

MARKETING REPORT

October 1
2023 - September 30
2024



Overview

The Jacksonville region continues to grow in prominence within the global economy and the global community. **Throughout the last 12 months, the seven counties of Northeast Florida have seen tremendous growth in jobs and capital investment**, which has been recognized by national publications and information sources. Jacksonville has the distinction of being **named the fourth fastest growing city in the United States** by the U.S. Census Bureau and **second hottest job** market by The Wall Street Journal – this unique blend of population and job growth puts the Jacksonville region top of mind for businesses that are looking to relocate and expand now more than ever.

The prime directive of the 2023-2024 marketing program was to reinforce the Jacksonville region's reputation as a world-class destination for business and quality of life. The marketing program used an integrated approach to build awareness of the region's business advantages to C-suite decision makers and site consultants as well as attracting and retaining the skilled talent needed to drive growth for the companies and regional economy. For efficiency and effectiveness, the bulk of the marketing efforts focused on the region's target industries of Advanced Manufacturing, Corporate Operations, Financial Services, Life Sciences, Technology Services and Transportation & Logistics.

The seven counties of Northeast Florida allocated \$900,000 in their 2024 fiscal year budget for the region's marketing efforts, dedicated to business recruitment, talent attraction and talent development marketing. JAXUSA is a public-private partnership funded through a diverse association of stakeholders, including private-sector businesses, public agencies and regional partners.

This report provides an overview of marketing initiatives that were implemented from October 1, 2023 to September 30, 2024.

JAXUSA Strategic Marketing Goals:

- Position the Jacksonville region to C-suite decision-makers in target industry companies and site consultants as the ideal location for relocating or expanding business.
- Elevate the region's brand recognition and demonstrate the area's strength to talent considering a relocation through omnichannel marketing outreach with strong engagement platforms.
- Accentuate and amplify the region's unique attributes, economic development strengths and overall value for business and talent.
- Showcase the area's unmatched support and strategic fit for business that ultimately drive jobs and capital investment to Northeast Florida.



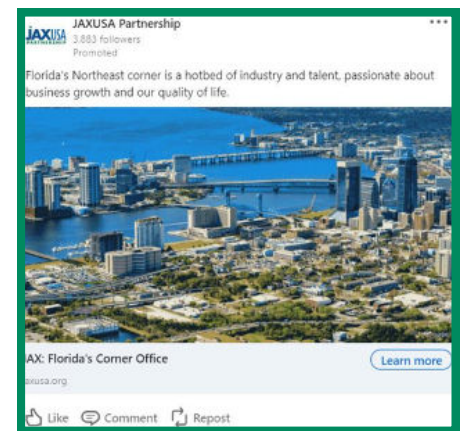
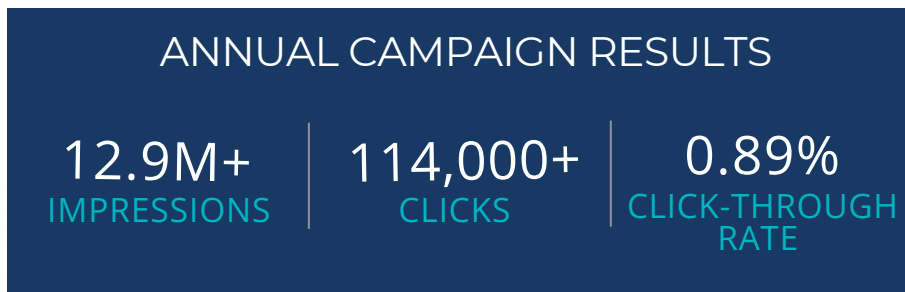
Business Recruitment - Digital Advertising

JAXUSA continued its annual business recruitment efforts with a focused digital advertising campaign that builds awareness of the Jacksonville region by generating impressions and, where applicable, driving high-quality traffic to the website. The target audience remains C-suite executives and company decision makers with an employee base greater than 50 in the region's target industries as well as site selectors that assist large companies with business relocations and expansions.

The fiscal year started with a digital marketing campaign in London that supported JAXUSA's annual economic development mission to the United Kingdom. Using a combination of programmatic display advertising and digital out of home placements specifically targeting fintech and life sciences companies, the effort provided strong brand awareness for the Jacksonville region in tandem with the Jacksonville Jaguars' games in the UK.



