



ATTRACTING PEOPLE LEAVING CITIES



WHY AND HOW?

Yolo Nomads



Rural communities

Now is the Time

We launched YOLONomads.com to provide rural communities with an additional means to introduce themselves to people living in the big city.

- Potential new residents, young families
- Potential investors
- Potential nurses, teachers, skilled trades
- Potential remote Workers
- Potential tourists







EDITORS' PICK

People Fleeing Big Cities May Spur Economic Growth In Smaller Metros

Remington Tonar and Ellis Talton

Senior Contributor

Bringing new perspectives to urban innovation and infrastructure.

Follow



Canadians Are Fleeing Cities For Small Towns and Eroding Affordability: RBC

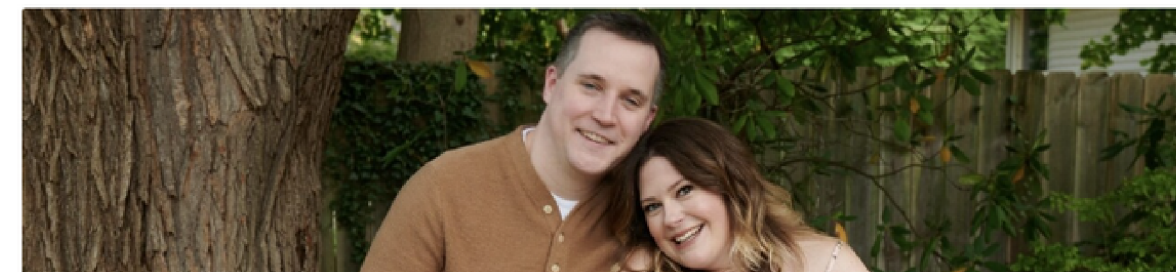


U.S. NEWS > HOUSING



Millennials trading in big-city expenses for small-town affordability

Mark and Heather Gehan are among the millennials, younger Gen Xers and older Gen Zers moving out of big cities.



Canadians Are Still Leaving Major Cities In Big Numbers: BMO



REAL ESTATE | News Wire | Company News

Jan 14, 2021

Younger Canadians moving away from big cities at record levels

Erik Hertzberg, Bloomberg News



Elections Sports Entertainment Life [Money] Tech Travel Opinion

The small town life beckons for many as Americans continue to flee big cities



[Paul Davidson](#)

USA TODAY

Published 7:03 a.m. ET May 28, 2024 | Updated 11:44 a.m. ET May 29, 2024



NEWS

Americans Still Moving Out of Bigger Cities at Higher Rate Than Pre-Pandemic

By AARON MCDADE Published May 16, 2024



BBC

Home News Sport Business Innovation Culture Travel Earth Video Live

The small cities and towns booming from remote work

26 January 2022

By **Mark Johanson**, Features correspondent



CANADA

More British Columbians moving to small towns, report shows

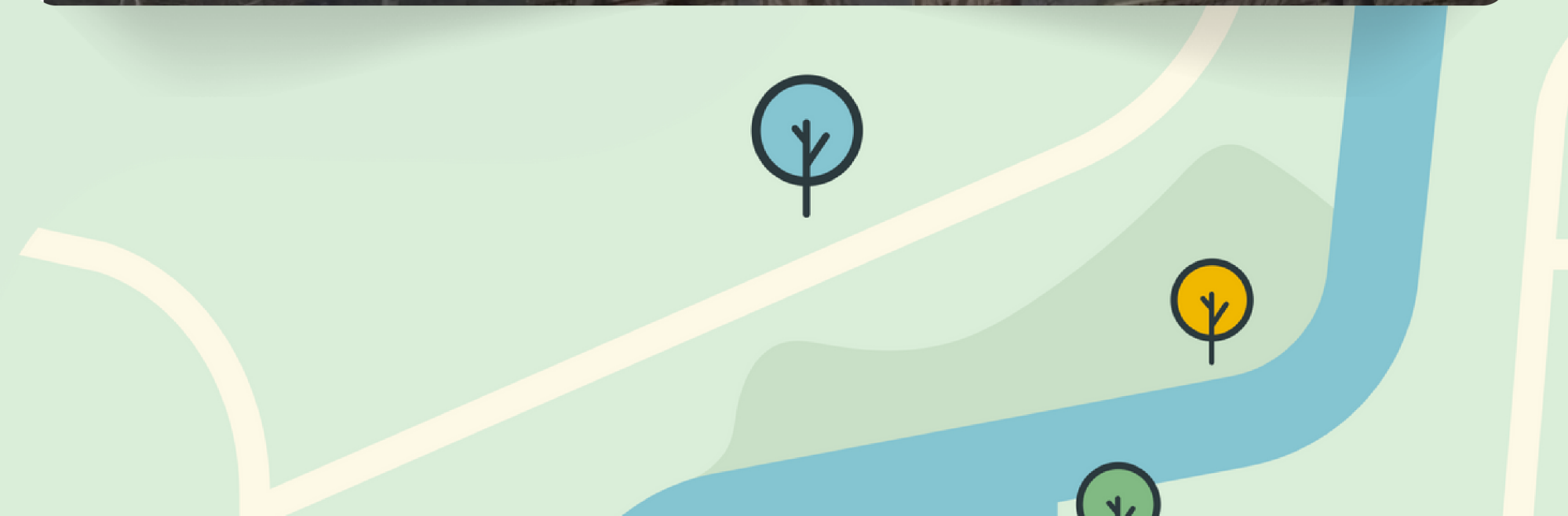


By **Taya Fast** • Global News

Posted April 3, 2022 7:15 pm · Updated April 4, 2022 5:31 pm · 2 min read

New report shows small town migration in B.C. has surged

A new study shows how migration from metropolitan areas into smaller communities is impacting e



People are leaving Canada's biggest cities amid a housing crunch

Randy Thanthong-Knight and Erik Hertzberg, Bloomberg News



Record wave of Americans fled big cities for small ones in 2023

By [Tribune News Service](#) - May 11, 2024



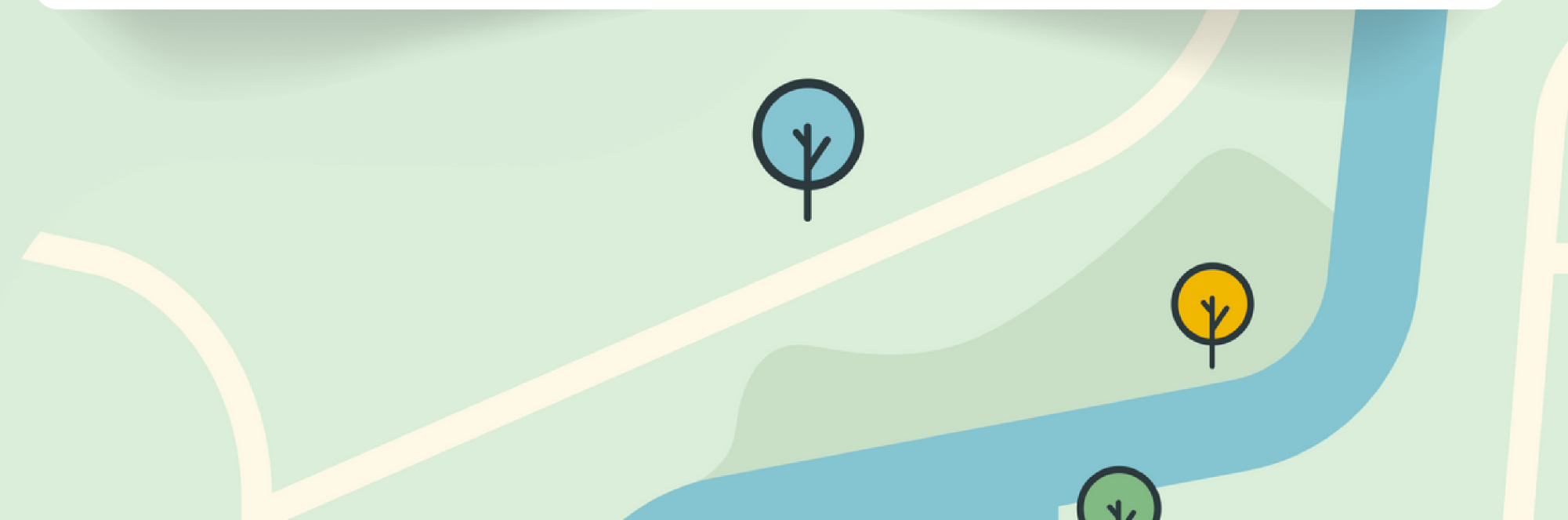
Martinsburg, West Virginia, is among the smaller

Score a victory for Mayberry. America's small towns, like the iconic setting of television's "The Andy Griffith Show" from the 1960s, saw more in-migration in 2023 than larger areas for the first time in decades.

