



QUINNIPIAC UNIVERSITY
STUDENT MARKETING TEAM

THE OPPORTUNITY

GOAL: Brand the strengths of Wallingford to broaden our reach beyond the state and build the "Winning in Wallingford" pitch

Wallingford is an oasis in the state of Connecticut; we want to increase taxable businesses and educate the community on EDC plans

- Team interviews began in September 2020
- Work started in full in October 2020



SMT assembled and guided by Associate Professor of Entrepreneurship, Strategy, and Game Design at Quinnipiac University, David Tomczyk, in partnership with Tim Ryan

RESEARCH

GOAL: BETTER IDENTIFY & UNDERSTAND STRENGTHS & WEAKNESSES

- Interviews
- Competitive analysis
- Brand analysis



BRENNA ROSE

- BS in supply chain management with a minor in entrepreneurship (grad. 2021)
 - Recipient of the Bellizzi-McMullen Leadership Award
- MBA student (grad. 2022)
- From Nashua, NH
- Experience working in product management with United Health Group



COLLEGE OUTREACH

GOAL: Develop access to the workforce by creating partnerships and active lines of communication

- Extension of local EDC collaboration with the superintendent and Board of Education
- Workforce access is the #1 driver of businesses to a specific location
- Contacted 5 universities and 4 community colleges
 - Based on location and CT student population percentage
- Discussed college fairs, job finding systems, and classroom partnerships



SHEA KELLIHER

- BS in Marketing, Computer Information Systems Minor (grad. 2021)
- Hometown: Wrentham, MA
- Experience with digital marketing, Social media for Barstool Sports
- VP of PR and Marketing for Alpha Chi Omega



EMAIL MARKETING

Find out how to save 40% on your electric bill
by calling (203) 294-2062

Follow Us On Social Media

Winning in Wallingford

Town of Wallingford, EDC

Our mailing address is:

45 South Main Street, Room 311, Wallingford, CT 06492
Phone: (203) 294-2062

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unsubscribe from this list update subscription preferences

GOAL: To inform businesses of the strengths of our marketplace and our business friendly culture

- Create and design digital marketing email campaigns
- In the process of adding a pop-up subscription on the webpage to expand our reach to new businesses and grow email list



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- Experience working in product management with United Health Group



CHANDLER MERZ

- BS in Entrepreneurship and small business management (grad. 2021)
- From Westfield, NJ
- Experience with product management with Epsom-it



LINKEDIN

GOAL: Attract business decision makers to Wallingford

- Convey Wallingford's value to commercial real estate brokers and business owners
- Sales navigator: target invite users to view and follow the page as well as start conversations

Wallingford CT EDC
191 followers
1w · Edited · 🌐

Business owners and Investors, ask how you can become part of Wallingford's vibrant ar ...see more

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Like Comment Share Send

Wallingford CT EDC
191 followers
3w · Edited · 🌐

Wallingford Electric Division customers save up to 40% on their monthly electric costs! ...see more

Known By The Companies We Keep

If you judge us by the companies we keep, you'll be very impressed by the list of companies whose products and services are known throughout the USA and beyond and have chosen Wallingford as their business address: Amphitech Corporation, Ullrich Machine Tools and Special Metals, Amcor, APi Technology, Haystack, Pella, Boulevard Technologies, Bore & McDowell, Fort Technologies, Radial, Component Engineers, United Concrete, ENR USA, Necon Steel, UPS, Proton Oxide, Atlas, Anthem Blue Cross, J Medical, and Hilde-Krone. With five industrial and corporate office parks complete with infrastructure and utilities spanning 1,000 acres, you could be a very good company too.

