
NETWORKS Unveils Promotional Video

Latest Marketing Piece Focuses on Quality of Life as Well as Business Attributes

BLOUNTVILLE, TN – NETWORKS Sullivan Partnership, the economic development organization serving Bluff City, Bristol, Kingsport, and Sullivan County as well as marketing and recruiting for Phipps Bend Industrial Park in Hawkins County, Tennessee, unveiled its latest marketing product today. CEO Clay Walker presented a promotional video at the organization’s Board Meeting held at Northeast State Community College.

“Videos are a tricky marketing tool in the economic development world,” Walker said. “You have to be brief and yet say a great deal. Pace is a key component in holding the audience’s attention. And our target audience – site location consultants and C-level executives – doesn’t have a lot of time to watch promotional videos, so if you do one, it had better be provocative, informative, and unique. I think we have an outstanding marketing tool.”

The video, which runs a little more than three and a half minutes, is a compilation of the region’s many attributes that might appeal to businesses looking for a new location, in areas such as workforce and education, transportation, and other infrastructure, an abundance of shovel-ready sites, and an outstanding quality of life. Kingsport, Tennessee-based Cumberland Marketing produced the video.

“It’s been a great experience working with the team at NETWORKS to create this tool. So many people worked together to make this project a success,” Chris Bowen, President of Cumberland Marketing, said. “The challenge of creating a video that captures the essence of our beautiful area to showcase to the rest of the world was exciting. Hopefully, it is very successful.”

Walker said the video would be integrated into the organization’s website, www.networkstn.com, given directly to consultants and prospects, and presented at special events, such as the organization’s annual Red Carpet Tour, a three-day familiarization tour attended by leading site location consultants. He also said that at least three other videos will likely be produced focusing on workforce training and education, available sites and buildings, and existing business and industry.

“This video is a nice addition to our marketing portfolio,” said Dana Glenn, NETWORKS Administrative and Marketing Coordinator. “It’s a beautiful vehicle to showcase our communities and business advantages to reinforce our identity as Where Tennessee Begins Its Business Day!”

“We pride ourselves in being at the forefront of marketing efforts and while a community video is not a new concept, I think this one is special,” Walker said. “It tells our story as a fantastic place to live and a great business destination. It’s a story worth telling.”