ATTRACTING TALENT TO GREAT FALLS, MT
60 YEARS SPECIALIZING IN MARKETING PLACES

500+ REPRESENTED PLACES

CITIES, STATES, REGIONS, COUNTRIES

4 OFFICES
NEW YORK, LOS ANGELES, DENVER, TORONTO

65 MARKETERS WITH A PASSION FOR PLACES
Talent attraction is going to become more important than project attraction.

Darin M. Buelow
Principal, Deloitte Consulting LLP
Why Talent Attraction Marketing?

Development

Marketing
National Talent Research: 4 Insights
Talent is More Willing to Relocate Than Ever

85% OPEN TO JOB RELOCATION

12% INCREASE “YES” RESPONSES VS. 2019
What Type of Area Are You Most Interested in Relocating to Post COVID-19?

- **35%** Suburban
- **27%** Rural
- **13%** Mid-Sized Urban
- **25%** Large Urban
Location Still Matters

- Salary: 8.2
- Work/Life Balance: 7.9
- Company Benefits: 7.9
- Meaningful Work: 7.7
- Location: 7.7
- Advancement Opportunities: 7.7
- Company Culture: 7.6
- Diversity Policies: 7.0
Top Factors When Considering Relocation

7.8 Cost of Living
7.7 Housing Cost
7.6 Housing Availability
7.6 Quality Healthcare
7.4 Welcoming/Friendly Local Population
7.2 Climate
7.0 Alternative Job Opportunities in Your New Location
6.9 Outdoor Recreational Opportunities
6.8 Diverse Population
Talent Wants to Train

82% WILLING TO UNDERGO TRAINING
4 Talent Sizes Up Locations in Multiple Ways

- 50% WORD OF MOUTH
- 53% INTERNET RESEARCH
- 59% FIRST-HAND EXPERIENCE
The Talent Attraction Marketing Mission

- Increase Awareness
- Arm Employers + Talent Influencers
- Inspire Career Change
Project Overview

01 Discovery
- Virtual Immersion
- Review Research
- SWOT Analysis

02 Talent Marketing Strategy
- Marketing Campaign Concepts + Tactics
- Digital Strategy
- Key Messages

03 Execution
- Social Media Content
- Marketing execution i.e.
  - Media
  - Website content
ATLANTA

CHARLOTTE

1,507,423

UPDATE SC POPULATION
KEY METRICS: Website
Since April 2019 Launch

78,895 Total visitors since launch
16% in region
84% out of region
23,859 Indeed job views
10,708 Outbound link clicks
Thank you for your interest in a career at Global Lending Services (GLS). We're always looking for energetic and motivated individuals, who share our same drive for success. At GLS, we believe associates deserve more than just a job. We believe in offering performance-driven individuals with a place where they can build a career and a place to expect more opportunities. GLS is an Equal Opportunity Employer and maintains a drug-free workplace.

JOIN OUR TEAM

GLS is based in Greenville, South Carolina, a vibrant, innovative, fun place to live and work. Check out the many benefits of living and working in upstate, South Carolina.
31 PEOPLE PER DAY MOVE TO UPSTATE SC