

# MORE MANKATO

OPPORTUNITY. LIVES. HERE.

moremankato.com

HIGHLIGHTS

Mayo Clinic Health System utilized More Mankato to present the community to more than **60 employee prospects** from across the country who are not yet familiar with Greater Mankato



Pioneer Bank **hired two professionals** as a result of utilizing moremankato.com



More Mankato helped retain talent within the marketplace by **geo-fencing and with a national keyword marketing campaign** targeted at local post-secondary institutions

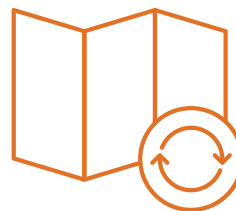
Drummer Corp. **recruited an executive level employee** for a tenant and was able to have a chance at selling them a house



More Mankato has targeted metros with a **higher likelihood of relocation or visiting Mankato** based upon research supplied by the U of MN and others



**Geo-fence and re-targeting** local colleges and universities



**Media relations:** local publications, media, articles, paid placements



**4 COORDINATED CAMPAIGNS**

Digital marketing in: Sioux Falls, SD  
Des Moines, IA  
Madison, WI



**National digital targeting** by keyword search



MARKETING CAMPAIGN

**4.7 MILLION** TOTAL IMPRESSIONS



**DIGITAL IMPRESSIONS**  
**2.7 MILLION**

\*6/1/18-Present

**Paid FB Impressions**  
**511,504**

\*6/1/18-Present

**FB & Banner Ads CTR**  
**0.29%**

(0.02%=nat'l avg)

**EARNED & OTHER PAID MEDIA**  
**2 MILLION**

*Example: USA Today Super Bowl LII Preview*

**1.1 MILLION**