

# **Baldwin County Branding and Strategic Marketing Plan**

# Project Overview

## THE SITUATION

- Baldwin County Commission contracted JJPR to guide the organization through a rebranding and message development process for Baldwin County in order to create a new brand identity for the county, as well as a comprehensive strategic integrated marketing communications plan that can be implemented by the county. Primarily known as a tourist destination for those traveling to the white sandy beaches of the Alabama Gulf Coast, Baldwin County is the largest geographic county east of the Mississippi River, yet still maintains a strong sense of community. The county wanted to create a brand identity that helps communicate who it is, what it does, and designate its affiliated agencies. This is the first endeavor to create a unified brand for Baldwin County.

# Project Overview

## PURPOSE

- The new brand identity and strategic integrated marketing communications plan will help reach identified target audiences with the goal of more effectively communicating with residents, prospective residents, business owners, visitors and other stakeholders the county's unique qualities and characteristics as well as services offered by Baldwin County. The new brand, upon approval from the County Commission, will help the county create a consistent brand across all communication and marketing efforts and become widely used by the county internally and externally.

# Project Recap

- Conducted primary research – qualitative and quantitative
  - Six interview responses received from directors, managers and coordinators with the commission
  - 484 online survey responses received from residents
- Conducted secondary research
  - Researched branding trends and performed an environmental scan of government agencies across the U.S. to review best practices
- Developed brand identity
- Developed and presented strategic marketing plan

# Research Summary

## RESEARCH OBJECTIVES

1. Understand current brand perception of Baldwin County
2. Identify key messaging for target audiences to market and communicate about Baldwin County
3. Identify best channels for communicating with target audiences
4. Identify any issues that need to be better communicated

# Research Summary

## INTERVIEWS

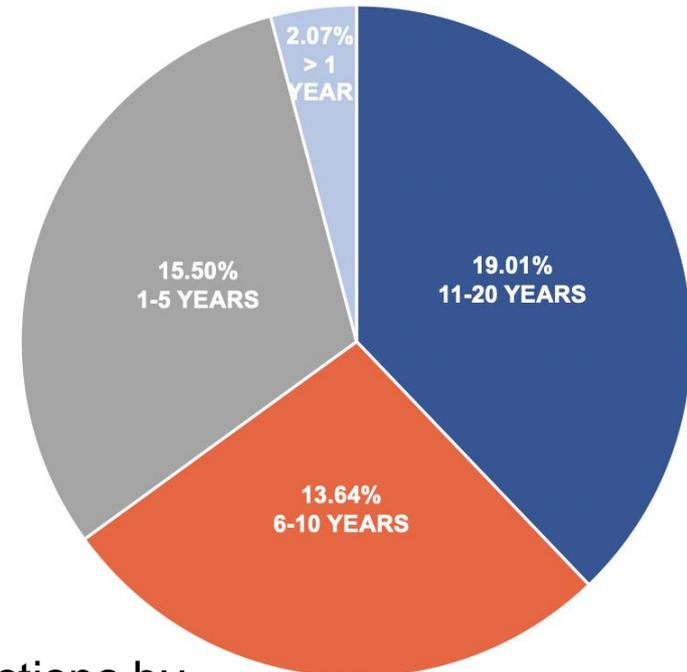
- Interviewees have worked for Baldwin County between 2 and 37 years. Some work directly with the residents of Baldwin County, others work with internal staff, government agencies, utility companies, subdivision developments and state-affiliated departments.
- Communication with audiences: email, phone, in-person meetings, call centers, fax, face-to-face through walk-in traffic, and the Baldwin County website.
- Pain points: online service availability, geographic distance between facilities, internal departmental communications, limited resource money, residents following proper rules and guidelines and external communication to residents.
- Of the pain points listed, multiple responses indicate a need for better internal and external communication with consistent messaging to communicate and inform Baldwin County residents and Baldwin County employees, as well as more online services with the ability to provide resources and education through the Baldwin County website.

