

# Rural Resort VJF Marketing Best Practices

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Rural Resort Business Services staff has developed a **best practice** to engage job seekers and employers both.

## Here are a few highlights:

1. We utilize **Connecting Colorado** to promote the event
  - a. We follow-up with an IVR message
  - b. Hang posters/send flyers through constant contact and email distribution lists.
2. For **employers** who have the capability they can utilize their individual **websites** to advertise their event.
3. **Chamber Membership's websites** or their **newsletters** are an effective tool to promote to employers the capability to conduct a VJF and to advertise a VJF scheduled at the time.
4. Business Services staff look at the **seasonal climates** in our region for opportunities to support our employers individual and industry staffing needs through the use of Virtual Job Fairs.
5. **In person contact** with employers to introduce VJF technology and convenience is ongoing.
6. Our **staff can assist** job seekers with connecting to a VJF and maneuvering the site, complete the survey afterwards etc.
7. Our VJF promotion will include the **brochure from CDLE**.
8. We will also contact CDLE 30-45 days in advance so that there is enough time for technical assistance and ' chat ' preparation.