

## PRODUCTS & SERVICES PRICING GUIDE

	MCEDC Investor Price	Non-Investor Price
Morgan County Profile, Community Profiles, or Economic Indicators	Free	\$1.00 Each
Demographic Research	Up to 3 locations: No Charge	\$30 each location
Market/ Customer Profiles (purchase/ spending)	Up to 3 locations: No Charge	\$30 each location
Business Lists	Up to 3 Searches: No Charge	\$.15/name, \$.18 label \$.20/name on disk
Morgan County Interactive CD-Rom	No Charge	\$5.00
Annual Lease Rate Comparison	No Charge	\$2.50
Custom Research	Up to 3 Searches: No Charge Actual Cost	Actual Cost + \$35/hour (1 hour minimum)
Economic Impact Studies	No Charge	\$75

**WE'RE ON THE WEB!**

[www.morgancountyinfo.com](http://www.morgancountyinfo.com)



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**PRECISION  
MARKETING**

**HELPING BUSINESSES &  
ENTREPRENEURS WORK  
SMARTER**

Precision Marketing is a proactive approach to help businesses and entrepreneurs work smarter than their competitors – with better marketing lists, greater competitor intelligence, quick access to laws and regulations, and other critical information.



# PRECISION MARKETING

It is essential to re-evaluate customers and competitors on an on-going basis.



In recent years, the majority of job growth in Morgan County has come from the expansion of existing businesses. In 1998, MCEDC initiated a comprehensive business retention and expansion strategy. Precision Marketing will take the economic development program, and consequently, many local businesses to a new level of success. The expected outcomes of the Precision Marketing Program are:

- Identify high-growth companies in Morgan County.
- Provide resources to support expansion and growth of existing businesses.
- Understand the future expansion plans and potential of local companies to help communities plan for infrastructure improvements and development.
- Utilize information technology to help businesses gain a better understanding of their customers and competitors.
- Increase profitability of Morgan County businesses.

## A NEW TOOL FOR BUSINESS RETENTION AND EXPANSION

The Precision Marketing Program will utilize sophisticated database research tools to provide specific market research and competitor intelligence reports for businesses in Morgan County.

These databases give MCEDC the ability to:

- Research customer profiles
- Evaluate industry trends and new technologies
- Analyze market areas
- Create marketing lists, and
- Analyze competitors

### *Reporting*

MCEDC will package the data collected in a meaningful, professional format, that may include maps, graphs, prospect reports, mailing labels, article summaries, etc.

## RESOURCES

### *MarketPlace*

... a database of more than 15 million US businesses from Dun & Bradstreet. This CD-ROM list is updated quarterly and can be used for targeting prospects based on standard demographics and data like industry, number of employees, sales and much more.

### *iXPRESS*

... a geographic information system that uses market data from Claritas and computer mapping to help identify business opportunities with information such as demographic trends, business profiles, market potential, lifestyle segments, traffic patterns and industry data.

### *Web-Based Research*

... internet research for news sources ranging from journal articles, periodicals, financial reports, international and journalism reports providing the capability to research industry trends and product developments around the world.