The remote work boom that prompted Americans to flee urban areas for mountain hamlets and seaside towns during the pandemic continued at least through last year, according to University of Virginia

Rural communities near Calgary could see influx of residents in coming years, says study author

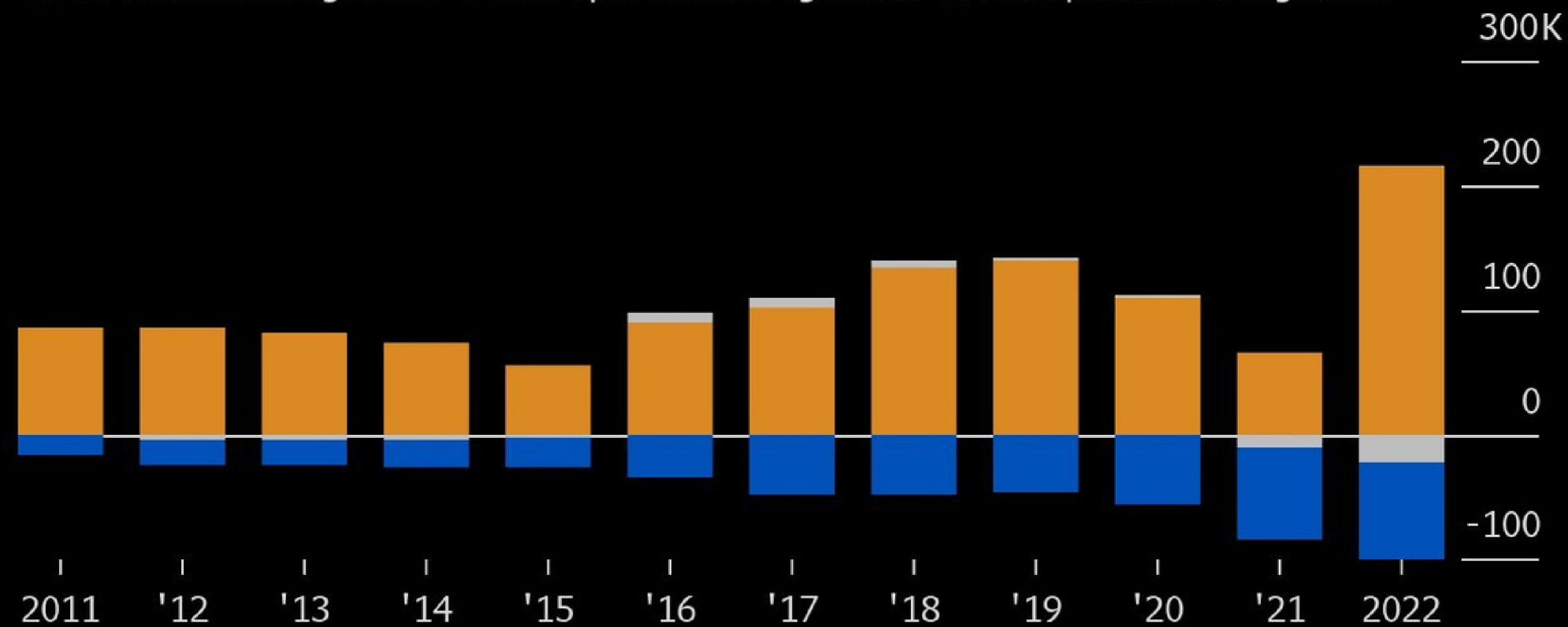
City dwellers moving to rural communities can be valuable to those small towns, says Kevin McQuillan, the author of a new U of C study called Leaving the Big City: New Patterns of Migration in Canada



Toronto Sees Growing Outflows Amid Housing Crunch

Nearly 100,000 people left Canada's biggest city in 2022

■ International Migration ■ Interprovincial Migration ■ Intraprovincial Migration



Source: Statistics Canada, Bloomberg calculations

Note: Data is through the 12 months to July of each year

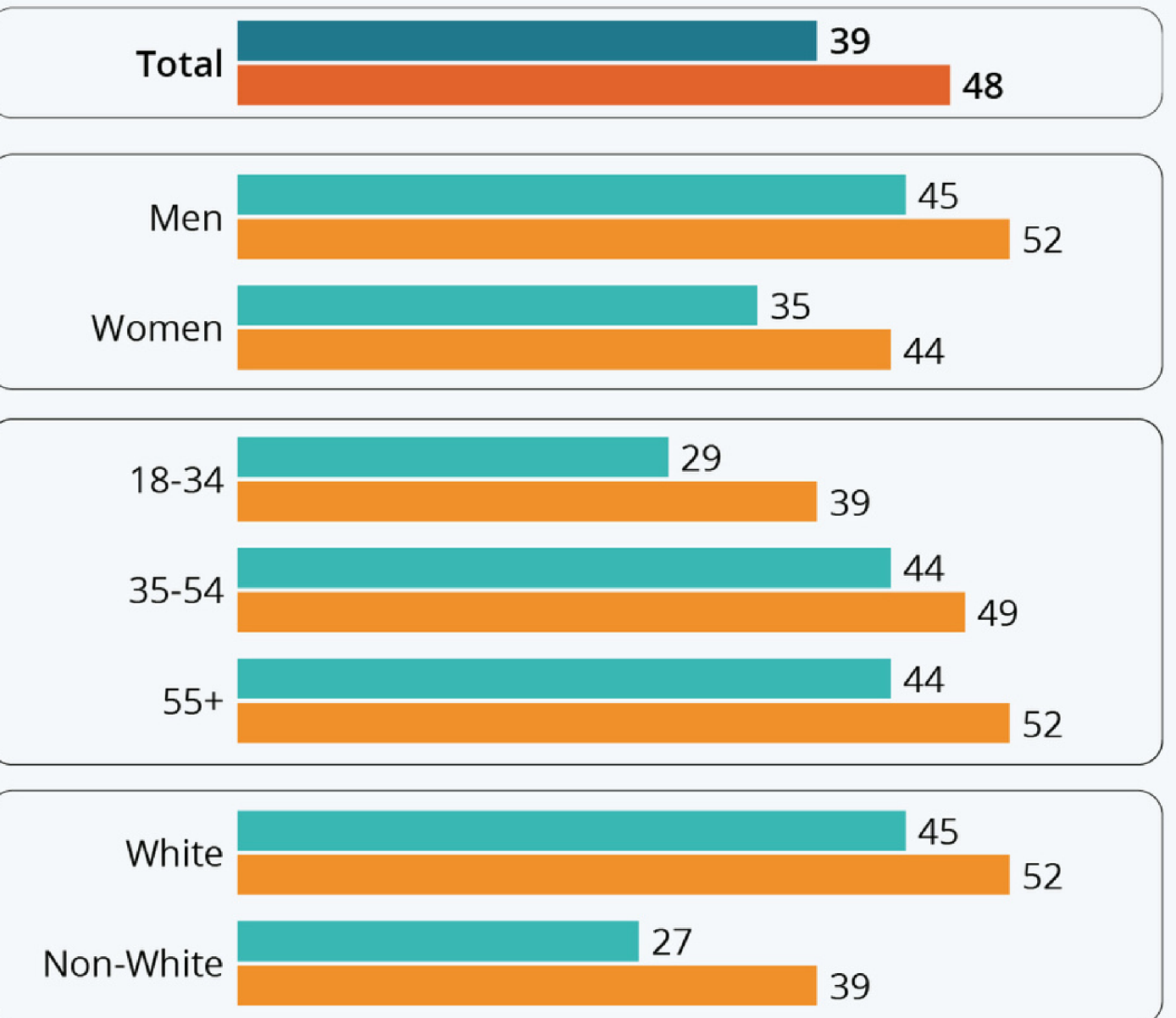
Bloomberg

Rural Life Desire Rises in 2020

Percentage of U.S. adults who said they'd prefer to live in a small town/rural area



■ 2018 ■ 2020



Source: Gallup

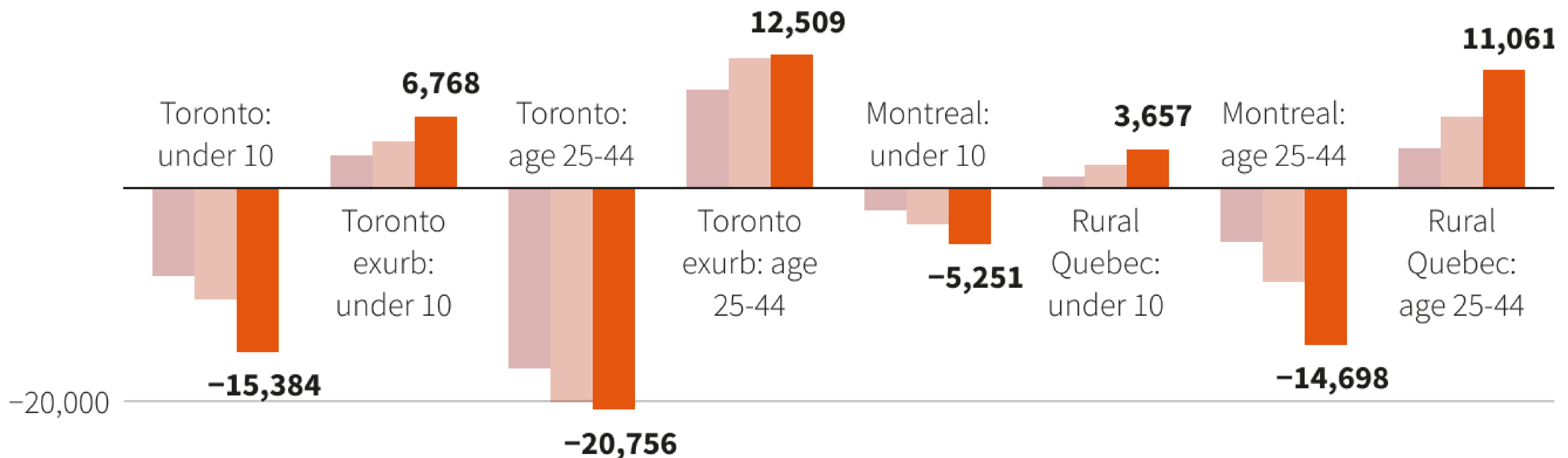


statista

Millennials, young children flee Canada's big cities

Young families are increasingly fleeing Canada's largest cities for smaller cities or rural areas