# Research Summary

## ONLINE SURVEY

- **Nearly half (49.75%)** have lived in Baldwin County **more than 20 years**, with 25.41% of participants having lived in Baldwin County their entire life.
- Top three adjectives to describe Baldwin County: **hospitable, community-oriented** and **quaint**. However, 13.76% of people chose crowded as their first choice, and crowded ranked higher than affordable.
- **Beaches** and **forts** are the most visited attractions by residents.
- When first looking for things to do, findings of residents showed:
  - 37.72% Conduct an **internet search**
  - 29.37% Check/follow **social media** first
  - 26.97% **Ask friends** and **family** first

Percentage of Residents by Number of Years Lived in Baldwin County



# Research Summary

## ONLINE SURVEY

- Results found residents said the county could **better communicate** by:
  - Providing more information on **social media**
  - Updating and streamlining the **website**
  - Sending more **digital communications** (i.e. emails, texts and electronic newsletters)
- Residents ranked the county the highest for being:
  1. A great place to **visit**
  2. A great place to **raise a family**
  3. A great place to **live**.
- Ranking the lowest was a great place to start or advance a career.

# Research Summary

## ONLINE SURVEY

- Top **reasons** residents **stay in or move to** Baldwin County :
  - Quality of life
  - Moderate climate
  - Diverse landscape
- Residents **expect** the following **services** to be provided by the county:
  - Safe roads and bridges
  - Safety and security in the form of law enforcement
  - Protection for the environment and our natural resources
  - Utilities
- Residents strongly believe Baldwin County's **biggest challenge** over the next two to five years is **growth**.

# Marketing Plan

## AUDIENCES

- Residents, prospective residents, county commissioners, county employees, city leaders and officials from each municipality, business owners

## OVERALL OBJECTIVES

1. Develop a brand identity and strategic messaging for Baldwin County to resonate with target audiences
2. Recommend and implement new or improved channels to better communicate with target audiences
3. Identify and develop tools needed for the county to better communicate with target audiences

# Marketing Plan

## STRATEGIES

1. Conduct primary and secondary research in the form of surveys and interviews with target audiences in Baldwin County to inform creation of branding concepts and key messaging
2. Update the Baldwin County brand to communicate with target audiences more consistently and effectively as well as in a more modern, visually-enhanced manner
3. Leverage relationships with and identify tools within city municipalities to better communicate to their residents about Baldwin County

# Marketing Plan

## TACTICS

- Primary and Secondary Research
- Branding/Key Messaging
- Website
- Email Marketing/E-Newsletter
- Public Relations
- Social Media
- Collateral Materials
- Advertising
- Internal Marketing Program
- Photography/Videography

