



## Going Direct

It was as if the Lehigh Valley Economic Development Corporation was born under a bad sign. No matter how many companies they help to relocate or expand, no matter how many jobs they created, the media kept hammering them for past missteps. Meetings with editors did no good. LVEDC was hampered by its own culture. Its leaders liked the idea of talking directly with potential clients and supporters but felt social media was too risky. Without traditional media, how could they speak to their audience?

Through their peers.

I helped the organization create the profile series—portraits of successful businesses that LVEDC had assisted. The profiles not only discussed results, they demonstrate them, through executives with problems like any business owner. The series was so successful that LVEDC expanded the program to include posters, lobby displays, print and digital ads, recruiting materials and videos that are mounted on its website and included in direct e-mail campaigns. They even incorporated it into their strategic plan.