The annual business recruitment campaign effort ran from February to April 2024 and used display advertising and LinkedIn to increase awareness of the Jacksonville region as a relocation destination for target industry businesses. Video was used in both channels during the campaign to provide a dynamic presentation of the region's qualities and drive deeper engagement.

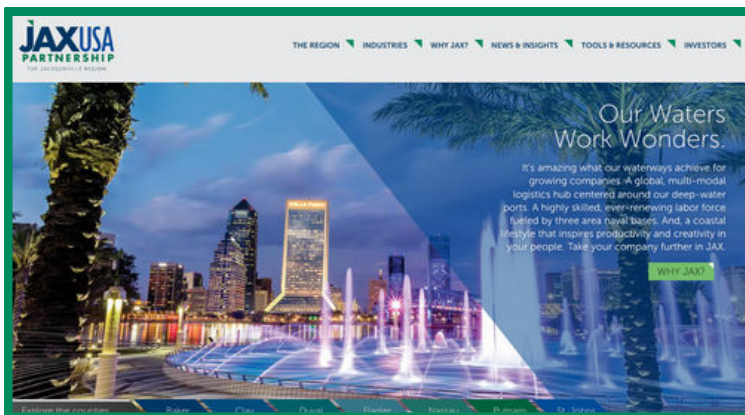


Content & Target Industry Marketing

Content marketing remains critical for both highlighting the accomplishments of the Jacksonville region and driving organic search engine optimization (SEO) performance – this is actualized on JAXUSA.org through the News & Insights section, the Tools & Resources area and the target industry and subspecialty pages. The information is also repurposed in digital newsletters that are delivered to JAXUSA investors and site consultants.

JAXUSA has also continued updating regional success stories that provide in-depth profiles of businesses that have thrived in the region. Case studies completed this year include Georgia-Pacific, Mayo Clinic, CSX, Northrop Grumman, FlexCold, Medtronic, Amazon, American Roll-On Roll-Off, KeHE, BAE Systems and THE PLAYERS.

Throughout the year, JAXUSA staff traveled to destinations across the globe to promote the Jacksonville region as the premiere destination for business. Industry-specific fact sheets were created to showcase Northeast Florida's historic strengths in these areas, exceptional educational system, available talent and superior quality of life.



JAXUSA.org is the most engaged marketing channel for promoting the strengths and advantages of conducting business in the Jacksonville region. The JAXUSA website serves as the destination for showcasing the many positive attributes of the seven counties of Northeast Florida, educating C-suite executives, business decision-makers and site selectors by providing relevant news and information about the region, which includes demographic and workforce data, available buildings and sites and more. JAXUSA.org also serves as the virtual front door of business recruitment campaigns and targeted media campaigns.

