

**Organization:** GlobalFluency  
**Contract Period:** September 1, 2009 – August 31, 2010  
**Date:** December 1, 2009

**Marketing Objective:** Shape a consistent, compelling external message that can be used nationally and internationally by the City and its partners; regularly and proactively promote and communicate significant accomplishments by getting them covered in regional, national and international print, broadcast and online media outlets with a particular emphasis on reaching global thought leaders, corporate executives and talent.

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## **Marketing Plan Overview**

*This cover document is to be submitted to the Communications Working Group along with your marketing plan that details how your organization or department will be marketing the City of San José. This document should summarize the core elements of your marketing plan and include pertinent details on how the plan will be executed.*

### **Overarching Marketing Strategy:**

Actively position the City as a vibrant epicenter of Innovation, Creativity and Opportunity. Through the overarching message of San Jose being **“A 21st Century City That’s Incubating and Inspiring the Future”** GlobalFluency will shape a consistent, compelling external message that can be used nationally and internationally by the City and its partners. This message architecture will be used to unify messaging, bolster vision statements with proof points and facts, while providing national and international media with rich story concepts and content. GlobalFluency will also promote and communicate significant accomplishments, generating coverage in regional, national and international print, broadcast and online media outlets with a particular emphasis on reaching global thought leaders, corporate executives and talent. The primary drivers for coverage include attracting new business starts or relocations to the City, encouraging job creation in the city, and attracting retail establishments and opportunities for growth.

### **Target Audiences:**

GlobalFluency will focus on outreach to national, international and online media outlets and journalists with readers who are innovators, thought leaders, and business owners. Targets will also reach employee bases who will be interested in relocating to San Jose, along with business leaders contemplating business opportunities in the region.

***How Will You Reach Your Target Audiences?***

GlobalFluency will leverage its relationships with the national and international media to tell the “story” about San Jose.

***Overall Goals of Your Marketing Efforts: (include metrics)***

GlobalFluency has established measures to gauge success and efficacy of messaging and outreach.

**Measures and Metrics for 2009 - 2010**

- **Media Coverage:** Metrics include number of placements, caliber and influence of outlet, circulation figures, and overall tone and sentiment of the placement. For the period of September 1 – August 31, 2009, GlobalFluency will achieve the following:
- **Thought Leadership:** Metrics include advancement of speaking opportunities in front of influencer-audiences
- **Influence and Advocacy:** Metrics will correlate media coverage to inquiries into key offices, web traffic and business outcomes

**Goals for 2009 - 2010**

- 40 stories touting innovation and opportunity within the City
- 20 stories that focus on events, activities or cultural advancements that position the city as the rich urban core of the Silicon Valley
- 20 stories that highlight San Jose’s innovative policy and dynamic business environment

## Core Strategies, Target Audiences, Tactics & Performance Measures

*In addition to overview provided above, please provide additional details on your core strategies, including the specific sub-audiences targeted, tactics being employed and quantifiable benchmarks used to measure success*

### **Message Strategy and Measurement:** Promoting San Jose’s Green Vision

<p><b>Specific Target Audience(s):</b></p>	<ul style="list-style-type: none"> <li>- National and International media who cover innovation, business climate, clean technology, green technology and overarching business and government trends</li> <li>- (Secondary Audience): Influencers and business leaders in the clean and green tech space including venture capitalists, business leaders who advocate green technology and practice, and general consumers who are passionate about green issues and will look to San Jose as a leader in the space</li> </ul>
<p><b>Key Tactics &amp; Deliverables:</b></p>	<ul style="list-style-type: none"> <li>- Aggressive media outreach to publications including the Wall Street Journal, CNN, Forbes, Fortune, FT, BBC, and beyond.</li> <li>- Outreach and discussion with influential bloggers and online clean tech gurus, encouraging recognition of San Jose as the hub of green and clean technology</li> <li>- Development of a key Green-themed message architecture that leverages key city messages with a new focus on the city’s position and proof points specific to green and clean technology</li> </ul>
<p><b>Performance Measures:</b></p>	<ul style="list-style-type: none"> <li>- 20 stories outlining further proof points, accolades, honors and advancements in the City’s Green Vision policy</li> <li>- Increased access to City’s online Green Vision content and increased inquiry to Office of Economic Development regarding new business starts in the clean tech space</li> <li>- Opportunity to engage with thought leaders to secure speaking engagements, key business development meeting opportunities and non-media mentions of the San Jose Green Vision</li> <li>- <i>Measures in Action:</i> From the period of February 2009 – July 2009, GlobalFluency secured 31 media placements connected to the San Jose Green Vision. These stories also led to the booking of Mayor Chuck Reed on CNBC as a guest discussing Green Collar Employment opportunities in the city. Additionally, through the media recognition of the City’s role in innovating Green Technology, Always On Going Green, the nations largest VC-Focused Green event invited Mayor Reed to deliver an opening keynote before hundreds of business owners, venture capitalists and clean tech leaders. This end to end result from media placement is what GlobalFluency will strive to accomplish across all major areas of focus and conversation</li> <li>- <i>Metrics in Action:</i> For the same period, between February 2009 – July 2009, GlobalFluency secured the following coverage around the Green Vision. These stories also included other top line themes including business opportunity, innovation and growth: <ul style="list-style-type: none"> <li>• <b><u>Daily Web Circulation: 2,146,008</u></b></li> <li>• <b><u>Daily Print Circulation: 1,464,290</u></b></li> <li>• <b><u>Monthly Web Circulation: 64,380,240</u></b></li> <li>• <b><u>Monthly Print Circulation: 43,928,700</u></b></li> <li>• <b><u>Total Daily Circulation: 3,610,298</u></b></li> <li>• <b><u>Total Monthly Circulation: 108,308,940</u></b></li> </ul> </li> </ul>

