



explore minnesota for business council meeting

July 17, 2025

agenda

- Welcome and Approval of Minutes
- Workforce Attraction Campaign Update
- Business Attraction Campaign Update
- Resident Retention Pilot Update
- FY26 Planning Update





workforce attraction campaign update

Total Sessions



Organic Sessions



campaign ended strong!

- Campaign concluded with **significant** increases in web traffic and campaign performance
 - June saw the highest overall sessions (111K+)
 - Organic traffic remained about even (updating web content and PR to drive organic traffic is a FY26 priority)
 - Paid campaigns led to 2,327 newsletter sign-ups in March-May 2025, alone!

CHANNEL	Impressions	Video Completions/Clicks	Spend	KPI	Benchmark
CTV with competitive conquesting (awareness)	2,210,624	2,173,963 video completions	\$60,615.01	99% VCR	90% VCR
Rich Media (consideration)	2,145,563	254,445 clicks	\$15,815.38	11.86% CTR	0.35% CTR
YouTube AI (consideration) skippable video	514,415	514,415 video completions	\$6,724.54	81% VCR	60% VCR
Social Retargeting – DMA (intent)	579,187	13,806 clicks	\$18,546.75	\$31.28 CPA	\$100 CPA
Social Retargeting – Hand-raisers (intent)	194,722	3,804 clicks	\$4,068.03	\$14.48 CPA	\$100 CPA

*Data from May 2025.

creative testing results:

- Workforce video and banner ads are well received, with nearly **8 in 10 viewers** expressing a **positive reaction** across all formats
- Prospective residents are drawn to the state’s **natural beauty**, **strong sense of community**, **family-friendly environment**, and **available opportunities**

Video and banner ads are viewed as **believable** and **appealing** and inspire many to **consider a move** to Minnesota. Only a small share find the ads boring or confusing.



creative testing results, cont.

"Star of the North" conveys that Minnesota stands out as a place of **opportunity, natural beauty, and pride** and serves as a **guiding light** for those seeking purpose or a fresh start.

STAR OF THE NORTH



Minnesota Stands Out / Shines

"Minnesota is the **best place up north**, the place up north with the best of everything."

-Prospective Traveler

"It conveys that Minnesota is the **best place to live** in the northern U.S., full of opportunity and a bright future."

-Prospective Resident

Natural Beauty and Outdoor Appeal

"That there's **a lot of stars you can see at night** because of all the land they still have."

-Prospective Traveler

"Star of the north conveys a lot of **good clean outdoor activities**."

-Prospective Resident

Symbol of Guidance / The North Star

"It means Minnesota is the **place to seek guidance** when you are looking for purpose."

-Prospective Traveler

"Star of the North means the guiding light that you should follow to **find and start your greatest adventure**."

-Prospective Resident

Regional Identity / State Pride

"It suggests Minnesota is a bright, unique, and **special place in the North**."

-Prospective Traveler

"It conveys **Minnesota being the star in the northern region** of the country and it's great."

-Prospective Resident





business attraction performance update

Total Sessions



Organic Sessions



continued momentum

- Q2 saw decreases in web traffic
 - Performance likely impacted by broader market/ economic conditions
- Despite headwinds, the paid campaign continued to drive momentum across tactics (see some top-performing tactics below)

CHANNEL	Impressions	Clicks	Spend	KPI	Benchmark
Forbes – Fluid XL (awareness)	194,233	1,405	\$6,603.92	0.72% CTR	0.12 CTR
Business Facilities Display Package (consideration)	26,943	212	\$4,000	0.79% CTR	0.10% CTR
LinkedIn Retargeting (intent)	52,211	211	\$11,748.72	\$64.55 CPA	\$100 CPA
Display Retargeting (intent)	386,368	299	\$1,519.22	\$25.75 CPA	\$100 CPA

*Data from May 2025.



resident retention pilot

 FIVE OF THE 10,000 REASONS TO BUILD YOUR FUTURE IN MINNESOTA
 SHARE




FIVE OF THE 10,000 REASONS TO BUILD YOUR FUTURE IN MINNESOTA



Let's be real: the pressure to pack up and move in your 20s is *loud*. But before you start browsing apartments in New York or LA (hello, [\\$3,200 apartment with a shower in the kitchen](#)), we're here to drop a hot take: your best post-grad life might be right here in Minnesota.

In addition to being ranked as one of the least stressed states in the country, here are a few reasons to consider planting roots in the [Star of the North](#).

1. SKIP THE BIG CITY RENT, NOT THE BIG CITY BENEFITS




[Feedback](#)



home to the best city for recent college graduates

 ZUMPER, 2024
  EXPLORE MINNESOTA
star of the north®

 exploreminnesota
Find your future in Minnesota

REASON #10,004 FOR LIVING IN MN

goldilocks (just-right) energy 🍷

REASON #10,003 FOR LIVING IN MN

good food, culture and vibes 🍷

 EXPLORE MINNESOTA
star of the north®

initial positive results

- Audience targeted: in-state young adults in final year of college and recent grads (ages 20-25)
- Launched:
 - Paid ads (social display/video and OOH billboards)
 - New article landing page ([10,000 Reasons to Build Your Future in Minnesota](#))
- Positive initial web results:
 - Sessions – 24,516
 - Average Time on site – 2 min 34 sec (benchmark is 1 min 30 sec)
- Final pilot results available EO summer/early fall



legislative update



fy26 planning update

- In progress, and likely to include:
 - Organic content (web, social, newsletter drip campaign) and limited paid content extension (SEM, LinkedIn, still TBD)
 - *Owners: EMN/DEED*
 - Earned media / PR
 - *Owners: EMN/DEED (opportunity to share stories from across industries and around the state)*
 - Branding alignment for out-of-state marketing across state agencies
 - *Owner: EMN*
 - Stakeholder outreach (roadshow)
 - *Owner: EMN*



council seats open

- Minnesota Tribal Leadership Representative
- Minnesota's Ethnic Chambers of Commerce Leadership Representative
- Representative in Marketing, Human Resources, or Executive Leadership from Minnesota-Based Companies with more than 100 Employees Representing Minnesota's Key Industries



council meeting schedule

- ✓ July 17, 2025, 10-11am
- ☐ October 14, 2025, 1-2pm



thank you!

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the north★