

**Living IN Website  
White Paper  
January 2021**

**Executive Summary**

To help further IDDC's mission of attracting and retaining talent, students, business, and visitors, the IDDC will create several platforms to showcase stories that highlight Indiana's great quality of life. This will be done through a comprehensive digital strategy that will include a website as well as social media channels to share campaigns, engage with stakeholders, and most importantly, tell Indiana's story.

**Objective Statement / Content Goals**

Indiana is in a great position to attract and retain talent, but there isn't a centralized location where one can go to find why Indiana is a good place to live. Currently, there are many different organizations telling pieces of the 'why Indiana' story, but we need to be much more intentional with a one stop shop to enhance Indiana's messaging.

The entire nation is facing the challenge of talent attraction and quality of life is one of the top priorities on the list of what attracts individuals to a certain location. Furthermore, to retain current residents, attract new ones, and retain student's post-graduation, we must educate and share what Indiana has to offer relative to their interests.

In addition, we plan to use this platform to showcase Indiana's diversity and inclusion efforts. Through each campaign, IDDC will feature all different walks of life to ensure that potential talent looking to move to Indiana can see that there is opportunity for everyone.

**Target Markets**

- Attract and Retain Talent – In-state and out-of-state
  - Demonstrate quality of life amenities
  - Showcase workforce opportunities by highlighting Indiana companies
  - Communicate why Indiana is a great place to live, work, play, study, and stay
- Retain Graduates
  - Assist graduates with connections to career opportunities
  - Provide insight to rural, suburban, and urban lifestyles around the state
  - Encourage off-campus experiences
- Convert Visitors
  - Seek employment
  - Start a business
  - Purchase a second residence
  - Retire

- Indiana residents
  - Help residents learn what Indiana has to offer
  - Build Indiana resident pride

### **Stakeholders / Partners Engagement Strategy**

There are many partners throughout the state who will use Living IN Indiana content to help spread their message. The IDDC has heard from countless partners that they need an initiative led by the State of Indiana sharing this message because it helps stakeholders achieve their goals and amplify their messages.

- Corporate and Independent Talent Recruiters
- Destination Marketing Organizations
- Local / Regional Economic Development Corporations
- Universities and colleges
- Sports teams
- Leisure & Travel-Related industry
- State agencies
- Corporations
- Residents – building Indiana pride

To increase platform exposure and relationship building, the IDDC will ensure that content involves multiple stakeholders. By doing so, we will increase followers, reach, and encourage localities to share our messaging. IDDC will reach out to communities before their region is featured to encourage involvement and to help foster strong partnerships. In addition, the website may house “tools” that can be used by industry partners in supporting their efforts. Examples of these include recruitment as well as visitor asset review tools.

### **Website Development**

Overview - Comprehensive website that would efficiently and effectively link to other resources. This website should provide the entry for individuals wanting to learn more about Indiana and be the connector to regions around the state, businesses, and colleges/universities. The website should include appealing facts and resources such as MIBOR listings, Indiana’s cost of living, famous Hoosiers, ranking and accolades, etc.

Connection to Regional/Local Quality of Place. As part of the IDDC website, we would connect to local and regional websites that would be one-stop-shops for talent attraction. The site would provide answers to any questions someone would have regarding life in Indiana. Regional information would include resources focusing on quality of place, cost of living, schools, short commute, activities, community involvement, and more. For an example of a regional website, see [Forge Your Path](#).

Home for Special Campaigns. The website will house landing pages for marketing campaigns, such as “Hoosiers by Choice” video campaign and others in development.

Business and Entrepreneurship. Utilize partners to highlight the main industries in Indiana, such as TechPoint for technology industry.

Showcase for Universities & Colleges. Link to all the public and private colleges in Indiana.

Quality of Life. Link to calculators for cost of living; MIBOR listings, etc. Connect to “Dream Jobs”, corporate listings, etc.

## **Potential Campaigns Ideas**

Campaign content will be centered around *storytelling*. The content created for each campaign needs to be authentic, exciting, and something that viewers will be able to relate to.

The list below contains potential campaign / content that can be posted on all channels and featured on the website.

1. Hoosiers By Choice (initiated January 2021)
  - a. Tell the stories of people who have moved to Indiana and learn why they plan on never leaving.
  - b. Capture diverse authentic stories representing individuals from all 92 counties.
2. Boomerang Hoosiers
  - a. Tell the stories of current Indiana residents who are from Indiana, left the state for a period, but have moved back to Indiana.
  - b. This campaign can relate to those individuals who may be out of state and are considering moving back ‘home.’
  - c. These boomerang Hoosiers provide a unique perspective due to living different places, but in the end, have ultimately decided that Indiana is the best.
3. Hoosiers By Heart
  - a. Tell the stories of current Indiana residents, who were born and raised in Indiana and have never left because they love their quality of life here.
  - b. Showcase their success and how Indiana provided the environment to be successful.
4. Living like a Local
  - a. Feature residents in different communities showcasing a ‘*day in the life.*’
  - b. Feature place of work, favorite restaurant, connectivity, family, activities, and more.
  - c. Highlight all different walks of life and geographic locations.
  - d. To help gain traction, IDDC can feature well-known individuals within the state or in local communities (Mayors, CEOs, State government leadership, athletes)
5. IN-genuity

- a. Showcase Indiana’s inventions and innovative thinking and tell the story behind the invention and inventor.
6. My Indiana Home
- a. Showcase individuals who are willing to show off their home to help communicate Indiana’s impressive housing market.
  - b. Short videos showing the house, neighborhood, things to do nearby, and why they love their community.
  - c. Compare what a house with similar specs would cost in different states.
  - d. Will find diverse individuals with different kinds of homes at varying price levels.
7. How it’s Made –Did you know!?
- a. Showcase unique and cutting-edge well-known products that are made in Indiana.
  - b. This avenue can also showoff Indiana headquarters and products that are known globally but manufactured here in Indiana.
  - c. Follow around company leadership and have them walk through the entire process from start to finish.
    - i. EX: GE jet engines, Albanese’s gummy worms, Fair Oak cheese, Winnebago RV, Cook Medical heart stints, Berry Plastics.
8. Hoosier Heritage
- a. Tell the stories of Indiana’s cultural and historic richness.
  - b. Underground railroad, German heritage in Jasper, Whiting pierogi fest, Madam CJ Walker, 50s Jazz scene in Indianapolis, first woman to vote.
9. Arts & Culture
- a. Highlight Indiana’s arts and culture scene.
  - b. Festivals, local artists, unique venues.
10. Indiana Cuisine
- a. Could create a ‘food show’ going around to unique restaurants and a host would see how the food was made, help make the food and try it afterwards.
  - b. Feature shows with well-known individuals being the hosts.
    - i. Similar to Guy Fieri Diners, Drive-Ins and Dives.
  - c. Showcase food challenges
    - i. Goods candy shop
    - ii. BUBs Burger
    - iii. Monroe County Pizza
  - d. Highlight Indiana’s food trails – cheese, wine, beer, tenderloin and more.