WEBSITE RESULTS

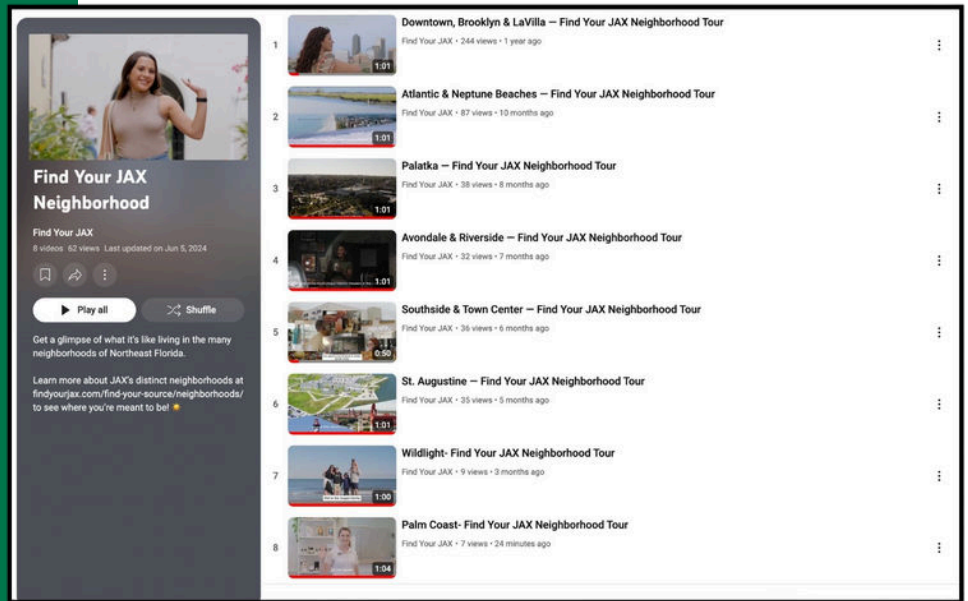
185,000+
USERS

246,000+
SESSIONS

550,000
PAGE VIEWS

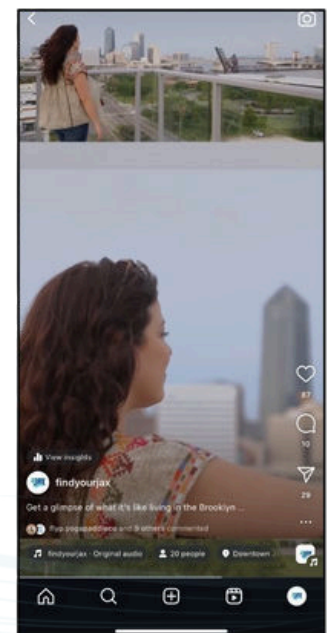
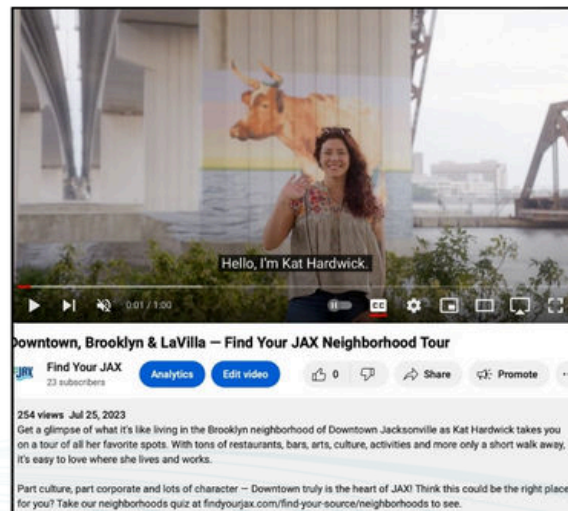
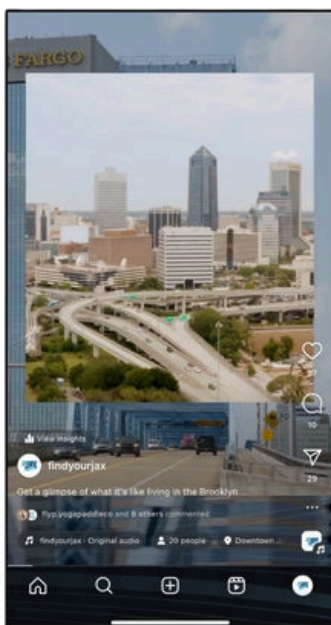
JAXUSA Partnership received a 2024 Excellence in Economic Development Gold Award from the International Economic Development Council (IEDC) for its “Find Your JAX Neighborhood” video campaign.

Since the campaign’s launch, more than 522,000 potential new residents have been reached and 9,000 have visited the Find Your JAX website or social media pages to learn more about living in Northeast Florida.



The videos, produced by Kennetic Productions, showcase young professionals from diverse backgrounds across many different stages in life that are actively involved in their community. Taken through the eyes of a resident, these engaging 60-second features are used so potential new residents can see what it’s like to live in any of the region’s neighborhoods and all the different amenities each one has to offer.

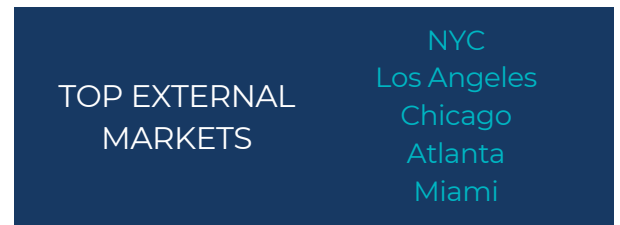
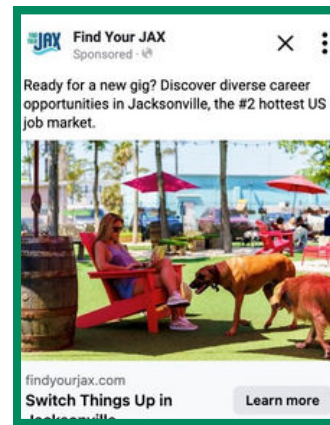
To learn more about the Find Your JAX Neighborhood campaign and watch the videos, [click here](#).