● 2018/19 ● 2019/20 ● 2020/21

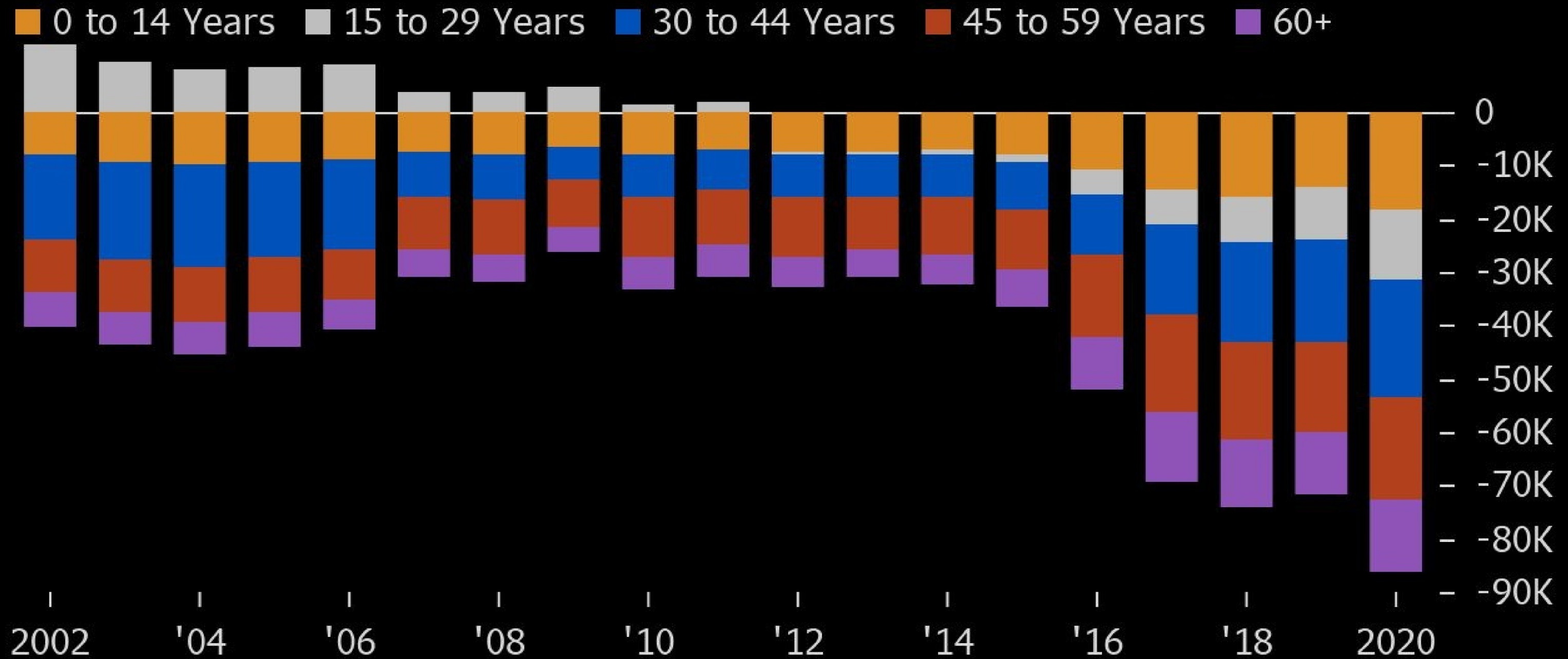


Note: Net intraprovincial migration; Toronto and Montreal include metropolitan areas, Toronto exurb is Greater Golden Horseshoe region outside GTA

Source: Statistics Canada

Big-City Exodus

Young people and families leave Toronto, Montreal and Vancouver faster



Source: Statistics Canada, Bloomberg calculations

Bloomberg



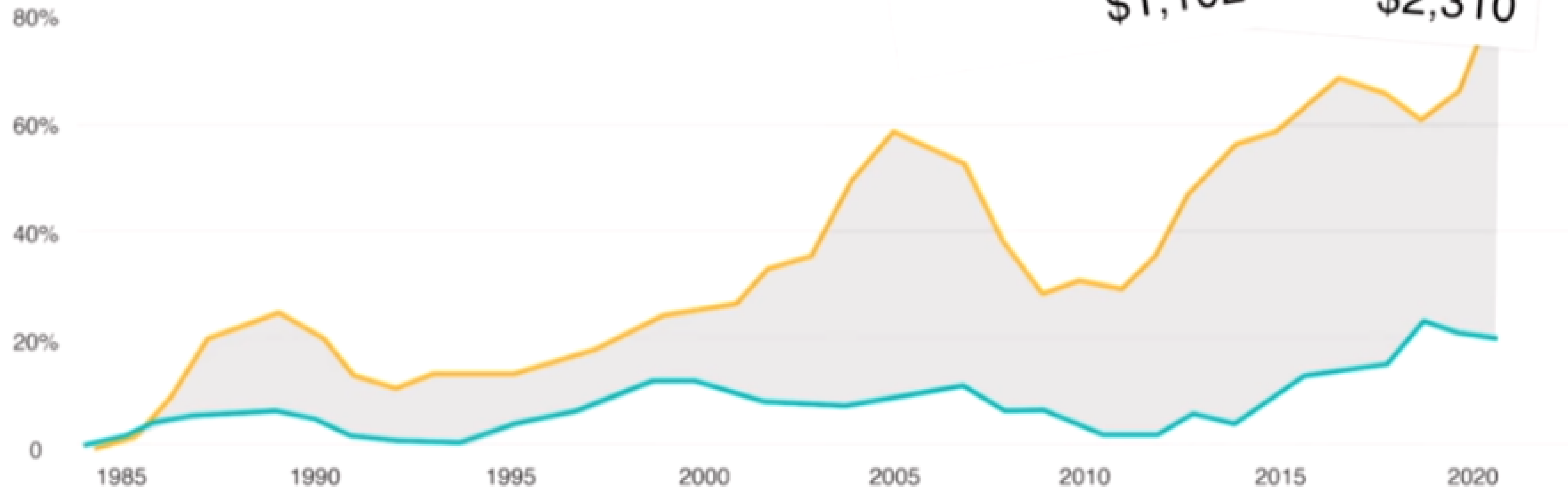
**Here's Why We Promote
The Fact The "Living In
The Big City Isn't What It
Used To Be"**



