

Talent Attraction & Retention

through a digital lens.

Live the Valley is a social media and digital marketing initiative to promote and celebrate all the opportunities to live and work in the #CedarValley.



7,900+
followers

July 2019

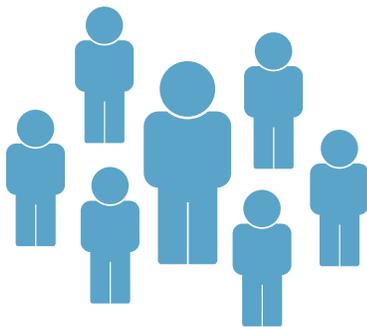
July 2020

16% ↑
growth in
followers

Check it out at livethevalley.com

Performance Snapshot

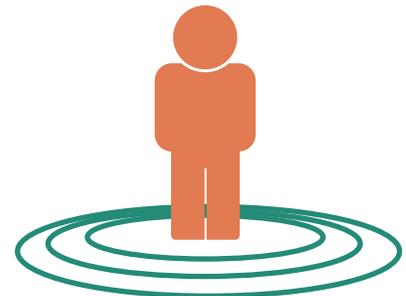
Since launching Live the Valley, we are pleased with results. Live the Valley has generated hundreds of talent leads, engaged with thousands online and successfully relocated business and talent to the Cedar Valley.



2.4M+
people reached



126K+
website views



1,070+
talent leads

Post your jobs on Live the Valley Today!

www.livethevalley.com/job-board

Testimonials

from some of our fans.

"My job includes recruiting candidates from outside of Iowa. I like to share Live the Valley to highlight what it's like to live here, and some of the fantastic things about our region.

The website and marketing materials have been very helpful in supporting our efforts and successfully relocating talented individuals to the Valley. I love being able to share what's great about living here!"



- Kyle Roed, CPM Roskamp

"The first thing candidates ask about with relocation is what it is actually like to live in the Cedar Valley.

The ability to show and sell them on the community is a challenge when they are coming from big cities or the coasts. Life in Iowa is great but much different. Live the Valley has helped us tell the story."



- Erik Skovgard, Lincoln Savings Bank

"We wanted a medium sized town. Somewhere big enough to support a business, and lots of things to do. So, we did some more looking online and that's when we found Live the Valley.

We thought wow.

This area is progressive and wants people to call the Cedar Valley home. We could not have done the move without all the wonderful information Live the Valley provides."



- Mark Toms, Owner



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