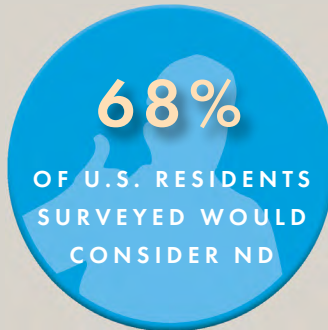
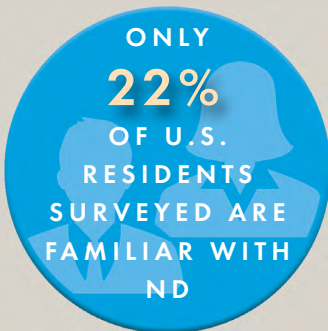




FACTS



UPDATED 01/06/2023

FIND THE GOOD LIFE — STRATEGIC
MARKETING AND RECRUITMENT CAMPAIGN

The North Dakota Department of Commerce Workforce and Tourism and Marketing divisions have partnered with national talent attraction agency RoleCall to develop a comprehensive talent attraction marketing campaign built around the established *Find the Good Life* brand. The purpose of this initiative is to change perceptions of our state, improve awareness and showcase the best of life in North Dakota.

Advertising that targets four personas: boomers, young families, recent college graduates, and veterans, aims to drive traffic to the refreshed findthegoodlife.com website. The website includes a *relocation help desk* that provides a personalized relocation assistance service for prospective residents. The personalized service begins with a series of questions that includes basic information pertaining to relocation such as career goals, hobbies, and interest in specific areas of North Dakota. This information is used to connect potential new workers to more than 60 community champions who assist with details on their community.

This first-of-its-kind state program ushers potential workers through the sales funnel and connects them to communities and employers that fit their long-term needs.

EARLY RESULTS

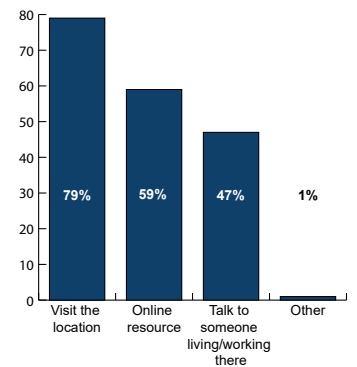
Top States:

- FL
- CA
- TX
- OH
- GA

Top Industries:

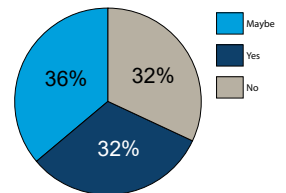
- Health Care
- Skilled Trades
- Sales and Marketing
- Manufacturing
- Social Services
- Transportation

MOST USEFUL TOOLS WHEN CONSIDERING RELOCATION



INTEREST IN RELOCATING TO NORTH DAKOTA

Q: If a job opportunity that matched your skill and salary requirements were offered to you in North Dakota, would you be willing to relocate?



24% of respondents report that they would not be willing to relocate to North Dakota because of the climate. Other top reasons preventing relocation: too far from family/friends and unknown.*

*Based on a 2022 national consumer perception study on ND

\$438,000 marketing campaign has delivered

- More than 10 million impressions
- Nearly 2 million video completions
- 5,000 conversions
- 53,000 clicks to website