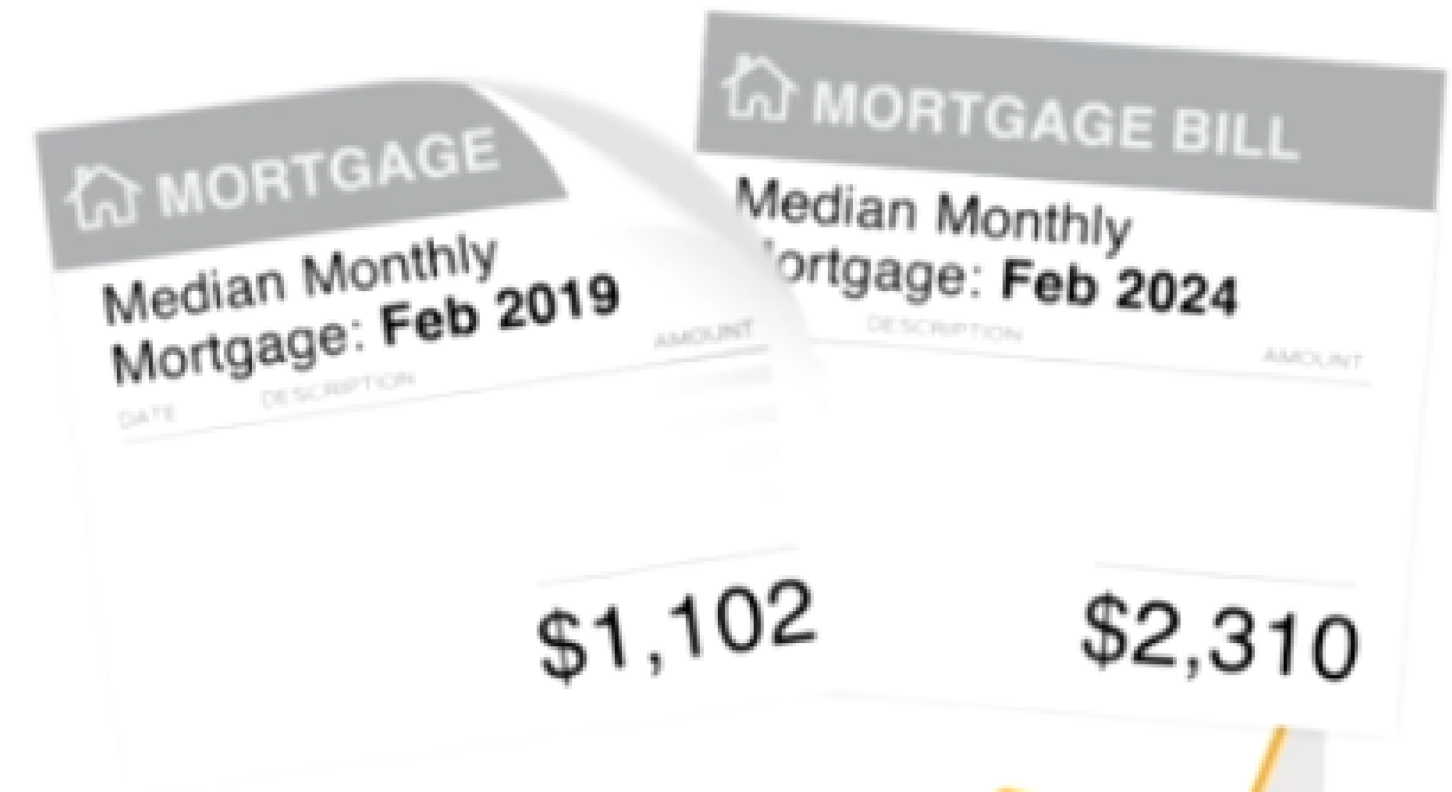
Out of Reach

Median Home Price vs. Median Household Income

1984 – 2021, Adjusted for inflation

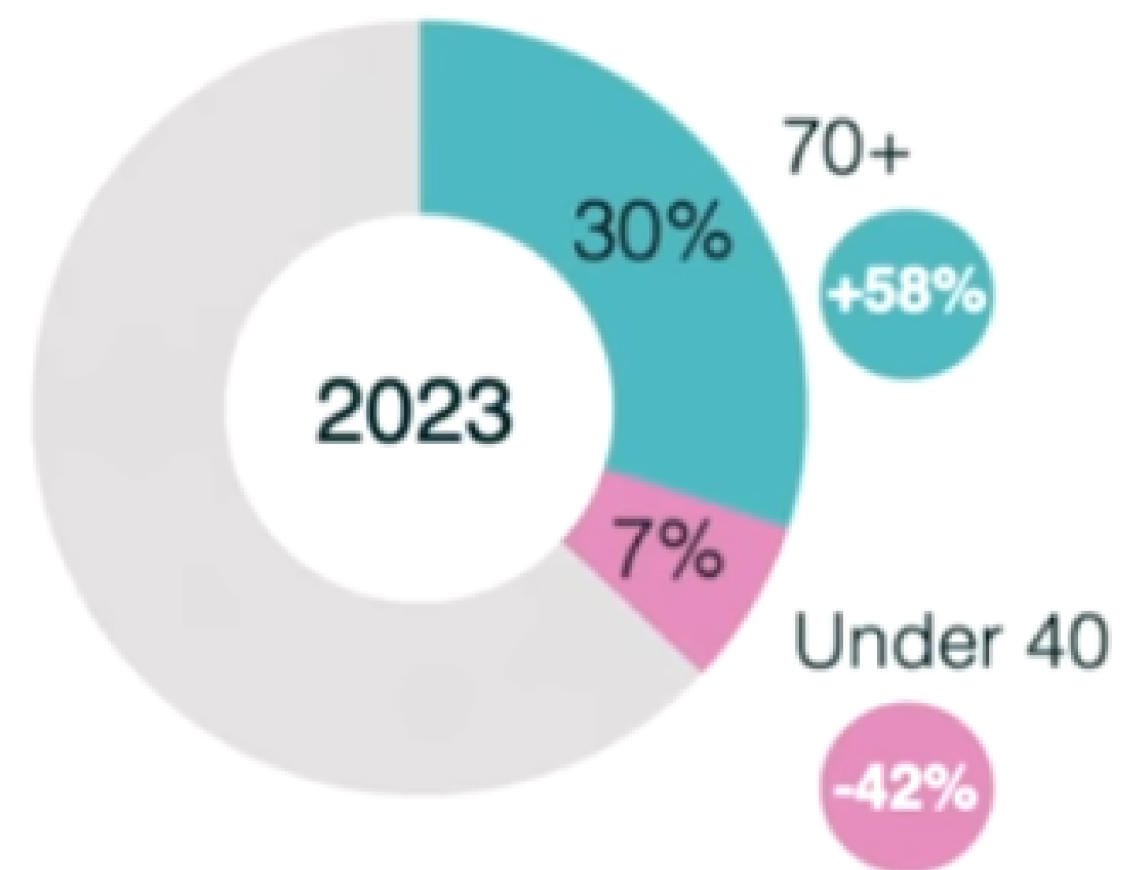
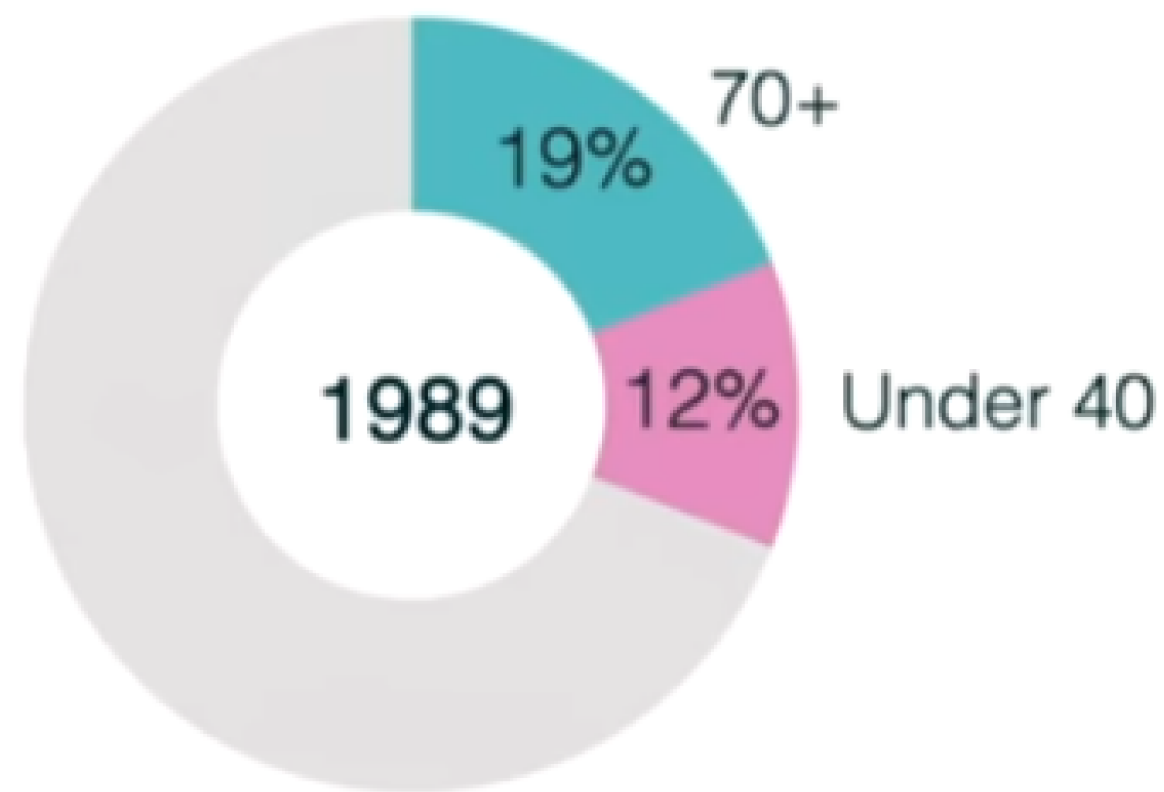


