

ADVERTISING OPPORTUNITIES:

GreaterWausau.org offers a unique advertising opportunity for your business or organization. The following portions of the site are available monthly for campaigns. Custom packages are available upon request. Add design is included in the campaign cost, with the ability to update the design monthly.

Ads will display on all platforms (desktop and mobile) for the site.

\$500:

Community event page,
Housing pages, Jobs pages

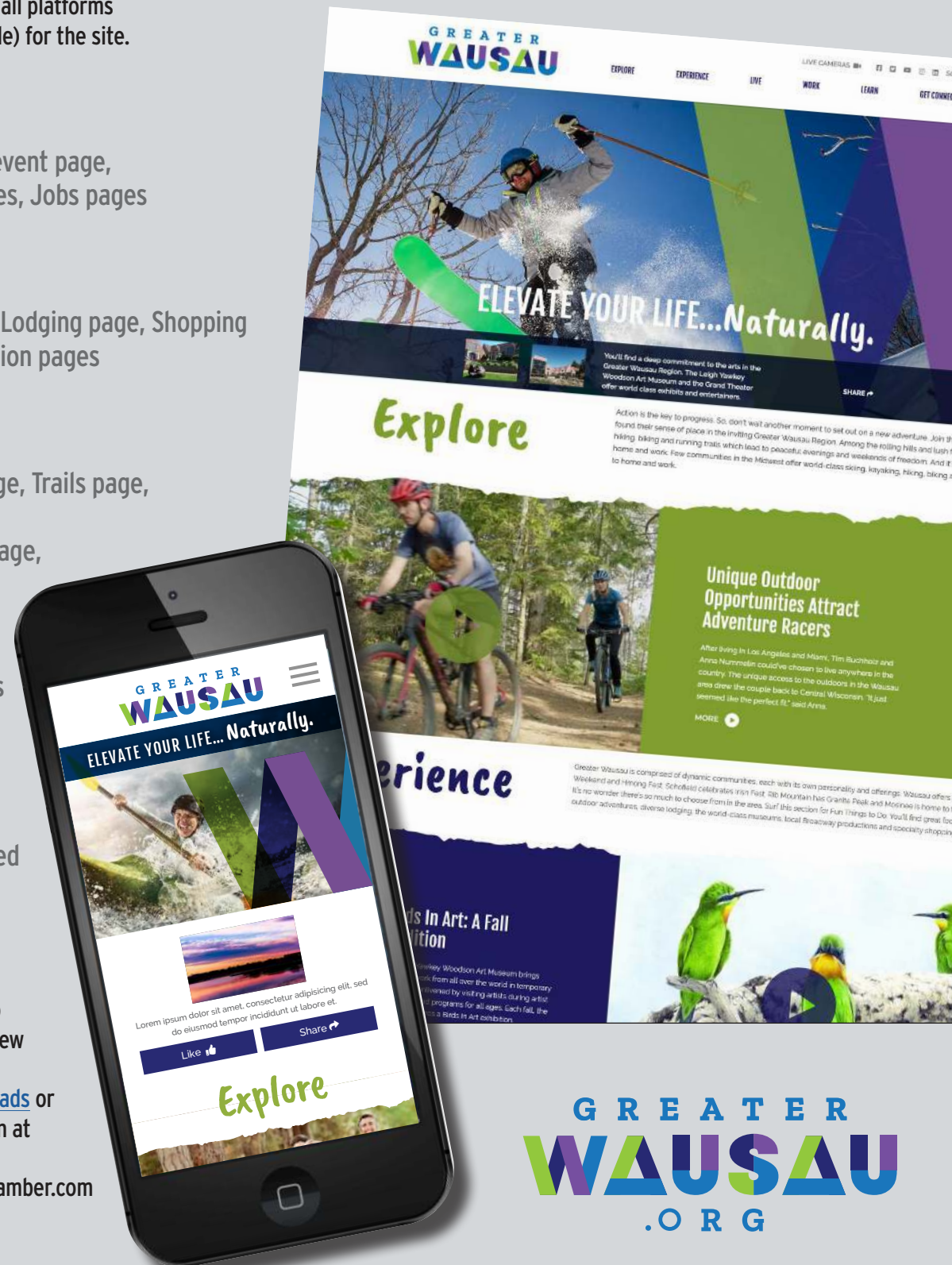
\$300:

