

Whistler Recruiting Marketing Plan
September 20 - December 5



Recruiting Marketing Plan						September				October				November					Budget	
MEDIUM	TYPE	MEDIA	OCCASIONS	LANDING PAGE	LIVE DATE	6	13	20	27	4	11	18	25	1	8	15	22	29		
Paid Advertising	Pre-roll	YouTube	7 weeks	https://www.whistlerchamber.com/workforce-hub/	11-Oct						X	X	X	X	X	X	X	X	\$ 22,508.00	
	Single Image Post	Facebook / Instagram	7 weeks	https://www.whistlerchamber.com/workforce-hub/	11-Oct						X	X	X	X	X	X	X	X		
Tourism Whistler Channels	Web	Whistler.com	Ongoing	https://www.whistler.com/careers/life-in-whistler/	20-Sep			X	X	X	X	X	X	X	X	X	X	X	\$0	
	Online	Tourism Whistler LinkedIn Page	Ongoing	www.linkedin.com/company/tourism-whistler	27-Sep				X	X	X	X	X	X	X	X	X	X	X	\$0
	Web	Member Website	Ongoing	https://members.whistler.com/recruiting/	23-Sep			X	X	X	X	X	X	X	X	X	X	X	X	\$0
	Email	Member Newsletter	1	https://members.whistler.com/recruiting/	24-Sep			X												\$0
	Blog	Whistler Insider Blog	1	https://www.whistler.com/blog/post/2021/10/15/live-work-play-whistler/	15-Oct						X									\$0
	Social	Facebook / Twitter / Instagram	2-3	https://www.whistler.com/careers/life-in-whistler/	7-Oct						X	X								\$0
Total Budget																			\$ 22,508.00	