

All in
OP.

BUILDING A SITE THAT MATTERS

OP CHAMBER PRESENTATION

mbb.

THREE CRITICAL COMPONENTS OF YOUR WEBSITE

1 Brand Definition

2 Brand-led Design

3 User Experience



BRAND DEFINITION

THINK OF BRAND AS THE OPERATING SYSTEM

Your website isn't the start of your story – it's the interface of your brand. Without a well-defined brand, the site can look great, but only at a surface level.

SPECIFICITY LEADS THE WAY

- 1 Who are you serving?
- 2 Why do you matter to them?
- 3 How will you show up?

DEFINING ONE CORE BELIEF

Every great brand runs on a singular conviction. It's ownable and unmistakably yours. This will help give your site gravity.

BRAND DEFINITION EMPOWERS SITE DECISIONS

You will create a navigation system that reflects priorities, better content hierarchy, voice consistency and conversion moments that move people.

FOUR KEY ROIS OF BRAND + WEBSITE

- 1 Improved engagement
- 2 Elevated recall
- 3 Increased loyalty
- 4 Market differentiation

BRAND SETS THE STAGE. TECH TAKES IT FROM THERE.

Finding your voice and edge in market is important. But what is just as pivotal, is finding a technology partner who understands every design decision and user experience matters.



BRAND-LED DESIGN

UNCOVER WAYS TO MAKE YOUR SITE COMPELLING

Design is brand in action.
It translates belief into navigation,
hierarchy, visuals, and copy that
move people.

BIGGER THAN THE SUM OF ITS PARTS

Small site, big experience. Menu design showcases the full depth of community life, making use of every page section on the site.

IMMERSIVE CONNECTIONS

The design brings the brand to life, maintaining authenticity and vibrancy through colors, animation, messaging, and representation in images.



USER EXPERIENCE

MAKE YOUR SITE CONNECT AND MATTER TO USERS

The right user experience allows the brand to come alive through the way the site flows and interacts.

PRIORITIZING FEATURE DEVELOPMENT

- 1 What does the user need?
- 2 What needs do we meet well?
- 3 Where do we have capacity to do better?
- 4 How can we efficiently deliver the best experience?

TURN INSPIRATION INTO ACTION

When the user is inspired by the site, they need the site to become a partner to help them act.

FOCUS ON BRAND STRENGTHS

The market differentiator drives the choices in where investment will be made in custom features.

CONSIDER STAFF CAPACITY

Strategically decide when to stretch or provide resourcing to create the best user experience.

REMEMBER YOUR PARTNERS

Your existing vendors and community relationships increase what's possible, what's affordable, and what's desirable.



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ALL IN OVERLAND PARK

We use the phrase "All in OP" because Overland Park offers everything you need to build the life you want, right here in one place. The website reflects that through our five main sections — Live, Work, Play, Learn, and Invest. While 'Live, Work, Play' are familiar concepts for relocation and talent sites, Learn and Invest set us apart. They highlight our exceptional education opportunities and the strong business climate for entrepreneurs and investors. It's a complete picture because in OP, everything really is here.





ATTRACT TOP TALENT & NEW BUSINESS

Position OP as a premier place to live, work, and grow. Competing head-to-head with our top peer cities and winning the attention of those ready to make a move.



EQUIP EMPLOYERS WITH A POWERFUL RECRUITMENT TOOL

Give local companies a one-stop resource to showcase career opportunities, community benefits, and relocation support, making it easier to land the right hires.



KEEP OP IN THE HEADLINES

Share our successes, assets, and stories consistently so Overland Park stays top-of-mind for talent, businesses, and media outlets across the region and beyond.

EXPLORE THE NEW SITE

AllInOverlandPark.com



SIGN UP FOR THE NEWSLETTER



USE THE COST OF LIVING CALCULATOR



SEARCH FOR JOBS



DOWNLOAD A GUIDE



FILL OUT THE CONTACT FORM

HOW WE WILL USE IT

The site is the foundation of our marketing strategy; driving social media campaigns, digital ads, events, and more. It will also serve as a key economic development tool to attract talent, support local employers, and showcase OP to potential businesses and investors.



SOCIAL MEDIA: FACEBOOK, INSTAGRAM, TIK-TOK, LINKEDIN

Drive traffic through targeted posts and ads in key markets.



MERCH & RELOCATION RESOURCES

Branded materials and practical tools that help individuals and families moving to OP feel welcome and at home from day one.



EVENTS & ACTIVATIONS

On-the-ground engagement at inbound/outbound events to connect with talent and businesses.



EARNED & PAID MEDIA

Media placements, press stories, and ad campaigns to raise awareness locally and nationally.



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EARLY RESULTS

*Social Media Teasers began on July 22. Website went live on August 5.
Results below have been primarily organic.*



SOCIAL MEDIA CONTENT HAS BEEN VIEWED OVER 140K TIMES



OVER 26K NEW SOCIAL MEDIA ACCOUNTS REACHED



ABOUT 5K WEBSITE EVENTS (BETWEEN 380 USERS)



VIEWED IN 114 CITIES BETWEEN 32 STATES & CANADA



HOW OVERLAND PARK COMPANIES BENEFIT

The more we all use this tool, the more powerful it becomes. Let's make All in OP not just a city brand, but a community movement.



RECRUITMENT & RELOCATION TOOL



REFERRAL LINKS



CONTENT SUBMISSION OPPORTUNITIES



INSIGHTS INTO PERFORMING MARKETS



CO-BRANDED ADVERTISING

CO-BRANDED TEST AD

→	META AD (ALL CHANNELS)
→	12 HOURS
→	SPENT \$30
→	113 NEW USERS
→	96 JOB SEARCH SUBMISSIONS

OVERLAND PARK
IS HIRING.

Voted #5 Happiest Cities in America



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WAYS TO GET INVOLVED

All in OP is built to promote Overland Park's story, and your story, to the world. By partnering with us, you can amplify your recruitment efforts, showcase your company to top talent, and help attract the businesses and people who will shape our community's future. Together, we can make Overland Park the place everyone wants to live, work, and grow.



CONNECT WITH US ON SOCIAL MEDIA
@ALLINOVERLANDPARK



SHARE THE WEBSITE WITH YOUR NETWORK



SUBMIT CONTENT REGULARLY



PROVIDE FEEDBACK

The logo for 'All in OP' is located in the bottom right corner. It consists of a dark blue square containing the text 'All in' in a small, white, sans-serif font, and 'OP.' in a large, bold, yellow, sans-serif font below it.

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FREQUENTLY ASKED QUESTIONS



HOW CAN I POST A JOB ON THE WEBSITE?



WHERE IS THE COST OF LIVING DATA FROM?



HOW DO YOU SELECT WHAT BUSINESSES TO FEATURE?



HOW CAN I GET MY HEADLINE, EVENT, OR INFO POSTED?

THANK YOU

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