

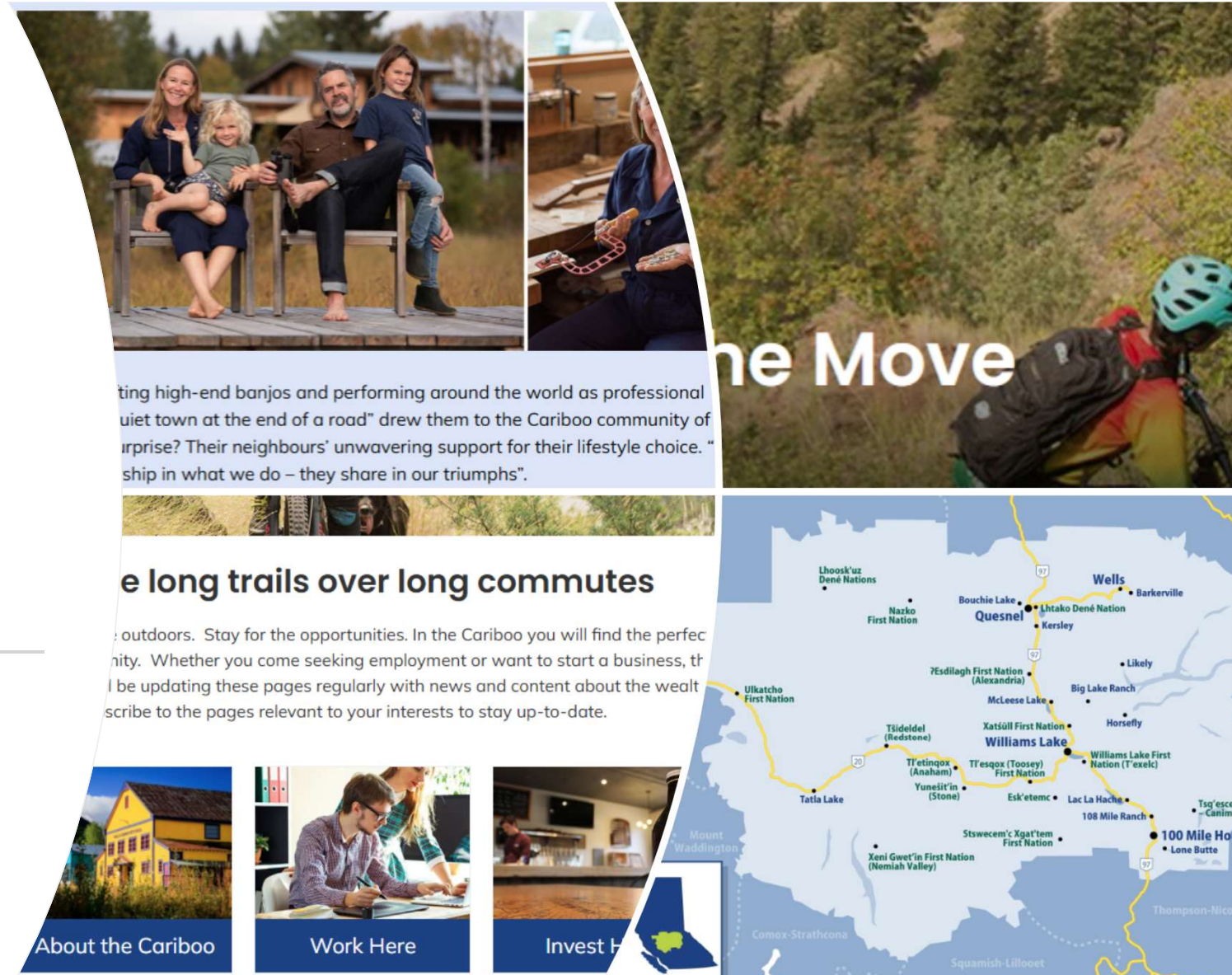
# Rural Workforce Retention & Expansion Project



# Make the Move Website

Dedicated to Showcasing  
the Cariboo Region

- Profile lifestyles
- Images
- Videos
- Interactive maps
- Education opportunities
- Links to resources





# Advertising Campaigns

- Facebook
- Instagram
- YouTube
- Google
- Shaw Cable
- Print publications
- Bookmarks





## Updated Stand-Alone website

- Improved search engine optimization
- Showcase lifestyle & services through more images, stories, and videos
- Showcase opportunities for investment and to get involved
- Landing tools to help people integrate into the community





# End Result

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- Make the Move – a captivating, stand alone website that sells the region in a realistic and inspiring way
- A resources that **employers** use to 'sell' the region
- A tool that **newcomers** use to integrate into their new community





# Timeline:

- Engagement
  - June - October
- Communications Brand Development
  - July - December
- Website Development
  - January - April
- Ad Campaign
  - April - December