# Branding



**BALDWIN**  
— COUNTY, ALABAMA —  
EST. 1809

## LOGO VARIATIONS

**BALDWIN**  
— COUNTY, ALABAMA —

**BALDWIN** COUNTY,  
ALABAMA

**BALDWIN**  
— COUNTY, ALABAMA —  
EST. 1809

**BALDWIN**  
— COUNTY, ALABAMA —  
EST. 1809

## COLOR PALETTE



PMS 288



PMS 628



PMS 7625

## TYPOGRAPHY

**NIGHT**  
REGULAR (MODIFIED)

AABBCCDDEEFFGGHHIIJJKKLLMM  
NNOOPPQQRRSSTTUUVVWXXYYZZ

**UNIFORM**  
REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

# Branding



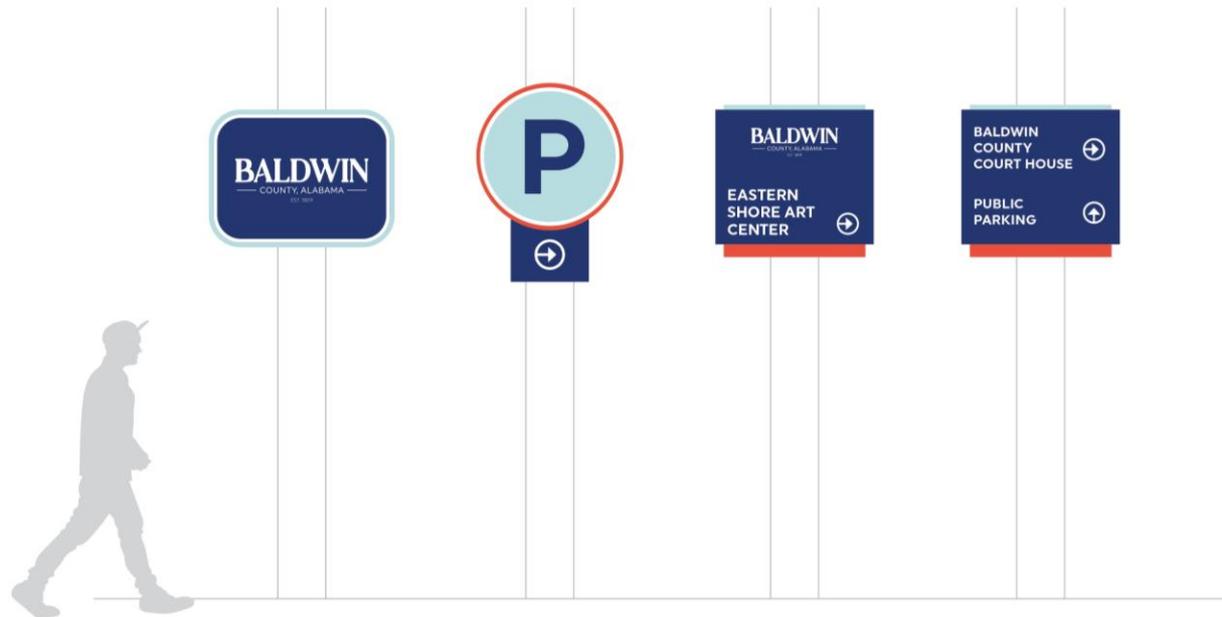
# Branding



# Branding



# Branding



# Key Messaging

## BRANDING TAGLINES

- It's all here.
- Life's bigger in Baldwin.
- All work and play.
- Love where you live.
- Have it all.
- Where the locals live.
- Small towns living large.
- When you live here, you love here.
- Home to more.
- Lower Alabama. Higher quality of life.
- Where the locals are always on a working vacation.
- Discover your home destination.

# Key Messaging

Messaging Structure	
<b>Name</b>	Baldwin County, Alabama
<b>Lead Statement</b>	Baldwin County creates opportunity, recreation and culture now and for generations to come.
<b>Description</b>	Baldwin County is a great place to live, work and raise a family and provides valuable, easy-to-access services in a place with immense natural resources and historic significance.
<b>Our Role</b>	We provide services to residents and business owners in Baldwin County, work with city leaders and officials from each municipality, and work with the state of Alabama on behalf of the residents of Baldwin County.
<b>Our Work</b>	We share information and provide services to those who live and work in Baldwin County.
<b>Three Distinct Benefits</b>	<ol style="list-style-type: none"> <li>1. <b>We serve Baldwin County.</b> We provide valuable and efficient services to the residents of Baldwin County.</li> <li>2. <b>We advocate for Baldwin County.</b> Our commission and staff have in-depth knowledge of Baldwin County's needs and work to provide solutions to those needs and concerns of residents, business owners and prospective residents in Baldwin County.</li> <li>3. <b>We work to inform and educate about living, working and playing in Baldwin County.</b> We help residents, business owners and prospective residents understand the resources and quality of life Baldwin County provides.</li> </ol>
<b>Ten Reasons People Choose to Engage</b>	<ol style="list-style-type: none"> <li>1. Baldwin County is one of the top 15 fastest-growing metropolitan statistical areas (MSAs) in the United States, and the fastest-growing county in Alabama.</li> <li>2. Our commission and staff have expertise regarding Baldwin County's issues and needs.</li> <li>3. Baldwin County is the No. 1 tourism destination in Alabama, with 32 miles of white sand beaches, historic forts, more than 20 parks and recreational locations, and 28 championship golf courses.</li> <li>4. Baldwin County leads the state in workforce talent attraction.</li> <li>5. We help educate our residents, elected officials, business owners and prospective residents about the benefits of living and working in Baldwin County.</li> <li>6. Baldwin County is home to one of the top industrial training programs in the United States.</li> <li>7. Baldwin County has access to interstate, rail and water through the Port of Mobile.</li> <li>8. We are dedicated to preserving and growing the quality of life in Baldwin County.</li> <li>9. Baldwin County is home to 45 award-winning public schools.</li> <li>10. Baldwin County is the largest geographic county in Alabama and one of the largest in the southeast.</li> </ol>