Source: US Census Bureau via Investopedia and analysis of Redfin data



The Transfer

Share of Household Wealth by Age
1989 vs. 2023



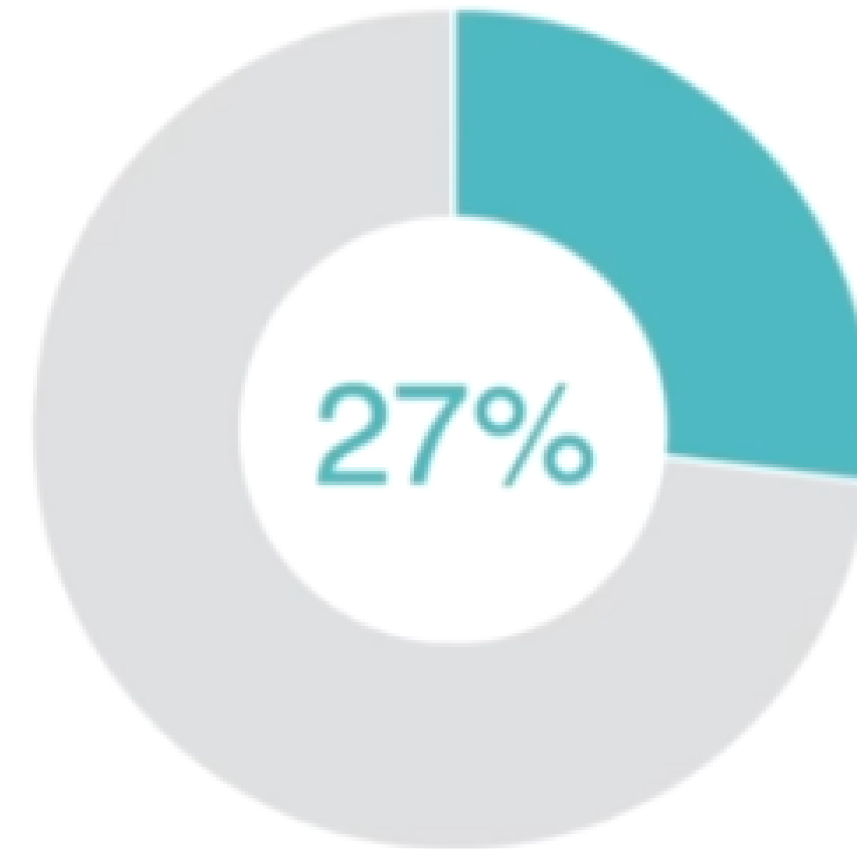
Source: The Federal Reserve

Parenting: Why Would They?

Share of 30- to 34-Year-Olds Who Have at Least One Child
1993 vs. 2023



1993



2023



The Opportunity

This is why there has never been a greater opportunity to:

- 1. Attract remote workers to relocate to your community.**
- 2. Attract health professionals, teachers, skilled trades and other desired workers.**
- 3. Attract investors and entrepreneurs to help grow your community.**
- 4. Aggressively market in large urban centers.**
- 5.**



The Challenge

Most communities would LOVE to promote themselves and attract workers BUT...

- 1.** A lot of time and labour is needed to run a professional marketing campaign
- 2.** You don't want to 'learn as you go' which can be very frustrating
- 3.** Many budgets do not allow for hiring a full time marketing position



How Yolo Promotes Communities



Make people aware of your community. You can't attract someone who doesn't know you exist.

Educate People and Get them Excited about your Community.

Continue to Reach out Long into the Future, so you are on their Radar when they are ready to Move.

Takes you from just another name on a map, to a **STAND OUT** that people remember and learn about.

If You Can Work Anywhere?



Then WHY is this
your morning?

Discover the Serenity of Small
Town Life in Mid Saskatchewan,
Saskatchewan .



Download your FREE Guide

Target Audience

– Medical Professionals

Here is an example of how we then connect with medical professionals, especially nurses.

It includes a link to download the Asset *(Lead Generator).



Ready to grow your career?

Download your FREE Medical
Relocation Guide to Mid
Saskatchewan



7453 likes

[View all 100 comments](#)

Target Audience

– Trade Workers

Here is an example of how we connect skilled trade workers looking for more affordable options.

It also includes a link to download the Asset (Lead Generator).



**Stressed and burnt out from
Working in a big city?**

Download your **FREE** Career
Opportunity Guide



7453 likes

[View all 100 comments](#)

Target Audience

Here is an example of how we connect Investors looking to take advantage of the trend that is seeing small communities grow.

It also includes a link to download the Investor Deck that Yolo will create (Lead Generator).



7453 likes

[View all 100 comments](#)



Target Audience

– Entrepreneurs

Here is an example of how we connect Entrepreneurs looking for a great community to open up or expand their business.

It also includes a link to download the Asset (Lead Generator).



Small Community, Big Opportunities

Download your FREE Guide



7453 likes

View all 100 comments

Lead Generating Asset Examples (click to view)

Lead Generating Asset

Digital Nomad
Outdoor Escape

FROM CITY LIGHTS
TO STARRY NIGHTS:

The Year-Round

GUIDE

TO THE COUNTY OF
GRANDE PRAIRIE

Step into County of Grande Prairie for outdoor fun, delightful sun-soaked summers, and beautiful winters!



Towns in the Peace Country Region

Beaverlodge

A Place to Build Dreams



Sexsmith

Where History Meets Modern



Wembley

A Palaeontology Playground in Alberta



Culture, History, and Art in the Grande Prairie Region

The Grande Prairie region is a vibrant cultural, history, and art canvas. From millions of years of fossil remains to the iconic remnants of Sexsmith's agricultural past as The grain capital of the British Empire.

The various museums and historical sites offer a rich tapestry of experiences, giving glimpses into each township's past and communities' resilience.

Alongside this, the region buzzes with various dynamic cultural festivals and events throughout the year that bring its history and culture to life.



Investor Deck

Building the Future
INVESTMENT OPPORTUNITY

Capitalize on White City's Growth Trends

Your Investor Kit

Click to Download

Saskatchewan's Next Boom Town? White City's population has grown by almost 400% since 2006; experts predict this is just the start. Here's your Investor's Guide to help you identify if this is the right opportunity for you.



Seize the Opportunities in White City

Development of a New Town Centre

At the heart of this growth lies the new Town Centre. It's designed to enrich the community's lifestyle with a wide range of housing, services, and recreational options while maintaining the homely feel of a small town.

The Town Centre will feature cozy shops, office spaces, eateries, arts and culture spaces, parks, trails, and a lake.

Business & Development/ Retail Trade

White City's business and retail sector is a key driver of the local economy, providing a wide range of products and services to meet the growing community's needs. White City offers a supportive environment for new businesses, with a steadily increasing population and diverse consumer base, creating numerous opportunities for investment and expansion in retail trade and business development.

This sector encompasses a range of businesses, from home-based businesses to small boutiques and specialty shops to larger retail chains and franchises in the surrounding areas, as well as essential services such as banking, insurance, and real estate.

A Great Atmosphere for Business

Today, the communities boast over 130 businesses, excellent essential services, and numerous amenities.



Key takeaways:

- New Town Centre set to increase the community's lifestyle
- Affordable land pricing and low development cost
- Will attract new businesses to the area



DISCOVER QUALITY OF LIFE

YOUR ESSENTIAL GUIDE TO NIPAWIN, SASKATCHEWAN



Welcome investors, entrepreneurs, and visitors, uniting in
pursuit of growth and shared success.



Nipawin at a Glance

Nipawin stands as a testament to the enduring spirit of exploration and community. Framed by the Saskatchewan River, it's a place where the prairie meets lush woodlands, enhanced by the presence of lakes Tobin and Codette.



Quick Facts About Nipawin

Location: Nestled next to the Saskatchewan River, Nipawin is in the heart of beautiful farmland where river, prairie, and woodlands converge. The town is uniquely positioned between two man-made lakes, Tobin and Codette, enhancing its scenic beauty and recreational opportunities.

Historical Legacy: Nipawin carries a rich history, serving as a gathering place for centuries. Its strategic location has made it a point for community, industry, and recreation throughout the years.

Industry and Growth: The town has seen significant growth in various sectors including retail, banking, healthcare, education, and recreation. This diverse industrial base has paved the way for Nipawin to become a hub of opportunity and development.

Natural Surroundings: Nipawin's proximity to natural lands provides endless opportunities for outdoor activities, exhibitions, and national sporting events. The town's commitment to preserving and enhancing these natural surroundings has fostered a strong sense of community and connection with nature.

