



Marketing Partnerships

Connecting Upstate employers with talent.

Join the Movement

90% of our nation's workforce search for employment opportunities at least a few times per year. How are you going to get them to find your open jobs? Let MoveUpstateSC.com and the Move Up brand be your answer. Move Up is a talent recruitment initiative, with marketing campaigns, a job board, and tools and information designed to support Upstate employers' recruiting efforts. Join the movement and showcase your company as a leader in talent recruitment.

MoveUpstateSC.com

The site speaks to professionals across industries, providing resources to current residents and to those who are considering moving to the Upstate. Move Up appeals to candidates' desires for an abundance of career opportunities, affordable cost of living, and an array of ways to unwind. Website tools include:

- Upstate job board showcasing in-demand jobs (Indeed-based)
- Top industries information
- Cost of living calculator
- Interactive Upstate communities map
- Recruiting tools for Upstate employers



Marketing Efforts

Current digital marketing campaigns include: Google search ads to Upstate and external markets and digital ads in local publications. Additionally, through the support of marketing partners, the campaign will be extended to billboards and paid social media advertising posts.

Move Up Social Channels

Telling the story and engaging with talent.

-  @Move Upstate SC
-  @MoveUpstateSC
-  Move Upstate SC



Did you know?

In the last 12 months,

210,577

unique jobs were posted by

10,518

Upstate employers.

August 2019 - July 2020

Your Audience is Our Audience

4,900+

site visitors per month

1.9+ million

paid media impressions

774,000+

social media impressions

December 1, 2019 - November 30, 2020

Marketing Partnerships

\$5,000

Be a regional leader, market your company to potential talent, and connect with the Upstate SC Alliance.



Job Board and Landing Page



Local Billboards

Marketing Partnerships include:

- Company highlight at the top of the Job Board on the Move Up website
- A unique company landing page on the Move Up website that includes a brief company description, logo, and link to your current job openings
- Paid social media post that highlights your business, available career opportunities, and includes a link to your company's landing page on the Move Up site
- Featured Upstate billboard promoting your company's opportunities and the link to your company landing page
- Logo recognition as a Move Up partner in all Move Up presentations given across the region for one year **(35 presentations given to 646 people in the past 12 months)**
- Logo recognition as a Move Up partner on event and meeting registration pages for one year
- Virtual Lunch & Learn with your team to discuss how to use the Move Up brand and tools to connect with talent
- Not currently an investor with the Upstate SC Alliance? Complimentary, one-year Friend-Level membership in the Upstate SC Alliance (valued at \$2,500). For more details, contact Lauren Scoggins at lscoggins@upstatealliance.com.