



MEDC Talent Campaign Overview

May 14, 2025



TALENT MARKETING GOAL



**Build the Michigan workforce by
intriguing and inspiring job seekers to
consider Michigan as the ultimate
destination to work, play, and thrive.**

YOU CAN IN MICHIGAN.

CORE TARGET AUDIENCES FOR PAID MEDIA



CREATIVE THINKERS, PROBLEM SOLVERS, AND DOERS
WHO ARE DRIVEN TO SHAPE THE WORLD AROUND THEM



SKILLED TECH TALENT

Professionals
Students

NATIONAL (Excluding MI)
IN-STATE



TRADE TECH TALENT

Professionals
Students

MICHIGAN + SURROUNDING FEEDER STATES
(Illinois, Indiana, Ohio, Wisconsin)

FOCUS INDUSTRIES: 1st Tier: Semiconductors, Clean Energy, Technology, Defense, Mobility, Aerospace; 2nd Tier: Medical Devices, Advanced Manufacturing

FOCUS JOB TITLES: Automotive Technician, Engineering Technician, Controls Technician, Semiconductor Technician, Automotive Electronics Installer, Electrical Engineer, Computer Engineer, Mechanical Engineer, Process Engineer, Material Engineer, Cybersecurity Engineer, Chemical Engineer, Systems Engineer, Software Developer

MARKETING OBJECTIVES BY AUDIENCE

National

Awareness

Drive awareness and positive perceptions of Michigan as a destination where you can have both a rewarding career and great quality of life.

In-State

Recruitment

Reinvigorate perceptions of Michigan as a thriving destination and promote rewarding Michigan careers to fill Michigan business job openings.





External Talent
Michigan as a **Place to Work**



Q. What three words and/or phrases come to mind when you think of Michigan as a place to work/advance your career?

TALENT CAMPAIGN | FY '24

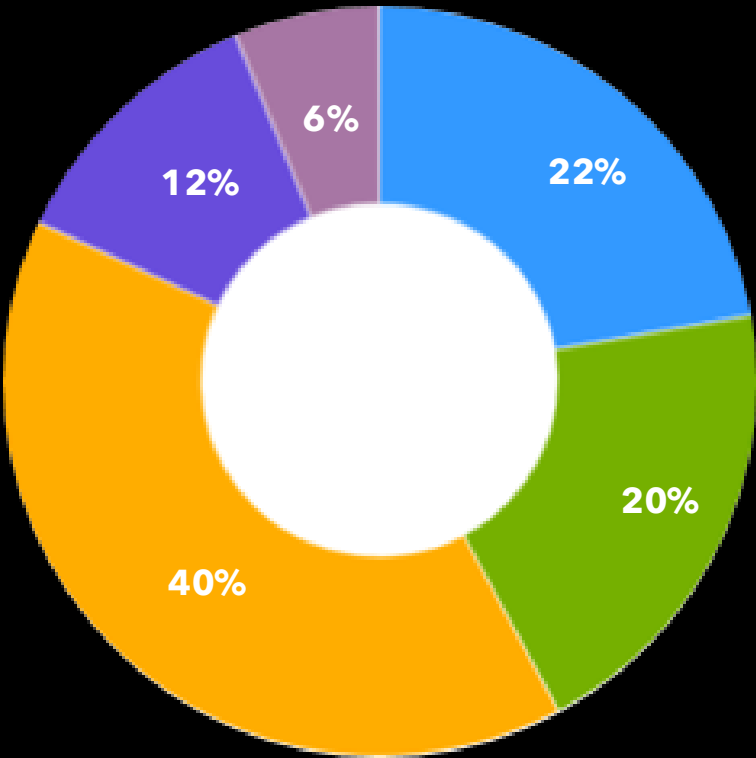
OVERVIEW

BY THE NUMBERS

- **660 million** ad impressions
- **3.5 million** website views
- **17,000+** sign ups in Michigan Career portal—one of a kind AI-driven platform for jobseekers—from talent wanting to live & work in Michigan
- Top states for out-of-state sign ups: **TX, CA, IL, NY**
- Lifted perceptions of Michigan's careers **+7%** and MI's quality of life **+5%**