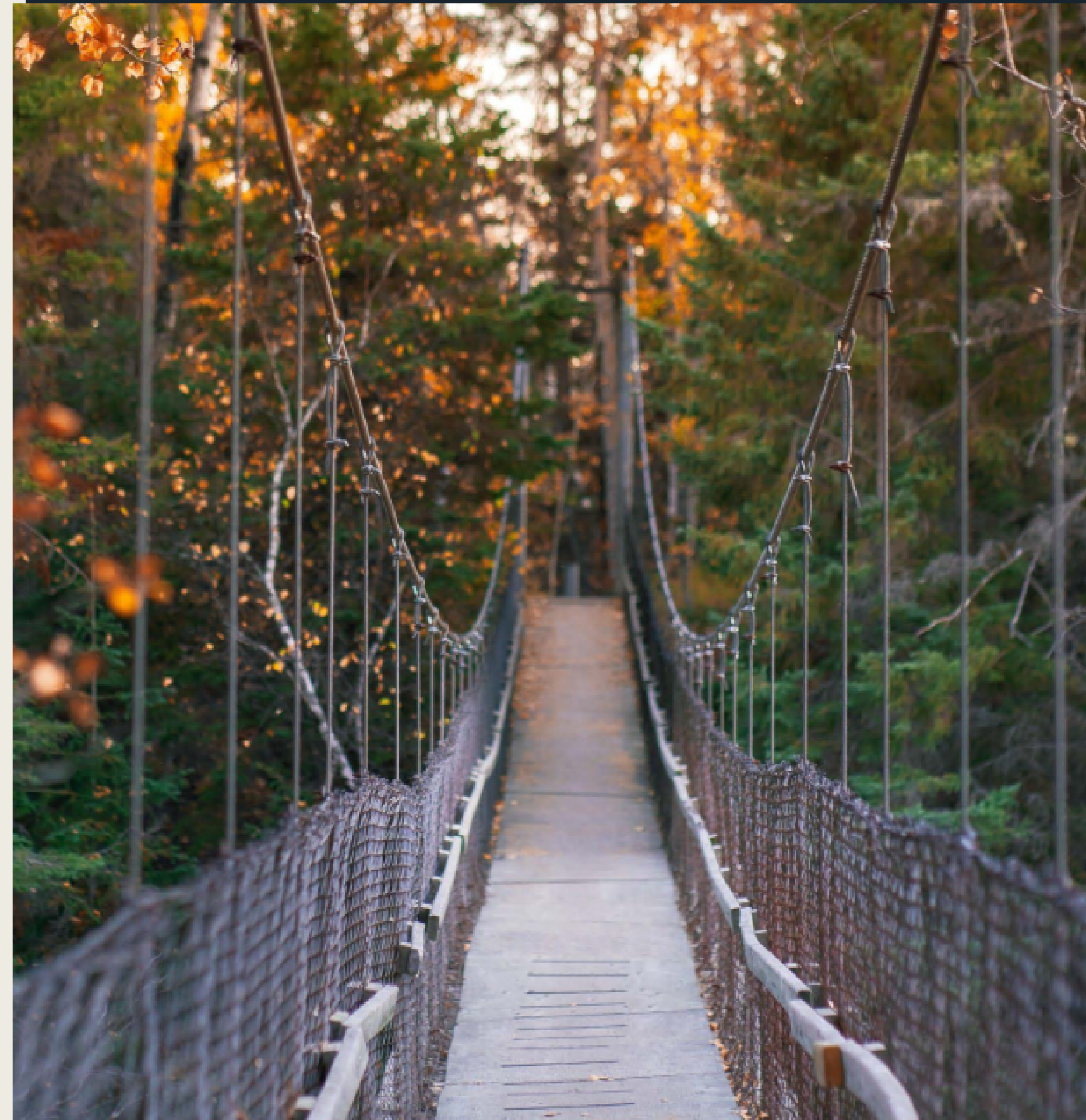
Attractions:

Nipawin's Natural and Cultural Treasures

Nipawin's attractions are as diverse as its landscape.

The town is a haven for those seeking culinary delights at local wineries and breweries, cultural festivals, and farmer's markets. Adventure parks and guided tours offer immersive experiences in Nipawin's stunning natural environment.

The town's commitment to cultural preservation and celebration is evident in its many attractions that cater to all interests.



Artistic Explorations:

Murals, Museums, and More

The town's rich tapestry is vividly expressed through murals like "Town on the Move - 1924" and installations that narrate Nipawin's history and heritage.

The Nipawin & District Museum offers a deep dive into the area's past, while local art galleries showcase the creativity of Nipawin's artists, making the town a vibrant center for artistic exploration.



Staying Active:

Engage in Nipawin's Dynamic Lifestyle

Nipawin encourages an active lifestyle with facilities and clubs catering to a variety of interests. The Twin Lakes Trail Blazers Snowmobile Club offers winter adventures, while summer months can be spent golfing, fishing, or participating in water sports.

The town's sports complexes and community programs ensure that staying active is both easy and enjoyable.



Snowmobiling

with the Twin Lakes Trail Blazers in Nipawin

About the Twin Lakes Trail Blazers Snowmobile Club

- **Established:** 1979
- **Affiliations:** Member of the Saskatchewan Snowmobile Association, Saskatchewan Tourism, and the Nipawin Chamber of Commerce.
- **Location:** Nipawin, Saskatchewan
- **Contact:** Box 882, Nipawin, SK
- **Email:** tltrailblazers@gmail.com
- **Website:** www.twinlakestrailblazers.com
- **Facebook:** Twin Lakes Trailblazers

Club Facilities and Activities

- **Clubhouse:** Used for monthly meetings.
- **Heated Shop:** A 24 x 40 space for grooming equipment and club sleds maintenance.
- **Meetings:** Held on the second Wednesday of each month from October to April at 7:30 pm.
- **Team:** One groomer operator and approximately 100 member volunteers.

Trail System and Shelters

- **Trail Length:** Approximately 250 kms of scenic trails including the Trans Canada Trail #226A.
- **Warm-up Shelters:** Five shelters with wood-burning stoves and wilderness bathrooms. Named shelters include Tobin, Homers Hideaway, Legacy, Horseshoe Bend, and Ridge Road.
- **Trail Highlights:** Crossing the Saskatchewan River over the Francois Findley Hydro Electric Dam and access to surrounding communities such as Aylsham, Carrot River, Village of Tobin Lake, White Fox, Love, and Choceland.



An Investment OPPORTUNITY

Building the Future

North Battleford

**MAXIMIZE RETURNS,
CAPITALIZE ON
SUCCESS**

Yolo Nomads

Welcome investors and entrepreneurs,
uniting in pursuit of growth and shared success.



