Columbia**, Invest **Ottawa**, Invest **Hamilton** and the economic development corporations of **Calgary**, **Winnipeg**, **London** and **Kingston**.

So, what are you waiting for?

Contact us now to get a world-class quality of life marketing tool for your website!

Email: sales@ecdev.org

Phone: 1.800.572.4150