RECOGNITION:

- Winner of **11 Telly Awards** for You Can in Michigan TV spot
- Winner of **4 IEDC Awards** for YCIM, the Michigan Life website & SXSW activation
- National media coverage of MI talent / growth effort in national outlets like **Cheddar News, Fortune, Fast Company**
- States taking action to catch up incl MN, MD, & WV
- Michigan ranked **#1 in SOV in Higher Education** for talent training / education programs like MI Scholars,



SHARE OF VOICE

MEDC ranked **highest in SOV volume among its competitors**, earning **40% of all total coverage in the talent space** over OH & WI. A mix of big funding announcements, launch of programs, thought-leadership & lifestyle coverage led to MI dominating primary competitors in FY24.



YOU CAN IN MICHIGAN – Print & Digital



AUTO SHOW – OOH & SOCIAL



TOP-PERFORMING SOCIAL

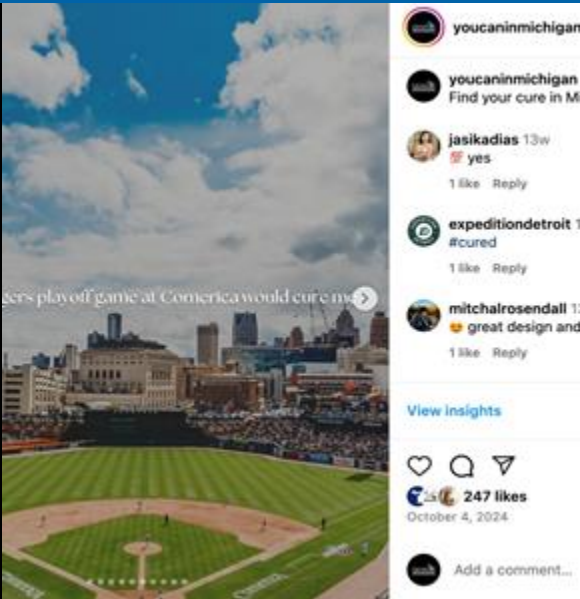
8.58% ENGAGEMENT RATE

Across social media platforms
on new You Can In Michigan accounts



HIGHEST # OF
ENGAGEMENTS ON INSTAGRAM

5.23% engagement rate



13.19% ENGAGEMENT RATE

Across organic social channels



16.19% ENGAGEMENT RATE

Highest engagement rate across platforms in the 2024
YCIM campaign.