**North
Battleford**

Treaty Six Territory | Heartland of the Métis | Saskatchewan | Canada

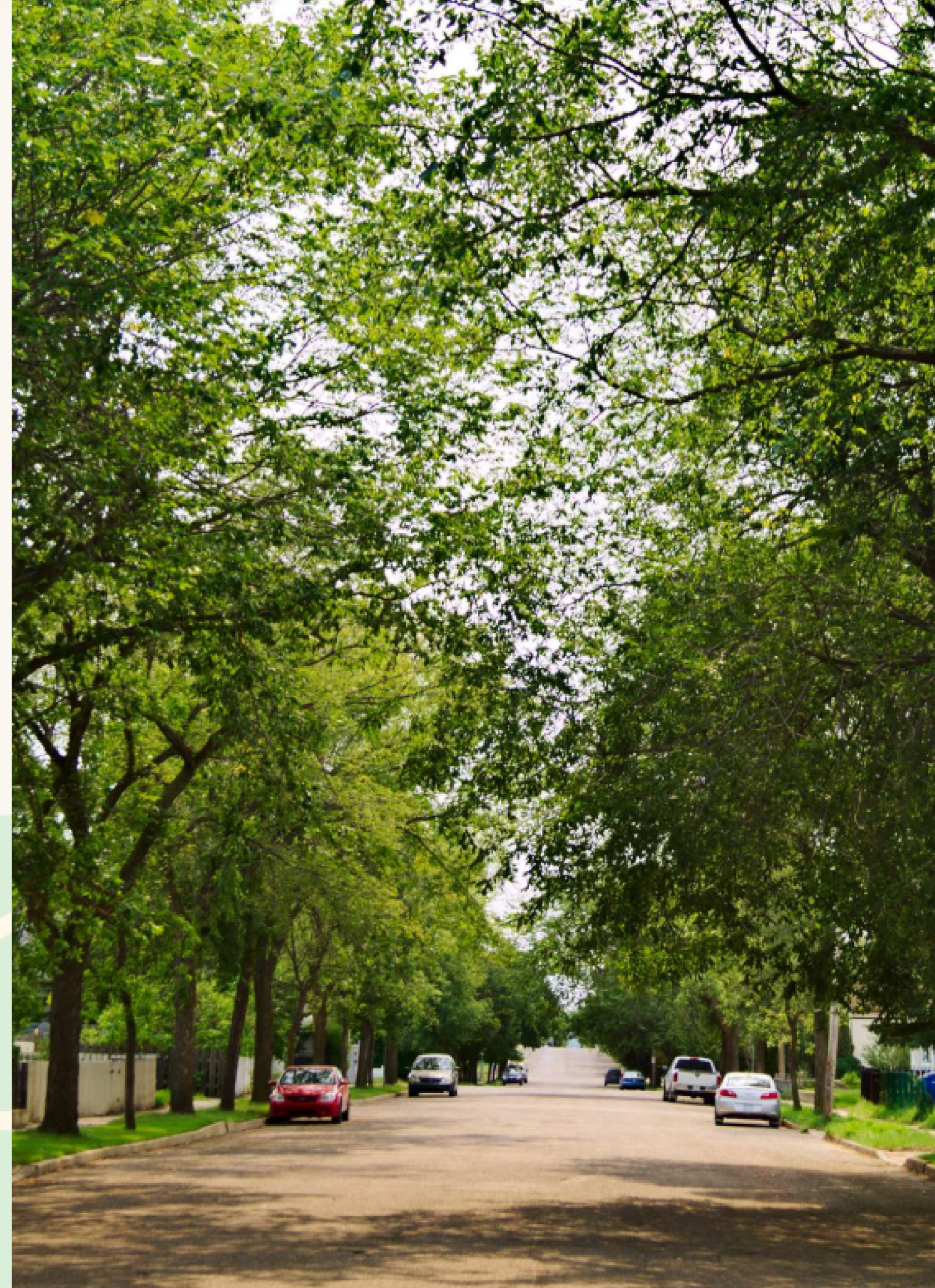
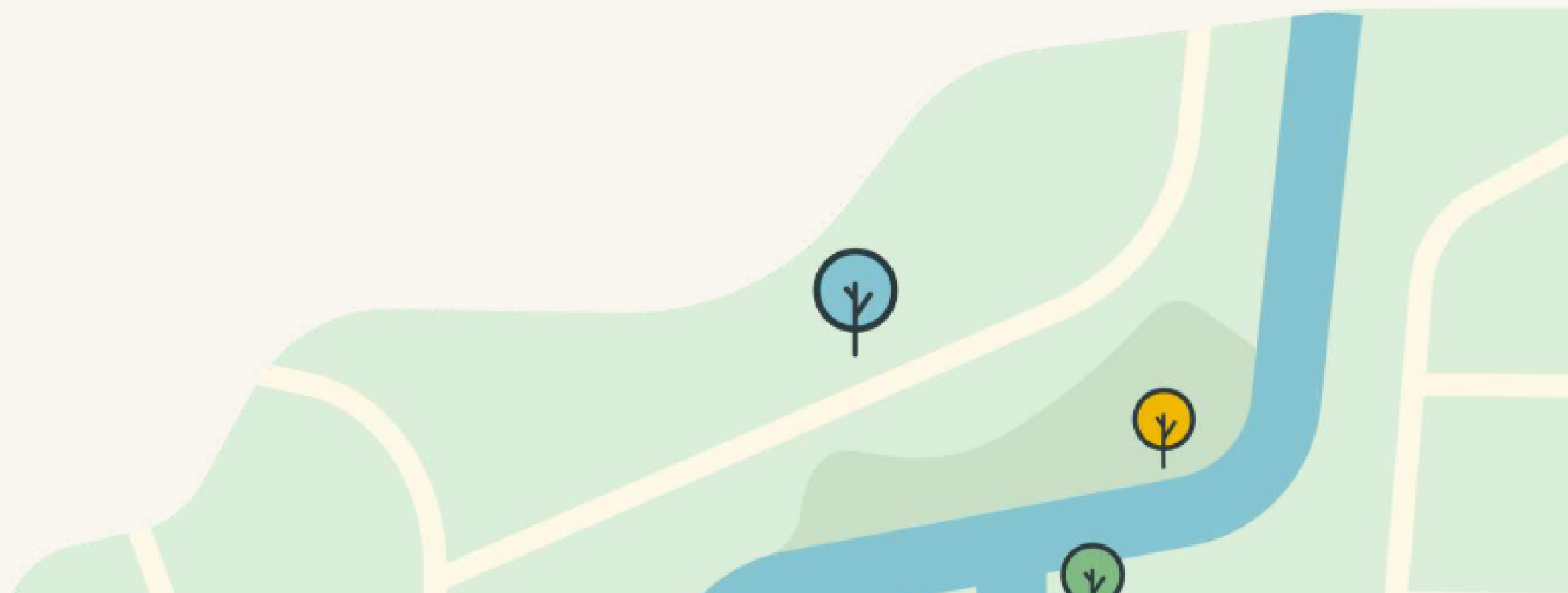


Capitalize on North Battleford's Dynamic Trends: Your Investor Kit

Saskatchewan's Next Rising Star?

North Battleford is reshaping its economic landscape. Simultaneously, societal shifts in the past two years have turned smaller communities, like North Battleford, into appealing choices for remote workers and those looking to relocate.

We've curated this Investor Kit to actively guide you through the potential investment avenues in this active city.

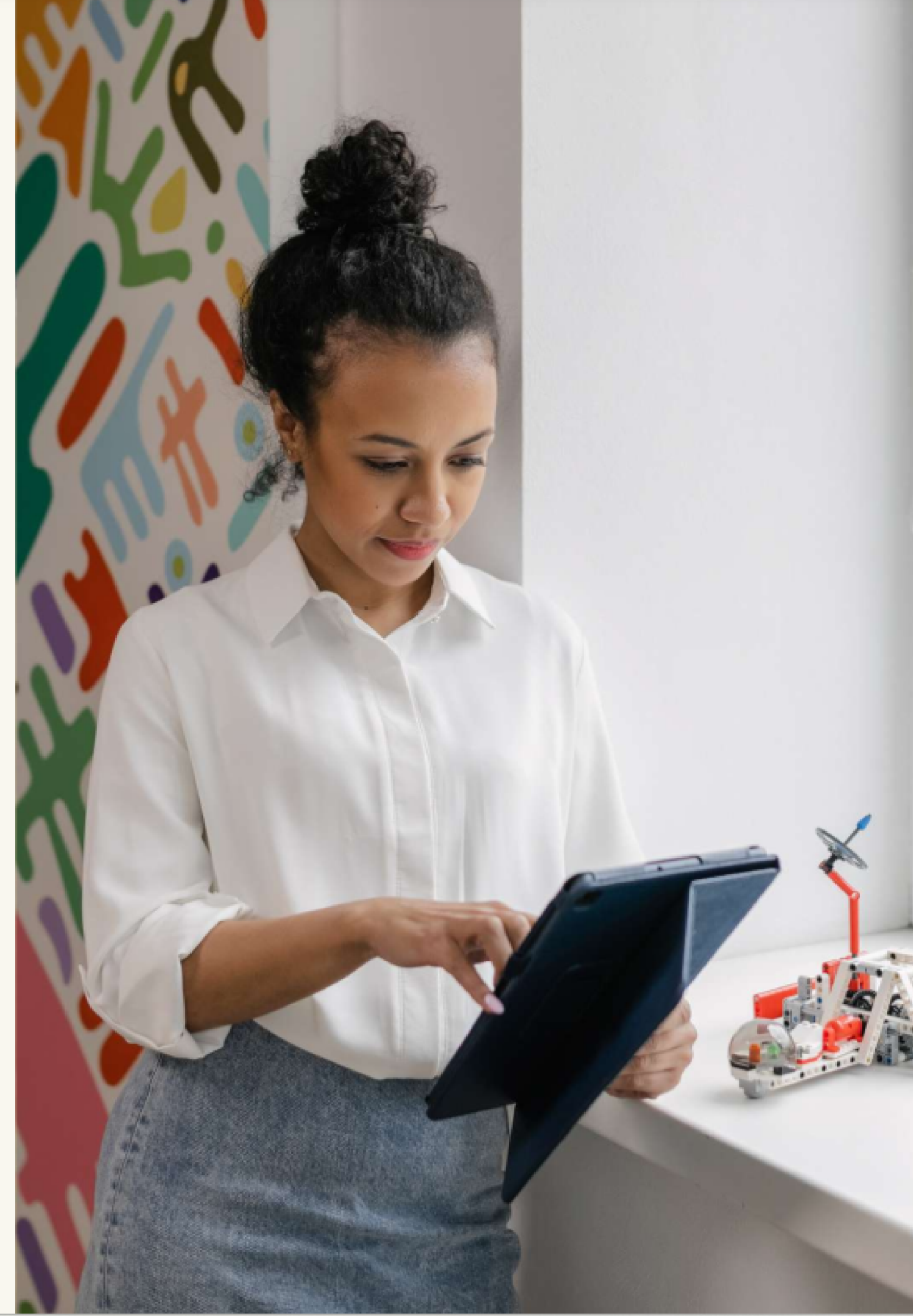


Why Invest in North Battleford

Investing in North Battleford presents a unique opportunity to contribute to a city defined by its commitment to sustainable growth and community enrichment. As a strategic transportation hub, North Battleford enables diverse business opportunities across sectors, including urban reserve land development, agriculture, healthcare, and oil and gas services.

The City proactively supports the establishment of a new North West College campus in North Battleford. The regional college has a diverse and welcoming student body, and a new campus would stimulate growth in various sectors such as housing, childcare, and healthcare, fostering an even more vibrant community atmosphere.

Investing in North Battleford thus offers the chance to be part of a city that values its diverse population and is focused on creating a thriving and inclusive future.