# Website

## NEW WEBSITE

- Update Baldwin County Commission's digital presence and interactive efforts with a completely redesigned website encouraging target audiences to perceive Baldwin County as a modern county with deep historic roots that delivers services and operations efficiently and offers residents immense natural resources from coastland to farmland.
- Develop a seamless user experience, fresh design and clarified messaging to provide visitors with a more immediate understanding of all the county offers and online tools to obtain services.
- Create a new, easy-to-navigate map to showcases points of interest/features/attractions in Baldwin County, directing visitors to landing pages that provide more information about each attraction.
- Create a website that can be managed and easily updated by the county's communications and marketing team, as well as individual department heads.

# Website

## VENDOR RECOMMENDATION

JJPR recommends Baldwin County seek a proposal to do a comprehensive website redevelopment with Revize, a specialized website developer for county/government agencies.

- 20 years of experience exclusively building government and government-affiliated websites.
- Offer a custom management system specifically tailored to government agencies.
- Provide full ownership rights of the website to the county.
- Extend full training on the site for any number of county employees.
- Offer a custom design and content re-architecture.
- Audit and develop content with county officials.
- Update the system four times per year to integrate updates.
- Offer technical support through live phone support and 24-hour portal.

# Website



# Email Marketing

- Develop a more robust, consistent email marketing program to communicate more frequently and effectively with various target audiences about Baldwin County.
- Use the new website as a tool and resource to capture emails from various target audiences.
- Create and distribute frequent, segmented emails to communicate with various target audiences based on their specific interests (allow target audiences to select topics of interest to opt-in to for emails) with all content linking out to the new website.
- Develop a new email template based on the new branding to communicate effectively with all audiences.
- Create and develop an editorial calendar for email marketing with a timeline for distribution on specific topics based on time of year, current events and other information to be communicated.

# Email Marketing



**BALDWIN**  
COUNTY, ALABAMA  
EST. 1809



**WHERE THE LOCALS  
ARE ALWAYS ON A  
WORKING VACATION.**

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**LEARN MORE**



**BALDWIN**  
COUNTY, ALABAMA  
EST. 1809

111 Blackburn Ave, Bay Minette, AL 36507  
O: 251.580.5055  
www.baldwincountyal.gov



**BALDWIN**  
COUNTY, ALABAMA  
EST. 1809



**IT'S ALL  
HERE.**

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**LEARN MORE**

111 Blackburn Ave, Bay Minette, AL 36507  
O: 251.580.5055  
www.baldwincountyal.gov

# Email Marketing



MONTH	EMAIL TOPIC	SUBJECT LINE	SUB-HEADLINE
September	Hurricane Preparedness	Hurricane Season is Here	Learn what you need to do to stay safe and prepared this year.
October	Voter Registration	The 2020 Election is Fast-Approaching	Have you submitted your absentee ballot application? Are you registered to vote in Baldwin County?
November	Preparing for Flu Season	2020-2021 Flu Season	Steps you can take to protect yourself and your family this flu season.
December	Christmas - Giving Back	Give Back this Holiday Season	Local families and charities that need your support.
January	Tag Renewals	It's Time to Renew Your Vehicle Tag and Boat Registration	Check these items off your to-do list!
February	New Resident Information	Welcome, New Residents!	New to Baldwin County? We are your community resource.
March	County Parks	Explore the Great Outdoors in Baldwin County	Enjoy some fresh air and visit one of our beautiful, county parks!
April	Tax Season	A Friendly Reminder: File Your Taxes!	The deadline is approaching!
May	Boat Launches	Launching the boat this summer?	Learn more about where Baldwin County boat launches are located!
June	Fishing Licenses	Snapper Season 2021	Make sure your fishing license is current!
July	Economic Development Status	What's next for Baldwin County?	Check out what's new to Baldwin County as well as upcoming plans!
August	Back-to-School	The 2021-2022 School Year is Here!	Everything you need to know about going back to school in Baldwin County.