Dining page, Lodging page, Shopping
page, Education pages

\$150:

Mountain page, Trails page,
Parks page,
Waterways page,
Golf page,
Sports Clubs
page,
Competitions
page,
Arts and
Museums
pages,
Get Connected
pages

If you would like to
advertise on this new
site, visit
tinyurl.com/gwsiteads or
contact Brian Otten at
715-848-5947 or
botten@wausauchamber.com



G R E A T E R
W A U S A U
. O R G

TOOLKIT FOR RECRUITERS

JANUARY 2022 EDITION

INTRODUCTION:

The [Greater Wausau Prosperity Partnership \(GWPP\)](#) launched [GreaterWausau.org](#), a new talent attraction and retention website, to serve as a recruitment tool for the region's businesses and industries. The site is filled with features designed for those who are both new to the area or considering a move to our region and was built by [Amperage Marketing & Fundraising](#) in Wausau.

The site tells the story of the region through videos and written narratives of individuals, families, destinations, events, businesses and organizations. The site will offer frequent updates to the featured content.

The website is organized around the following topics:

- **Explore:** [This portion of the site highlights the region's miles of hiking, cycling and running trails; skiing, kayaking and fishing opportunities; and outdoor activities which can be enjoyed in all four seasons.](#)
- **Experience:** [Information on dining, shopping, the performing and fine arts and regional events can be found here.](#)
- **Live:** [Compare housing options and learn what makes each of more than a dozen communities in the region unique.](#)
- **Work:** [Search for jobs, internships and apprenticeships available in the region, with an emphasis on positions in those industry sectors identified for growth in the Economic Development Strategic Plan.](#)
- **Learn:** [Explore a variety of public and private school options across the region, along with pre-school, daycare and higher education opportunities.](#)
- **Get Connected:** [Browse volunteer opportunities, houses of worship and non-profits in this section of the site.](#)

What is the Greater Wausau Prosperity Partnership?

The [Greater Wausau Prosperity Partnership \(GWPP\)](#) has been established to serve as the leadership role in the implementation and execution of the [Greater Wausau Region Economic Development Strategic Plan](#).

What communities are included in the Greater Wausau Region?

Sixteen communities are featured on the site under the Live section.

How will the site be promoted?

The site will be promoted through various methods to three distinct audiences. The first audience includes those who live outside of the region and who may be or become interested in relocating to the area. The second audience includes those who have recently (one year or less) relocated to the area. The final audience is the local population which serves as a conduit to those who live outside the area with roots in the Greater Wausau Region. An omni-channel talent recruitment campaign aimed at filling the hiring needs of the region's employers is in development.

Who can answer more questions about the site?

Brian Otten, marketing manager at the Greater Wausau Chamber of Commerce, is the manager of the site and can be reached at 715-848-5947 or elevate@greaterwausau.org.



HOW YOU CAN HELP:

There are many opportunities for local hiring professionals and the general public to assist in the continuing development of GreaterWausau.org.

Content suggestions:

New content in a variety of formats (written profiles, video profiles, event previews, etc.) will be added to the site monthly. If you have a content suggestion or finished piece that you'd like to share for consideration, please contact Brian Otten at 715-848-5947 or elevate@greaterwausau.org.

Add event information:

The event listings featured under the Experience section, labeled Things To Do, are assembled dynamically through an interface with Facebook.

If you or a business or organization you are associated with have an event you are promoting on Facebook which you'd like to include in this listing, simply invite site manager Brian Otten to the event on Facebook or alert him to the event by tagging him in a post or sending him a message on email with a link to the event.

Brian's Facebook profile is facebook.com/brian.otten.

Success stories:

Whenever possible, please share examples of how GreaterWausau.org was useful in filling a position at your business with the site's manager.

