

Montana's Campaign in a Box Strategy Enabled Increased Business Engagement Statewide

Background

The State of Montana, commonly known as "Big Sky Country," is the fourth-largest State by area and the eighth-least populous State. Montana, like other states, has urban and rural areas, but it also has frontier areas, including 56 counties, 129 active incorporated municipalities, and over 200 unincorporated communities.

Various industries drive Montana's economy, including agriculture, oil, gas, coal, mining, and lumber. Other significant industries to the State's economy include health care, service, and government sectors, with tourism being one of the fastest-growing sectors.

The Montana Department of Labor and Industry (MTDLI) always recognized businesses were integral to the success of the Job Service Operations Bureau (JSO) and the workforce division. But local offices across the State struggled to create individual business engagement outreach strategies effectively. Last year, MTDLI formed a team to be more strategic with how they work with businesses, specifically to enable data-driven decision-making before business outreach. The JSO Business Strategy Team had a year to design a program, determine the necessary tools and implement the program statewide.



Challenge

Workforce Services wanted to ensure relevant, effective engagement between businesses and job service offices, but local offices lacked the resources to create individual strategies to do business outreach effectively.

Solution

The JSO Business Strategy Team designed and implemented a quarterly, statewide Campaign in a Box program for targeted outreach to specific industries and workforce sectors. Campaign in a Box provided a simple strategy for business outreach to ensure a consistent statewide message that could be delivered by all local offices regardless of the size of the office. This collaborative effort also included stakeholders, the communications team, the research & analytics team, and EconoVue.

The State of Montana selected EconoVue, a data visualization platform for accelerating business engagement built on top of the Dun & Bradstreet Data Cloud, to provide the business intelligence required for statewide business outreach. Each quarterly campaign includes all counties in the State but targets different sectors and has specific business criteria such as size, financial stress level, or business growth.

The industry focus for the current campaign was Breweries. Breweries represent \$46M in gross sales, \$13.2M in employment compensation, and a 60.8% employment rate compared to distilleries, wineries, and other similar businesses. The campaign goal was to ensure 100% business engagement (with 50% in-person meetings) between

the Local Job Service offices with every brewery in the State to discuss opportunities to upscale staff, add credentials and explore apprenticeships. Unlike most campaigns, this campaign only filtered by industry sector and did not filter by growth businesses, those struggling, or new companies. The primary purpose was to build a relationship with each brewery, regardless of size, location, or position in the business cycle.

Customized Campaign in a Box components included the rollout instructions with tasks and timelines, customizable/branded social media graphics and posts with localized tags, press releases or notices, relevant articles about apprenticeship breweries, tangible items for staff to take to business visits, QR Codes or links to website articles and importantly, a list of 56 breweries for local offices to contact, generated by the Business Strategic Team in Econovue. The Econovue list was sorted and exported for the local offices. A designated shared drive housed all materials for easy access by all stakeholders and partners.

The collage includes:

- Spreadsheet:** A list of 36 breweries with columns for Registered Company Name, Tradestyle Name, and DunsNumt. Breweries listed include Big Sky Brewing Company, Bitter Root Brewing LLP, Brew Montana, LLC, Cabinet Mountain Brewing Company, L.L.C., Deana's Zesty Beverages, LLC, Glacier Brewing Company, Hutchison VI Gary, Imagine Nation Brewing Company, LLC, Lang Creek Brewing Inc, Level Up Brewing LLC, Lolo Peak Brewing Company, Inc., Meadowlark Brewing, LLC, Missoula Brewing Company, LLC, Montucky Brewing, LLC, Montucky Brewing, LLC, Montucky Cold Snacks, LLC, Pleasant Prairie Taproom, L.L.C., Ronan Cooperative Brewery, Shred Monk, Inc., UBERbrew LLC, Wilderness Brewing Co, Wildwood Brewing, Inc., Burnt Tree Brewery, LLC, Elk Ridge Brewing Company, LLC, Philipsburg Brewing Company, LLC, Quarry Brewing, Ruby Valley Brew Inc, Sleeping Giant Beverage Co., Inc., and Sleazero Giant Brewing Company, LLC.
- Infographic:** 'RAISING OUR GLASS TO MONTANA BREWERIES' showing \$46 million in gross sales, \$13.2 million in employee compensation, and 60.8% brewery employment. It also notes 21% annual growth in brewery employment.
- QR Code:** A large QR code for more information.
- Job Service Montana Logo:** 'WANT TO GROW YOUR BUSINESS? Partner with Job Service Montana'.
- Work Process Schedule:** A form from the Montana Department of Labor and Industry detailing job descriptions, estimated program length, and suggested on-the-job learning outlines.
- Articles:** Screenshots of news articles from the Great Falls Tribune, including one about 'State pours praise for program's 1st apprentice brewer credential'.

EconoVue fueled the statewide Campaign in a Box program with targeted lists and strategic business outlooks.

Manager, JSO Business Strategy, Montana Department of Labor and Industry

Program Success

Overall, the Campaign in a Box program has been successful. It created a simple, targeted plan for Local Job Services to provide a consistent, relevant message to businesses in their community while supporting the concept that Local Job Service is the workforce and labor expert in the community. While too early to report the results of the brewery campaign, program success is measured by increased effectiveness in serving employers and tracked in the system:

- Number of touchpoints with businesses
- Increased credibility and awareness
- Number of repeat customers
- Increased employer engagement