



## CASE STUDY: Opportunity Targeting

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A state economic development agency, having been chartered to market a new concept in intermodal freight handling facilities, sought to identify and market to companies in high potential Standard Industrial Classifications (SICs).

### Objectives

- ▼ Identify, by SIC, companies within the state that were high volume shippers and those that were recipients of shipments;
- ▼ Identify, by SIC and geography, companies which represented potential users of the facility and its services: in-bound and out-bound;
- ▼ Develop a marketing strategy to encourage interest in and potential use of the new facility;

### Strategy

The process required data acquisition, manipulation and analysis to arrive at target market identification. Data were entered into a matrix which used produced indices to arrive at pertinent variables for further analysis. The final step produced a hierarchical target list of four-digit SICs.

A direct marketing effort was produced, SIC specific, that highlighted those Features-Advantages-Benefits of the facility that had target appeal. The intent was to "prime-the-pump" with sufficient interest to spur more rapid development of the facility among the intended target, as well as legislators and governmental bodies.

### Results

Currently under development, the effort generated interest on a sufficient level to warrant an escalation of activity and amplified justification of the concept to the legislature, involved governmental bodies, and interested businesses. As a consequence, the new facility will be one of the most advanced and competitive points of entry in the United States for international intermodal freight.