Talent Attraction- Digital Advertising

JAXUSA's talent attraction digital advertising program continued promoting Northeast Florida as an ideal destination for young professionals to live and work. Ads placed through Google and Meta's platforms boasted the region's status as a top job market as well as the lifestyle advantages the Jacksonville region offers when it comes to cost of living and quality of life.

With **82,000 new users** visiting FindYourJAX.com in 2024 and a high **engagement rate of 49.5%**, the talent attraction digital advertising program was a key component in driving quality traffic to the Find Your JAX website. Compared to the same period in 2023, total page views increased by 69.22% and the total number of sessions increased by 82.31%. Campaigns were optimized to reach active searchers looking for jobs in Jacksonville, target audiences in higher cost areas and peer areas as well as users showing interest in the Jacksonville region.



Paid advertising accounted for 70% of website conversions, including Indeed job views, interactions with the cost-of-living calculator, neighborhood quiz or commute time quiz, users who stayed on the site for more than five minutes, users who visited five or more pages in one session, outbound link clicks and newsletter sign-ups. The top 10 keywords focused on region-specific job titles and lifestyle/livability search terms such as “rent in Jacksonville.”

Placements through Meta's platform on Facebook and Instagram targeted Gen-Z and millennial jobseekers in key metropolitan areas including primary markets such as Philadelphia and Atlanta, in-state markets like Miami and Fort Lauderdale and exploratory markets like Pittsburgh and Dallas. Meta Ads drove a significant amount of traffic to the website, garnering **5,112,211 impressions** and a 1.01% click through rate, which is above the industry benchmark of 1% and continues to show an increasing trend.



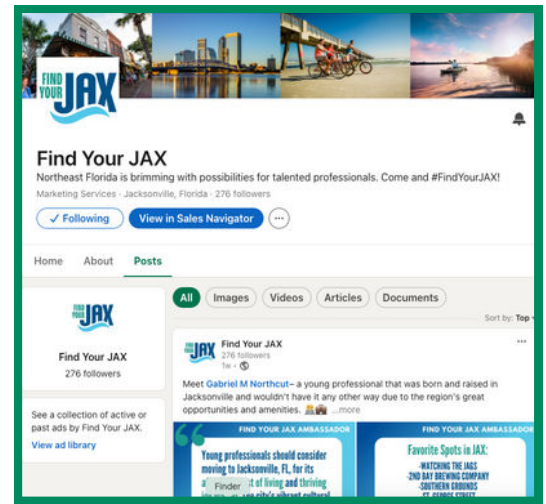
JAXUSA also leveraged display ads and retargeting tactics to re-engage talent who have visited the website or interacted with an ad, allowing key messages and content pages to remain top-of-mind. The retargeting display campaign received **2,503,621 impressions**, leading to 474 conversions from the website traffic, and a 1.22% click through rate.

Overall, JAXUSA's talent attraction digital advertising program proved to be a highly effective strategy for driving awareness and engagement around Northeast Florida's job market, cost of living and quality of life. By targeting key demographics and optimizing campaigns to reach potential talent in high-cost and peer markets, the program successfully positioned the Jacksonville region as a top destination for young professionals. The significant increases in web traffic, conversions and engagement across multiple platforms demonstrate the program's impact, reinforcing the region's appeal and laying a strong foundation for continued success in talent attraction efforts.

Social Media

While LinkedIn is the preferred social media channel for corporate executives, it's also rising in popularity with the young professionals who are searching for job opportunities. With this in mind, JAXUSA launched the [Find Your JAX LinkedIn showcase page](#) earlier this year.

This new, dedicated page for the Find Your JAX brand showcases the region's appeal for career growth and vibrant living, and utilizes hyper-targeted advertising campaigns to boost awareness of Jacksonville as a prime destination for college graduates and young professionals.