# Public Relations

- Develop a strategic public relations plan to target local media in order to educate and inform Baldwin County residents and business owners, as well as target regional and national media for feature story placements to educate and inform prospective residents.
- Develop a comprehensive media list segmented by local, regional and national outlets.
- Develop and distribute media alerts and press releases to local media as needed regarding services provided by the county, issues that need to be addressed to the public, discussion points that are relevant to the residents and business owners of Baldwin County, recent economic development announcements, spotlight commissioners and staff, and other relevant information discussed in commission meetings.
- Develop a calendar of events on the new website where each municipality can submit events for their area and these events can be distributed through email marketing, social media and local media outlets.

# Public Relations

- Implement an annual Baldwin County Assessment Survey to target audiences to gather information about understanding of important issues surrounding Baldwin County including growth/expansion, jobs created, new businesses opening, city/county initiative, etc. Share results with the residents and business owners of Baldwin County through email marketing, social media and local media coverage.
- Develop a list of travel writers, influencers and bloggers to help showcase the unique landscape and natural assets Baldwin County has to offer. Ideas to pitch:
  - Top 10 things to do in Baldwin County
  - Itinerary Maker to include things to do such as: Family Day, Date Night, Girls Trip, Nature Excursions, History Day Trip, Shopping Trip, Live for Food, Half-day and Full-day Adventures, etc.

# Social Media

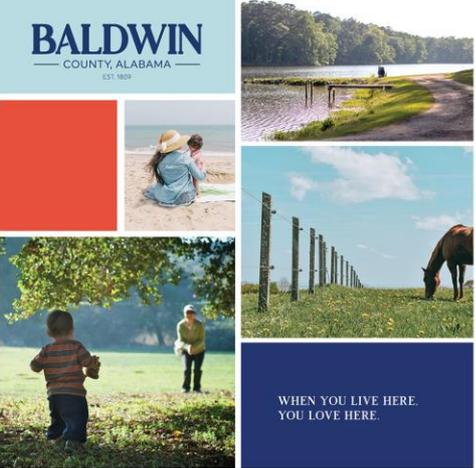
- Implement a robust social media program for Baldwin County to attract more engagement and consistent communications on Facebook, Instagram, LinkedIn and Twitter with target audiences.
- Implement findings from the audit of Baldwin County's social media channels for strengths, weaknesses and opportunities:
  - Social media page updates
  - Analyze the posting performance on each platform
  - Publishing schedule review
  - Audience analysis
  - Content analysis
  - Opportunities
- Budget for and implement a paid social media strategy to promote and create brand awareness among target audiences.
- Use best practices for content based on individual social media platforms.

# Social Media

**Baldwin County, Alabama**  
Today at 19:33 · 🌐

When You Live Here, You Love Here.

See translation



**BALDWIN**  
— COUNTY, ALABAMA —  
EST. 1809

WHEN YOU LIVE HERE.  
YOU LOVE HERE.

Like Comment Share

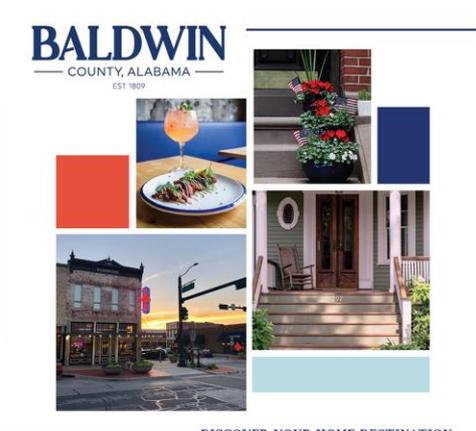
👍👍👍 3,675

Write something...

**Baldwin County, Alabama**  
Today at 19:33 · 🌐

Discover Your Home Destination.

