



MARKETING / COMMUNICATIONS OVERVIEW

Located in the center of America’s freight network, the St. Louis region is a national transportation hub with an abundance of logistical resources and key advantages. The St. Louis Regional Freightway was established as the region’s go-to source for coordinating freight activity. The Freightway is leading the way to grow freight, logistics and specialized industry in a region that is uniquely positioned to adapt to emerging freight trends. The organization provides site selection and other assistance to manufacturing, logistics, and multimodal transportation companies and their service providers, while effectively building and advocating St. Louis’ greatest freight and site selection strengths.

St. Louis is emerging as the central freight transportation hub in the United States due in part to significant changes in global freight-- for example, the expanded Panama Canal, the growth of e-commerce, and an expected 45% increase in freight volume by the year 2045. The effective utilization of its position in the national freight network and realization of the opportunities ahead, along with a highly-educated workforce and unified regional approach will continue to expand the Freightway’s success. As a business enterprise of Bi-State Development, the Freightway plays a critical role in the growth of the region’s manufacturing and distribution sectors within the City of St. Louis, four Missouri counties (St. Louis, St. Charles, Franklin, Jefferson) and three Illinois counties (St. Clair, Monroe, Madison).

Through its marketing strategy, the Freightway will establish itself as a premier freight hub, leveraging regional success stories, regional assets and significant national positioning as one of the country’s top inland ports, crossroads of six Class 1 railroads, strategic access to national interstates, international passenger and cargo airports, significant pipelines and a highly skilled workforce.

The initial marketing strategy will build stronger relationships with regional influencers in real estate, trucking, manufacturing, aeronautics, logistics, utilities, and government to create a cohesive regional team. This team of professionals is prepared to respond to marketing, policy, and development issues related to growing the Freightway network. The local “Alliance” will foster a network of engagement, reciprocity and a sense of “community” within the bi-state region while promoting it as a premier central port through the message of the freight “Gateway to the World.” The logistics capabilities in the St. Louis region position it as the second most central port in the Midwest, behind Chicago.

Outside the St. Louis region, targeted campaigns will focus on growing customer markets in corporate site selection, e-commerce supporting business, real estate brokers, and logistics. Quarterly benchmarks will gauge the success of individual campaigns and will assist in guiding future programs as additional funds and/or cooperative marketing dollars become available.

MARKETING STRATEGY ... *the strong overarching vision intended to fulfill the Freightway's goals and objectives. These ensure all the day-to-day activities (tactics) contribute to the monthly, quarterly, and annual goals.*

Theme: To know and to be known ...

Over the next 18 months to 2 years, the Freightway marketing plan will focus on gaining a better understanding of target audiences and their needs. Concurrently, the Freightway will educate audiences on the Freightway's purpose, mission and vision.

- Build identity and brand
 - Become recognized as a premier multi-modal freight hub
 - Promote awareness for freight-related economic growth
 - Capitalize on success stories
 - Building Ambassadors

LOCAL & NATIONAL TACTICS ... *the highly practical things The Freightway will work toward every day in order to accomplish the marketing strategy*

- Execute Events
- Paid Advertising
- Digital Strategies
- Build Media Relations & Attention
- Outreach
- Conferences