Talent Attraction- Public Relations

JAXUSA executed a media strategy highlighting Northeast Florida's assets that make it a great place for young professionals to live and work. These assets include the region's top-ranked job market, robust economy, nationally renowned health care and technology industries, ample outdoor recreation opportunities and other benefits. Throughout the past year, JAXUSA developed several key storylines on the region's downtown development, growing sports economy and strong entrepreneurial ecosystem.

As the Southeast's economic power continues to rise, JAXUSA focused on highlighting the region's unique strengths. JAXUSA worked with agency partners Development Counsellors International (DCI) on two perception studies focused on two top talent priorities: college students and health care professionals. The research captured how young talent from Florida and across the Southeast viewed Jacksonville, identifying strengths, weaknesses and opportunities to draw more awareness to the region. The results from the two studies were used by JAXUSA to drive the paid and earned media strategies for the upcoming year. One of these strategies was placing a column in the UGA Red & Black student newspaper ahead of the annual Florida Georgia football game. The column presented Northeast Florida as a place where every student can "build a bright future" and highlighted the region's affordability, population growth and abundance of job opportunities.



Thanks to JAXUSA's proactive media relations strategy, the region's revitalization efforts were celebrated in a Forbes feature titled [Jacksonville Poised For Boom Times Downtown](#). The article boldly claimed, "When folks are asked to name the Florida place most on the move, with the best-conceived plans for growth, "Jacksonville" may be the well-informed answer." JAXUSA also gained media attention for the region's smart growth plans and resiliency initiatives.

JAXUSA continued to beat the drum on national rankings, outstanding quality of life and major economic wins, such as German manufacturer HOLON building its first U.S. manufacturing facility in the Jacksonville region.

To date, this coverage garnered more than **75 million impressions** and **nearly \$280,000 in advertising equivalency** with the Jacksonville region featured in a variety of outlets including Forbes, Smart Cities Dive, Business Facilities, Travel Noire and more.

EARN UP OVERVIEW

Earn Up is JAXUSA's talent development initiative that provides a three-pronged approach of talent attraction, development and connection to the Jacksonville region. The talent ecosystem is a strategic partnership of educational institutions, businesses and community leaders that is focused on actualizing a vision of an optimized workforce that supports the long-term economic growth and prosperity of Northeast Florida.

The Earn Up engine facilitates interaction and cooperation among the regional stakeholders to align the primary and secondary learning ecosystem, share best hiring and talent development practices as well as engage in projects that strategically support talent advancement. Ultimately, **JAXUSA serves as a conduit that creates impactful connections that enhance the awareness and understanding of Career Pathways and expand relationships between the workforce and the business community through:**

- **The Talent Advancement Network (TAN)** leverages the knowledge and experience that industry professionals possess to generate workforce change. By providing insight and collaborating with organizations that fuel the talent pipeline, they create integrated messaging and strategies that ultimately manifest in Career Pathways. The TAN includes human resources and operations professionals from the region's industry base, representatives from postsecondary institutions, CareerSource NEFL and JAXUSA staff.
- **The Talent Advancement Partnership (TAP)** increases communication among school districts and educational institutions to better align the learning ecosystem and discuss needs and solutions with educators. This collaboration also includes career and technical education directors across the seven-county region, post-secondary decision makers, CareerSource NEFL and the JAXUSA Talent Development Team.
- **The Earn Up Steering Committee** is led by the JAXUSA Talent Development Team and is made up of representatives from the region's community-based organizations, state colleges, state universities and post-secondary providers. In addition to sharing industry and workforce trends, the group is working to strategically and synergistically move the needle to achieve a goal of 60% of adults holding credentials of value by 2030.

JAXUSA Strategic Talent Goals:

- Elevate and facilitate engagement of businesses, K-12 education, postsecondary education and community-based organizations in talent recruitment and development.
- Increase the awareness of regional target and support industries and the viable Career Pathways available to the region's students, transitioning adults and veterans through targeted campaigns that highlight regional assets and facilitate retention of regional talent.
- Amplify employer engagement activities that support the development of the region's talent, increasing both opportunity and retention.
- Support credentialing of value initiatives that accentuate the importance of high school completion and attainment of credentials beyond high school to meet business and industry needs.