The site's success can be measured in many ways, but none more accurately than this direct feedback.



Add pop to your recruitment efforts:

A limited number of popsockets branded with GreaterWausau.org are available to local business recruiting those from outside of central Wisconsin. If you would like several (while supplies last) or would like to place an order for a large quantity (at your expense), please contact Brian Otten at 715-848-5947 or elevate@greaterwausau.org.



SOCIAL MEDIA:

GreaterWausau.org maintains accounts across a variety of social media channels. If you have a post that you'd like us to share, please tag GreaterWausau.org or contact Brian Otten at 715-848-5947 or elevate@greaterwausau.org.

 Facebook: facebook.com/greaterwausau.org

 Instagram: instagram.com/greaterwausau/

 LinkedIn: linkedin.com/showcase/51553688

 Twitter: twitter.com/greaterwausau

 YouTube: youtube.com/channel/UC6kPpgo2ISzVp8a8dpzqvJg

Social hub:

A social hub feature can be found at the bottom of the GreaterWausau.org homepage. This feature collects posts from across all of the social media accounts associated with GreaterWausau.org



#elevatenaturally

Add the hashtag #elevatenaturally to your photos on Instagram and they may be selected to appear on the GreaterWausau.org homepage.



HOW TO USE THIS SITE:

GreaterWausau.org is uniquely constructed to present a complete picture of our region. Hiring professionals have indicated that when corresponding with candidates in the past, multiple links were shared in an effort to educate individuals on the outstanding features of our community.

With the development of GreaterWausau.org, communications with candidates can revolve around one online destination.

The site has been designed to market the Greater Wausau Region as a desirable destination not only for traditional manufacturing employment, but also for creative workers, entrepreneurs and professionals.

The site can also be used as a tool by human resources professionals and other staff to better connect new employees to the community.

GreaterWausau.org invites residents, visitors and those outside the area to explore what makes our region unique and invites them to interact with the site through social media channels, e-newsletters and interactive tools.

And the site has been built to look beautiful, complimenting the natural beauty of our area.

Add a job or internship to our listing:

Tools have been built for the site which aggregate housing information (from Zillow.com), employment opportunities (from Indeed.com) and event information (from Facebook.com). The largely automated aggregation of data for these tools has been designed to streamline the management of the site.

If you are already posting job openings and internship opportunities to Indeed.com, they'll appear among those featured on GreaterWausau.org without any additional steps.



The Greater Wausau Chamber of Commerce publishes annual [relocation and recreation guides](#). For years, this printed guide has been an important part of an ongoing effort to attract both people and businesses to our region. Copies are distributed to local realtors, lenders, hotels, welcome services and more. The magazines are then distributed to those who are considering relocating to the area or who are new to our region.

GreaterWausau.org is a broader, digital version of these printed guides and all these pieces are designed to compliment each other.



FOR YOUR WEBSITE:

A pair of files are included with this toolkit which can be added to websites or print collateral, directing individuals to GreaterWausau.org.



QR code instructions:

Add the attached QR code file to print pieces with the following instructions (if desired):

- Launch your smartphone's camera.
- Point it at the QR code.
- Press and hold the home button.
- Tap to trigger the code's action.



Website badge instructions:

Add the attached badge to your website. Please link to <http://www.greaterwausau.org> or your community's specific page on the site.

If you need the badge in another size, configuration or file type, please contact Brian Otten at 715-848-5947 or elevate@greaterwausau.org.



E-NEWSLETTER:

GreaterWausau.org offers an opportunity for visitors to the site to enroll in a monthly e-newsletter at the bottom of each page on the site.

This e-newsletter will offer additional avenues to promote the stories, events, careers, destinations and housing options which can connect both those considering a move and those who are new to our area to our community.

If you have new employees who would like to enroll in this e-newsletter, please share their email addresses with Brian Otten at 715-848-5947 or elevate@greater-wausau.org.

FLYER:

A pdf file is included with this toolkit. This file can be printed and utilized by hiring professionals who would like to direct candidates to GreaterWausau.org