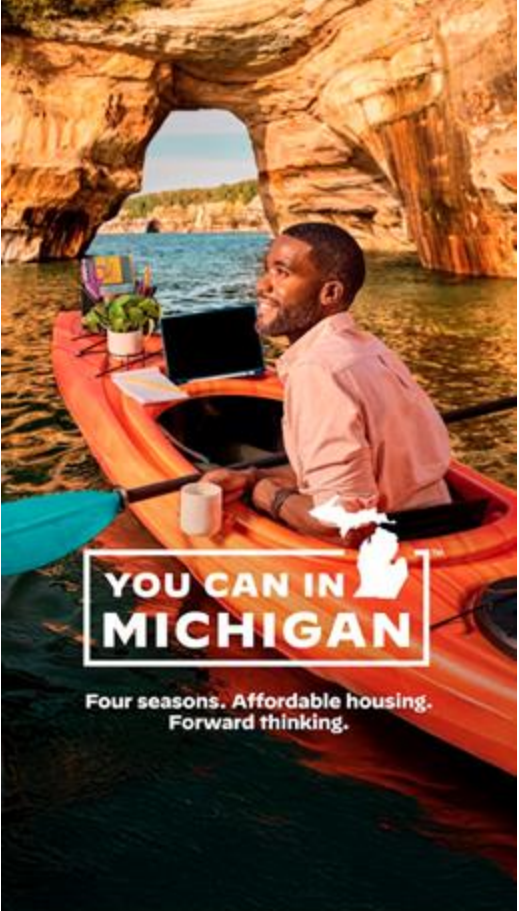
:30s Brand Spot – Culture



Armchair Expert Commercial



Pictured Rocks National Lakeshore



Belle Isle



In Production

Vineyard - Petoskey

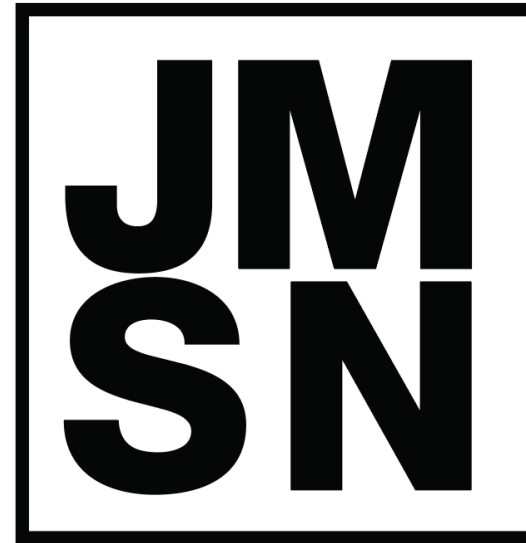


Ice Caves - Munising



SXSW 2025 - Highlights

- 3,553 Michigan Day Leads/2,106 JMSN concert leads
- 472 new YCIM channel followers and an influx in DMs from interested parties
- 76.65k total social impressions
- 8 influencer/creator partnerships and 2 PR opportunities; diversified topics including E7I, mobility, outdoor/rec-tech, and lifestyle/travel; 47 pieces of brand content
- Paid media saw a 52% increase in link clicks and .43% increase in CTR. With a 17% decrease in impressions YOY





the
michigan
life.org 

Veterans Audience



Veterans Campaign

Create awareness of Michigan as the ideal community
to enjoy an affordable quality of life and rewarding
career where Veterans and their families can thrive

Veterans Campaign



Awareness



Exploration



Evaluation

Veterans Campaign



Awareness



Exploration



Evaluation

Paid Media



MEDIA OBJECTIVES



1. Create awareness around Michigan's rewarding job and career opportunities as well as desirable lifestyle



1. Build consideration; provide interested individuals access to content, resources, and ability to learn more and connect via TheMichiganLife.org



1. Capture interest and facilitate the path towards lead-gen conversion



GEOTARGETING PARAMETERS



OPTIMAL CHANNEL MIX



TV / VIDEO

- Linear TV
- Connected TV (CTV)
- Online Video (OLV)



AUDIO

- Streaming Audio
- Podcasts



PRINT

- Trade Publication



OUTDOOR

- Bulletins
- On Campus Units
- Event Based



PAID SOCIAL

- Sponsored Posts
- Carousel Ads
- Stories, Video



DIGITAL DISPLAY

- Display Ads
- Native Content



PAID SEARCH (SEM)

- Campaign restructure
- Keyword expansion
- Site-link extensions



CUSTOM CONTENT

- Articles
- Dedicated emails
- White papers



EVENTS

- Aligned MEDC with opportunities to reach the Talent audience in-person

YOU CAN IN MICHIGAN

DIGITAL DISPLAY



SEARCH & SOCIAL

EVENTS & OOH



PRINT

Audience Targeting



Display & Video 360

LINEAR TV

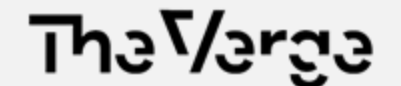
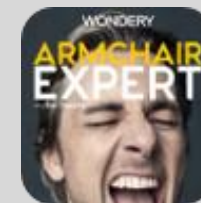


Display & Video 360



CONNECTED TV & ONLINE VIDEO

DIRECT DIGITAL & CUSTOM CONTENT PARTNERS



AUDIO

Talent
Paid Media Plan



THANK YOU



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