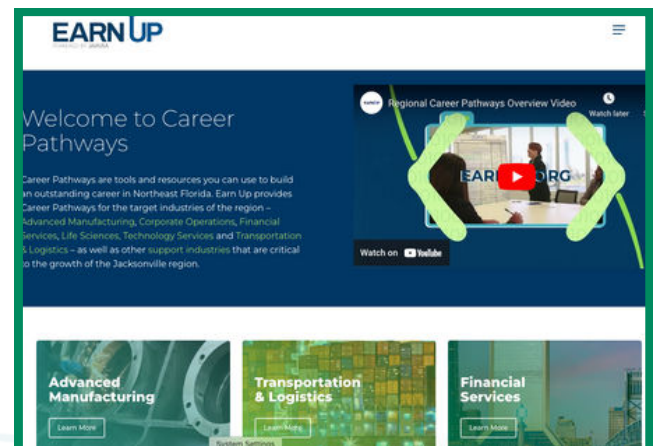
Search Engine Optimization

Queries to search engines are often the first point of contact for a brand or a concept, particularly when someone is in “learning mode.” Earn Up constantly updates and maintains its content on EarnUp.org to remain accessible, based on key terms and trending searches in the talent development space. New content based on current events and trends is added throughout the year to stay relevant and top of mind for users. By keeping the Earn Up website current and relevant, it appears at or near the top of related searches within regional traffic. Effort is also placed on creating backlinks to websites with high authority, further expanding the reach and impact.



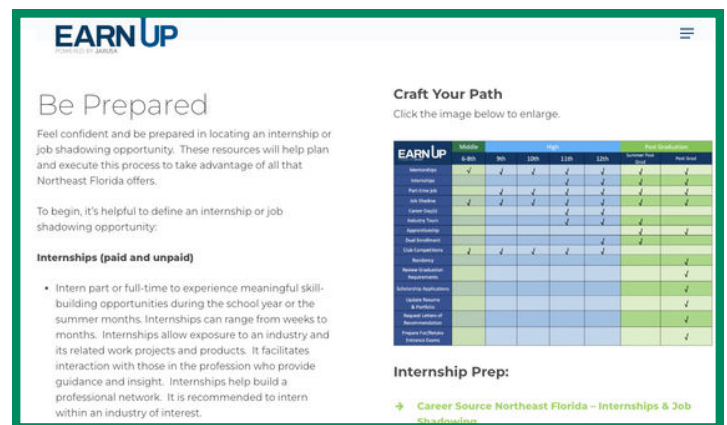
Career Pathways

Earn Up's Career Pathways initiative continues to educate the current and future talent base on career opportunities in the Jacksonville region. Career Pathways focuses on the region's target industries – Advanced Manufacturing, Corporate Operations, Financial Services, Life Sciences, Technology Services, and Transportation & Logistics – along with key subspecialties and support industries. The goal of this initiative is to create an improved understanding of the career options available in the region for high school students, adult learners and veterans – this helps create connectivity between education, training and experience, which ultimately leads to individual success and the retention of skilled workers in the region.



EarnUp.org promotes Career Pathways through targeted and current content by industry, workforce trends and spotlights of professionals in the Jacksonville region. A bi-monthly e-newsletter is also distributed to business and community leaders with updates on accomplishments, developments and programming.

On the Earn Up website, there is also an engagement form for employers to engage via Earn Up regarding their workforce strategies to get them involved in providing work-based learning opportunities, classroom presentations, job fair participation, job shadowing and internships.



Workforce Briefings

A collage of images related to transportation and logistics. The top left shows a white van with its rear door open, revealing boxes inside. The top center features a woman in a hard hat and safety vest holding a clipboard. The top right shows two men in hard hats and safety vests looking at a tablet. The bottom left shows two men in hard hats and safety vests, one pointing towards the camera. The bottom center features a man in a hard hat and safety vest holding a clipboard. The bottom right shows a warehouse interior with a forklift and stacks of boxes.

University Partnerships

Throughout the year, the JAXUSA Talent Development Team participated in career fairs at our regional colleges and universities – University of North Florida, Jacksonville University, Florida State College at Jacksonville, St. Johns River State College, Edward Waters University, Flagler College and Keiser University – and across the state of Florida at the University of Florida and Florida State University. Participating in career fairs is an important component of the Earn Up initiative because it helps students understand the wealth of career pathways in the region and learn about the superior quality of life Northeast Florida has to offer. Earlier this year, JAXUSA was also visited by students from the University of Tennessee to learn about what it's like to live and work in the region.