**Calif. city struggles to turn dot-com job bust into cleantech boom**

ClimateWire, Debra Kahn

February 10, 2009

Daily Web Impressions: 6,667

**San Jose's Cleantech Officer on Renewables, Recession and the Stimulus**

BNET, Chris Morrison

February 26th, 2009

Daily Web Impressions: 103,390

**CNET News special report: Green tech at a crossroads**

**They got their green-tech bill. So now what?**

March 5, 2009

Daily Web Impressions: 172,783

**San Jose Gets Serious About Clean Tech's Sustainable Future**

Green Options, Timothy B. Hurst

March 25th, 2009

Daily Web Impressions: 1,352

**San Jose in California has a Green Vision of the future**

Energy Refuge, Antonio Pasolini

April 2nd, 2009

Daily Web Impressions: 370

**Can Green Jobs Save the Economy?**

Wall Street Journal, Phil Izzo

April 3, 2009

Daily Web Impressions: 167,847

**Clean-Tech Startups in San Jose - Nanci Klein**

wsRadio.com, Steve Bengston

April 9, 2009

Daily Web Impressions: 2,330

**From Silicon To Sustainability: San José Goes Deep Green**

**San José's efforts to transform its economy and its environmental footprint may also help keep it from becoming the modern equivalent of a rust belt city**

EN-Genius Network, Lee H Goldberg

April 10, 2009

Daily Web Impressions: 4,367

**Sustainable Cities**

EnergyBiz Insider, Ken Silverstein

April 10, 2009

Daily Web Impressions: 5,962

**Green Jobs, Green Dollars**

Eco-Structure Magazine, Kim O'Connell

April 20, 2009

Daily Web Impressions: 27,122

Daily Print Impressions: 904

**San Jose partners with Clean Tech Open to provide free space at business center**

Examiner, Reenita Malhotra

March, 2009

Daily Web Impressions: 58,890

**A New Take on Incubators**

Entrepreneur, Dennis Romero

May, 2009

Daily Web Impressions: 49,940

Daily Print Impressions: 20,226

Also ran in:

**U.S. News and World Report**

Daily Web Impressions: 52,797

**Top 12 Greenest Cities in the U.S.**

GreenTech Media, Eric Wesoff

May 20, 2009

Daily Web Impressions: 5,000

**Earth2Tech's Top 7 Cities for Cleantech**

Earth2Tech, Amy Westervelt

May 19th, 2009

Daily Web Impressions: 1,000

Also ran in:

**BusinessWeek**

Daily Web Impressions: 104,995

**City 2.0: Using tech building blocks in tomorrow's urban centers**

Computerworld, John Brandon

May 20, 2009

Impressions: 23,244

Daily Print Impressions: 33,010

Daily Web Impressions: 23,244

**Green Promise Seen in Switch to LED Lighting**

New York Times, Elisabeth Rosenthal and Felicity Barringer

Web Impressions: 502,874

Print Impressions: 1,039,031

**San Jose Inches Closer to Reaching Goal of 100 Percent Energy Independence**

Green Options – Red, Green Blue, Ruediqar Matthes

June 17th, 2009

Daily Web Impressions: 1,352

*Also ran in:*

**Reuters**

*Daily Web Impressions: 184,453*

**San Jose Developing First U.S. Organics to Energy Waste Bioogas Facility**

*Fast Company, Ariel Schwartz*

*June 17, 2009*

*Daily Web Impressions: 16,391*

**San Jose First to Develop Organics-to-Energy Bioogas Plant**

*Domestic Fuel, Joanna Schroeder*

*June 18th, 2009*

*Daily Web Impressions: 1,233*

**San Jose's Organic Waste-to-Energy BioGas Facility**

*June 18, 2009*

*Sustainability Ninja, Sarah Fobes*

*Daily Web Impressions: 500*

**City of San Jose, CA Moves Forward With Proposal to Develop Organics-to-Energy Bioogas Facility**

*BioFuels Journal, Myke Feinman*

*June 19, 2009*

*Daily Web Impressions: 133*

**Turning Organic Waste Into Energy**

*New York Times, John Lorinc*

*June 19, 2009*

*Daily Web Impressions: 502,874*

**San Jose closer to being first U.S. city with bioogas plant**

*San Jose Mercury News, Tracy Seipel*

*June 19, 2009*

*Daily Web Impressions: 5,992*

*Daily Print Impressions: 227,119*

**City of San Jose's Organics-to-Energy Bioogas Plant Taking Shape**

*RenewableEnergyWorld.com*

*June 19, 2009*

*Daily Web Impressions: 33,333*

**GreenWaste Recovery and Harvest Power Propose First Dry Anaerobic Organics-to-Energy Bioogas Facility in the U.S.**

*Green Energy News, Bruce Mulliken*

*June 20, 2009*

*Daily Web Impressions: 1,772*

**So You Want to Start a Tech Business, Part 1**

*E-Commerce Times , Pam Baker*

*June 24, 2009*

*Daily Web Impressions: 2,222*

***San Jose advances waste-to-biogas facility plans***

*Biomass Magazine, Anna Austin*

*June 25, 2009*

*Daily Web Impressions: 5,000*

***Turning waste into renewable energy***

*EnergyRefuge.com, Antonio Pasolini*

*June 26th, 2009*

*Daily Web Impressions: 2,300*

***San Jose furthers its Green Vision program goals by creating waste energy***

*Examiner.com, Reenita Malhotra*

*June 30, 2009*

*Daily Web Impressions: 58,890*

***Smarter Cities Annual Research and Ranking Report***

*NOTE: Final report is not accessible online and was provided to the City of San Jose*

*Smarter Cities*

*July 2009*

*Daily Web Impressions: 12,000*