See translation



**BALDWIN**  
— COUNTY, ALABAMA —  
EST. 1809

DISCOVER YOUR HOME DESTINATION

Like Comment Share

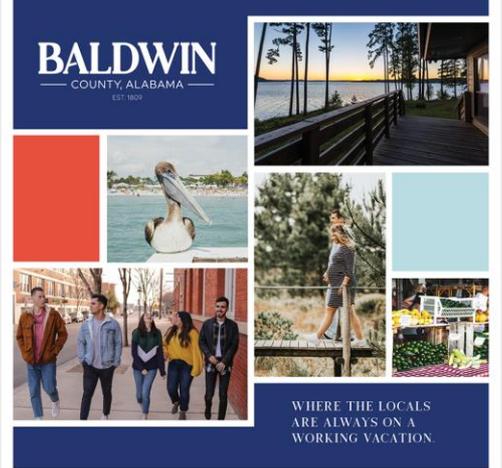
👍👍👍 3,675

Write something...

**Baldwin County, Alabama**  
Today at 19:33 · 🌐

Where the Locals are Always on a Working Vacation.

See translation



**BALDWIN**  
— COUNTY, ALABAMA —  
EST. 1809

WHERE THE LOCALS  
ARE ALWAYS ON A  
WORKING VACATION.

Like Comment Share

👍👍👍 3,675

Write something...

# Social Media

**Baldwin County, Alabama**  
Today at 19:33 · 🌐

It's All Here.

[See translation](#)

**BALDWIN**  
— COUNTY, ALABAMA —  
EST. 1809



IT'S ALL HERE.

👍 Like    💬 Comment    ➦ Share

👍❤️😮 3.675

Write something... 🗨️ 📷 🧠 🗿

**Baldwin County, Alabama**  
Today at 19:33 · 🌐

It's All Here. New Branding for Baldwin County, Alabama.

[See translation](#)



IT'S ALL HERE.  
**BALDWIN**  
— COUNTY, ALABAMA —  
EST. 1809

👍 Like    💬 Comment    ➦ Share

👍❤️😮 3.675

Write something... 🗨️ 📷 🧠 🗿

# Collateral Materials

## BALDWIN COUNTY RACK CARD

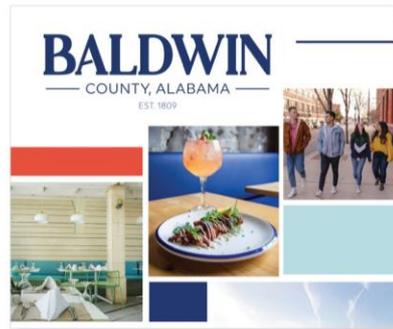
- To use for marketing parks, historic sites, recreational activities, and quality of life to distribute to Baldwin County residents and prospective residents, as well as at welcome centers and rest areas.



# Advertising

- Implement a comprehensive external advertising and public relations program to market Baldwin County to residents and prospective residents.
- Launch a paid print and digital advertising campaign to promote Baldwin County to residents and prospective residents.

300x250



Frame 1



Frame 2

320x50



Frame 1



Frame 2

728x90



Frame 1



Frame 2



# Internal Marketing Program

- Implement a supportive internal communications and marketing program for county employees by developing a comprehensive marketing toolkit available online that will help employees create and promote a strategic public image for the county with templates for consistent branding including:
  - Social media post graphics and copy templates
  - Email copy templates
  - Print and digital advertising templates
  - Public relations messaging and templates
  - FAQ templates
  - Key messages

# Photography/Videography

## PHOTOGRAPHY

- To complement the desired brand style and design for all communication and marketing efforts, a county-wide photo shoot is recommended to capture custom photography of all that Baldwin County has to offer in order to create interest and visualize the brand in all communications.

## VIDEOGRAPHY

- In addition to photography, capturing custom video throughout the county is also recommended to better showcase the brand and tell the story of Baldwin County.

\*Capture photography and videography that balances all aspects of life in Baldwin County by both drone and in high-definition for versatile use across multiple platforms.

# Evaluation

## OVERALL OBJECTIVES

JJPR recommends measuring the overall objectives at six months and one year to assess implementation and effectiveness.

1. Develop a brand identity and strategic messaging for Baldwin County to resonate with target audiences.
2. Recommend and implement new or improved channels to better communicate with target audiences.
3. Identify and develop tools needed for the county to better communicate with with target audiences.

**Questions?**



IF YOU DON'T TELL YOUR STORY,  
*someone else will.*



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