To further expand on the marketing efforts toward college students outside of the region, JAXUSA hosted an inaugural event for students from Beyond120, the professional development and experiential learning program in the University of Florida's College of Liberal Arts and Sciences. 35 students traveled to Jacksonville from Gainesville to hear from industry leaders with local financial services companies, obtain mentors, share resumes and explore new opportunities to grow and differentiate themselves as they get ready to enter the workforce. In September of 2024, JAXUSA hosted the event for the second year in a row, educating 48 new students from the Beyond120 on the Jacksonville region's life sciences industry career pathways.

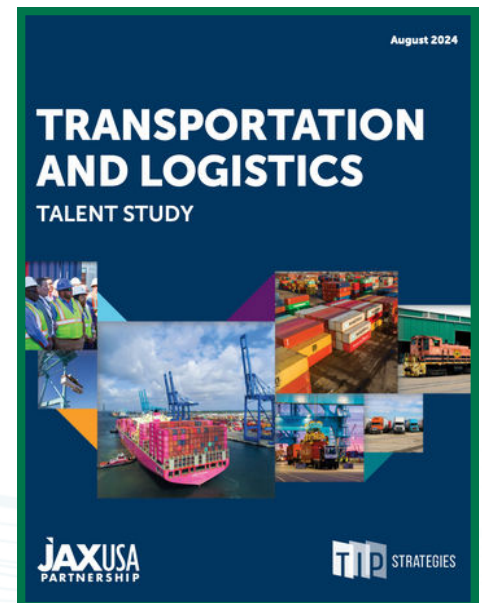


Target Industry Study

Talent is the number one goal of the region's strategic plan, "The Future is Now – Northeast Florida." With this in mind, JAXUSA Partnership recently collaborated with TIP Strategies to conduct a Transportation and Logistics Talent Study since that is a rapidly growing industry in Northeast Florida. By assessing the industry's occupational needs, in-demand skills and training environment, the study lays the groundwork for better meeting the talent needs of the region's transportation and logistics employers.

The Transportation and Logistics Talent Study offers a deep dive into the unique workforce challenges and opportunities facing the sector. With the help of the JAXUSA team, TIP Strategies led a comprehensive quantitative analysis across five subsectors (air, maritime/port, rail, road and shipping and warehousing). This robust quantitative analysis was validated through stakeholder engagement, specifically one-on-one interviews and roundtables.

Findings from the study, coupled with the expertise of the project team, served as the foundation for the recommendations to bolster the talent pipeline for the transportation and logistics target industry cluster in Northeast Florida. To read the study, [click here](#).



Social Media

Earn Up continued its awareness building efforts on social media with its annual campaign that targets high school students and their parents, adult learners and veterans, engaging them with content to prepare for key career milestones and next steps. Earn Up used Meta platforms, Facebook and Instagram to promote concepts and content focused on Career Pathways, Connect to Companies, FAFSA, target industry breakdowns, job searching, career opportunities and support for veterans and their spouses.



BETH WILDER
MARINE PERSONNEL SPECIALIST
AT TOTE SERVICES
"I want people like women and young professionals to feel empowered. Get past the fact that I'm a woman and just think about my abilities. Look at who you are, not what you are."

CAROLYN O'NEAL
ASSOCIATE SOFTWARE ENGINEER
AT FORCURA
"Don't be intimidated by the technology. Anyone who works hard and likes a challenge can enjoy a career in computer science or software engineering."

KAT HASANOVIC
MSN, RN-BC
AT BAPTIST HEALTH
"Healthcare is more than doctors and nurses. The hospital is a city of opportunity with a need for a wide range of professionals and workers."

THESE WOMEN PROVE ANYTHING IS POSSIBLE AT WORK. CHASE AFTER YOUR DREAM JOB. START EXPLORING OPPORTUNITIES TODAY.

EARNUP

EARN UP DIGITAL ADVERTISING RESULTS

1.48M+
IMPRESSIONS

52,000
CLICKS

1.00%
CLICK-THROUGH
RATE

Marketing Summary

The marketing program is a critical component of JAXUSA's overall mission because it helps attract investment, talent and businesses to the region as well as create a sustainable talent pipeline. By effectively communicating Northeast Florida's value propositions, successes and opportunities, JAXUSA will continue to build a strong brand identity for the region and solidify itself as a key player in economic development globally.



FINDYOURJAX.COM



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