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Like Comment Share Send

<https://www.linkedin.com/company/wallingfordedc>

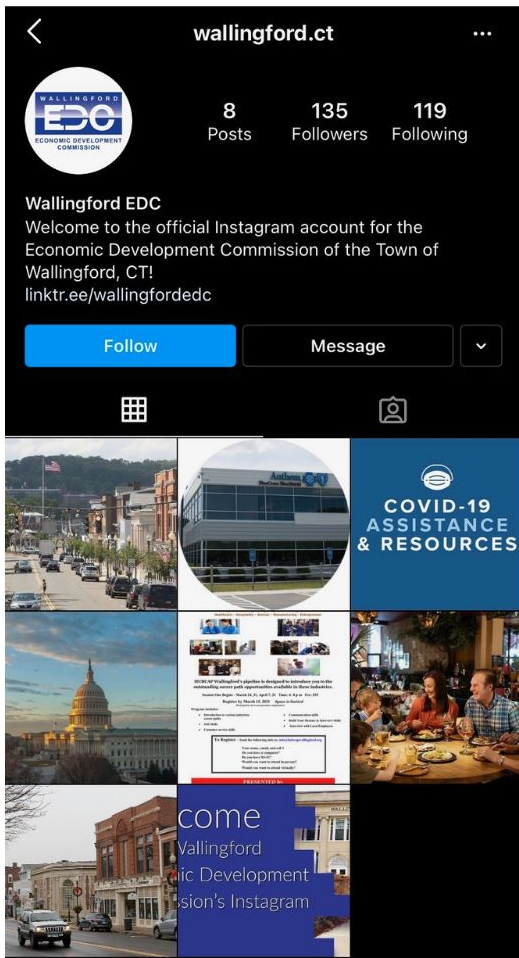
JOHN MEEHAN



- BS in Entrepreneurship and small business management (grad. 2022)
- MBA Student (grad. 2023)
- From Morristown, NJ

Experience

- Founder and Owner of an Instagram comedy page with over one million followers
- Former Social Media Director for VSBRO gaining traction of 100k users in first week on the app store



INSTAGRAM

GOAL: Disperse information throughout the local community and encourage public engagement

- We want to engage both the residential and business community with the EDC mindset
- Post bi-weekly about business news and development in Wallingford

<https://www.instagram.com/wallingford.ct/>



JACK HATTAMER

- Advertising and Integrated Communications (grad. 2021)
- From Hollis, NH
- Intern at the Governor's office in New Hampshire
- Social Media Specialist at SRB Communications



FACEBOOK

GOAL: Disperse local information and pertinent news articles to the community and businesses within Wallingford to better public awareness

- Still hypothetical
- Concerned about potential for negative conversations and comments
- Want other channels to be more established before starting
- Content will potentially include local business news, events, and informational postings about current projects happening in Wallingford



CALLUM GRIFFITH

Founder & Creative Director at Composite

Data-Driven Branding & UI/UX Design Studio with clients including the City of Cambridge, Babson United, Griot's Eye

- 8 years of design experience, 3 years of consulting/digital strategy experience Startups, Consulting, Finance, Technology, NPOs
- Hometown: Cambridge, MA

SAMANTHA LOUD

Digital Marketing Specialist at Composite

- (2021) MBA | Faculty Award for Academic Excellence
- (2020) BS in Marketing, Economics Minor | Marketing Department Student Achievement Award
- 3 years of digital marketing experience in high-tech, publishing, health & wellness
- Hometown: Saratoga Springs, NY

VISIT www.composite.global



Why Wallingford?

The infographic consists of two main sections. The top section is a dark blue rectangle with a white plug icon at the top center. Below the icon, the text reads '40%' in a large font, followed by 'Relocating to Wallingford can save businesses up to 40% in electric costs' in a smaller font. The bottom section is a lighter blue rectangle with a white clock icon at the bottom center.

EDC LANDING PAGE REDESIGN

GOAL: Fortify brand position for future digital marketing outreach

- Digital Marketing Audit
- Synthesized Content & Improved UI/UX Design
- Gathered Statistics, Testimonials, FAQs
 - Build credibility and improve engagement with qualified leads

+800%

Goal Conversion

+50%

Engagement

+57%

Audience Growth

PROJECT TIMELINE & NEXT STEPS

- September 2020: Interview and hire the team
- October 2020: Research the Wallingford brand strengths and weaknesses
- December 2020: Form and research channel ideas
- January 2021: Soft launch of channels
- February 2021: Website launch

Currently building audiences and messaging structures

- September 2021: more aggressive usage and launch of platforms



Samantha Loud

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