Demographics

Population.....18,795

In the Labour Force..... 9,065

Median Household Income..... \$69,700

Age Profile

28%
0-19

47%
20-52

25%
60+

Median Age

41.7

SOURCE: NORTH BATTLEFORD CENSUS AGGLOMERATION;
SASKATCHEWAN BUREAU OF STATISTICS

SKILLED, DIVERSE WORKFORCE

Labour Force By Industry

Healthcare and Social Assistance.....	22.9%
Retail Trade.....	14.2%
Educational Services.....	8.3%
Accommodation and Food Services.....	7.9%
Construction.....	7.6%
Public Administration.....	5.6%
Agriculture, Forestry, Fishing, and Hunting.....	5.1%
Transportation.....	3.6%
Finance and Insurance.....	3.5%
Professional, Scientific, and Technical Services.....	3.3%
Arts, Entertainment, and Recreation.....	3.1%
Administrative and Support.....	2.7%
Manufacturing.....	2.5%
Wholesale Trade.....	2.4%
Other Services.....	10.5%

SOURCE: NORTH BATTLEFORD CENSUS AGGLOMERATION



Key Sectors

Situated at the crossroads of five major highways and boasting a well-connected airport, North Battleford serves as a major hub to the northwest—truly the gateway to a vibrant region.



- **Agriculture**

The agriculture sector in North Battleford is expansive, serving as a strong pillar of the economy and offering a wealth of opportunities for growth and investment.

- **Energy – Oil and Gas**

North Battleford is strategically located in close proximity to thriving oil and gas sites, positioning it as an ideal hub for energy-related businesses.

- **Land – Location**

The City has ample land and prime locations for your business and future home-building projects. North Battleford also offers unique investment potential through urban reserves. You can also join the city in forging impactful partnerships with our numerous regional First Nations and shaping a prosperous future together.

- **Healthcare**

The robust healthcare sector in North Battleford symbolizes a strong commitment to the well-being of its residents and contributes significantly to the stability of the local economy. Coupled with first-class recreational amenities that exceed expectations for a region of its size, North Battleford boasts an exceptional quality of life.

Yolo Nomads



@instagram

LEARN MORE!

A person is floating on their back in a calm lake at sunset. They are wearing a green floral shirt and white shorts. The water is still, reflecting the golden light of the setting sun. In the background, there are trees on the left and rolling hills on the right under a clear sky with a few wispy clouds.

[READ MORE](#)

Following this long-term strategy will increase your following and improve your chances of becoming a potential relocater or long-term visitor HUB.

Captivating Articles

– Better Opportunities

We write articles that captivate and promote your community to people looking for better opportunities *(SEO practices).

These are things they can't find in the city.

**SEO (Search Engine Optimization) is the process of optimizing a website to rank higher in search engine results and increase the visibility and organic traffic to the site.*

[Discover Hubs](#)[Activities](#)[Benefits of Small Town Living](#)[Remote Worker Relocation Guide](#)[Looking for...](#)

Home / Articles / Relocation: A Guide to Finding Your Community



Mid Saskatchewan

Mid Saskatchewan is a fantastic destination for anyone looking for a supportive community, affordable living, and a great quality of life. The city has a friendly and welcoming atmosphere, making it easy to connect with others and find your place in the community. Living in Mid Saskatchewan is also much more affordable than in larger cities.

[Mid Saskatchewan](#)[Things to Do \(21\)](#)[Eat & Drink \(11\)](#)[Properties \(8\)](#)[Rentals \(9\)](#)[Clubs and Facilities \(10\)](#)[Videos \(1\)](#)

Escape Burnout: Why Remote Working in Mid Saskatchewan is the Perfect Career Move





Discover the unique benefits of Remote working in the outdoor lover's paradise of Mid Saskatchewan .

Are you tired of working in a busy, hectic city? Do you crave a change of pace and a chance to work in a supportive and tight-knit community? Look no further than Mid Saskatchewan —the outdoor paradise calling your name!

Nestled in Saskatchewan , Mid Saskatchewan is a town unlike any other. With its breathtaking natural landscapes and friendly, welcoming residents, it's no wonder that it's quickly becoming a destination for those who work from home.

In Mid Saskatchewan , you'll have the opportunity to make a real impact in your community and enjoy a work-life balance that is second to none. Here you

Captivating Articles

– Family Friendly

Another article used to promote family living in your community. Safety, costs, and a supportive environment are key factors.

A small-town environment like yours is just the solution!

Yolo Nomads

Discover Hubs

Activities

Benefits of Small Town Living

Remote Worker Relocation Guide

Looking To Attract Workers?

Mid Saskatchewan

Saskatchewan

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Off the Path

Mid Saskatchewan

Things to Do (21)

Eat & Drink (11)

Properties (8)

Rentals (9)

Clubs and Facilities (10)

Videos (1)

Small Town Charm, Big Family Benefits: Mid Saskatchewan , Saskatchewan

M | S
M | A

Mid Sask
Municipal
Alliance



f

Discover why Mid Saskatchewan is quickly becoming a popular destination for families looking for a strong sense of community, and a wide range of recreational activities.

t

in

For many young families, the idea of leaving the fast-paced lifestyle of the big city and settling down in a smaller community is a dream come true.

And if you're looking for the perfect place to make that dream a reality, Mid Saskatchewan , Saskatchewan , may be just what you're looking for.

Located in the beautiful province of Saskatchewan , Mid Saskatchewan offers a range of benefits for families seeking.

Captivating Articles

—Open for Business

Another article used to promote family living in your community. Safety, costs, and a supportive environment are key factors.

A small-town environment like yours is just the solution!



Discover HubsActivitiesBenefits of Small Town LivingRemote Worker Relocation GuideLooking To Attract Workers?

Home / Articles / Relocation: A Guide to Finding Your Community



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Mid SaskatchewanThings to Do (21) ▾Eat & Drink (11)Properties (8)Rentals (9)Clubs and Facilities (10)Videos (1)

Hidden Gem: Unveiling the Business Potential of Mid Saskatchewan

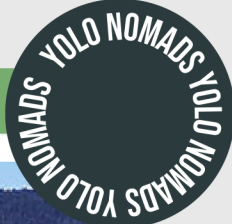




Embracing Tranquility: Why Mid Saskatchewan Is the Perfect Place to Open Your Business and Embrace a Simpler Lifestyle

In a world filled with bustling metropolises and fast-paced urban living, many entrepreneurs are increasingly seeking solace in smaller communities. For those tired of the chaos and longing for a simpler lifestyle, Mid Saskatchewan emerges as an enchanting destination to not only open a business but also find harmony in a close-knit community. In this article, we explore the myriad reasons why Mid Saskatchewan offers the ideal setting for entrepreneurs seeking a change of pace and a chance to thrive amidst tranquil surroundings.

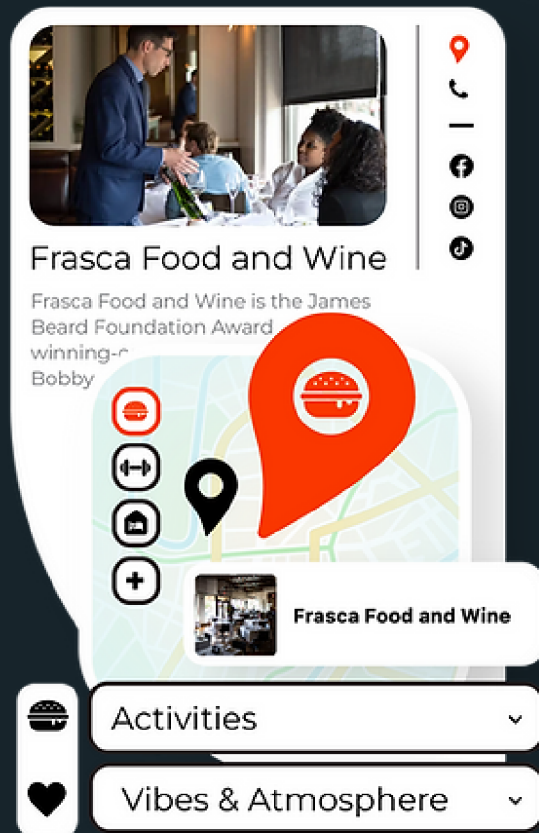
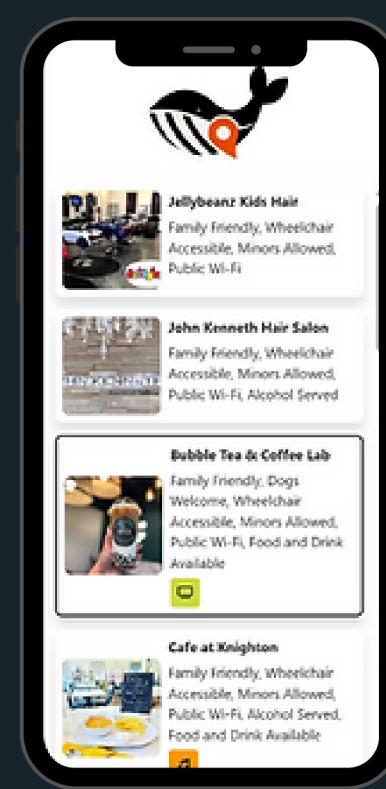
A Welcoming Community:
One of the greatest assets of Mid Saskatchewan is its warm and welcoming community.



Your Community, Your Map

Connection Made Simple!

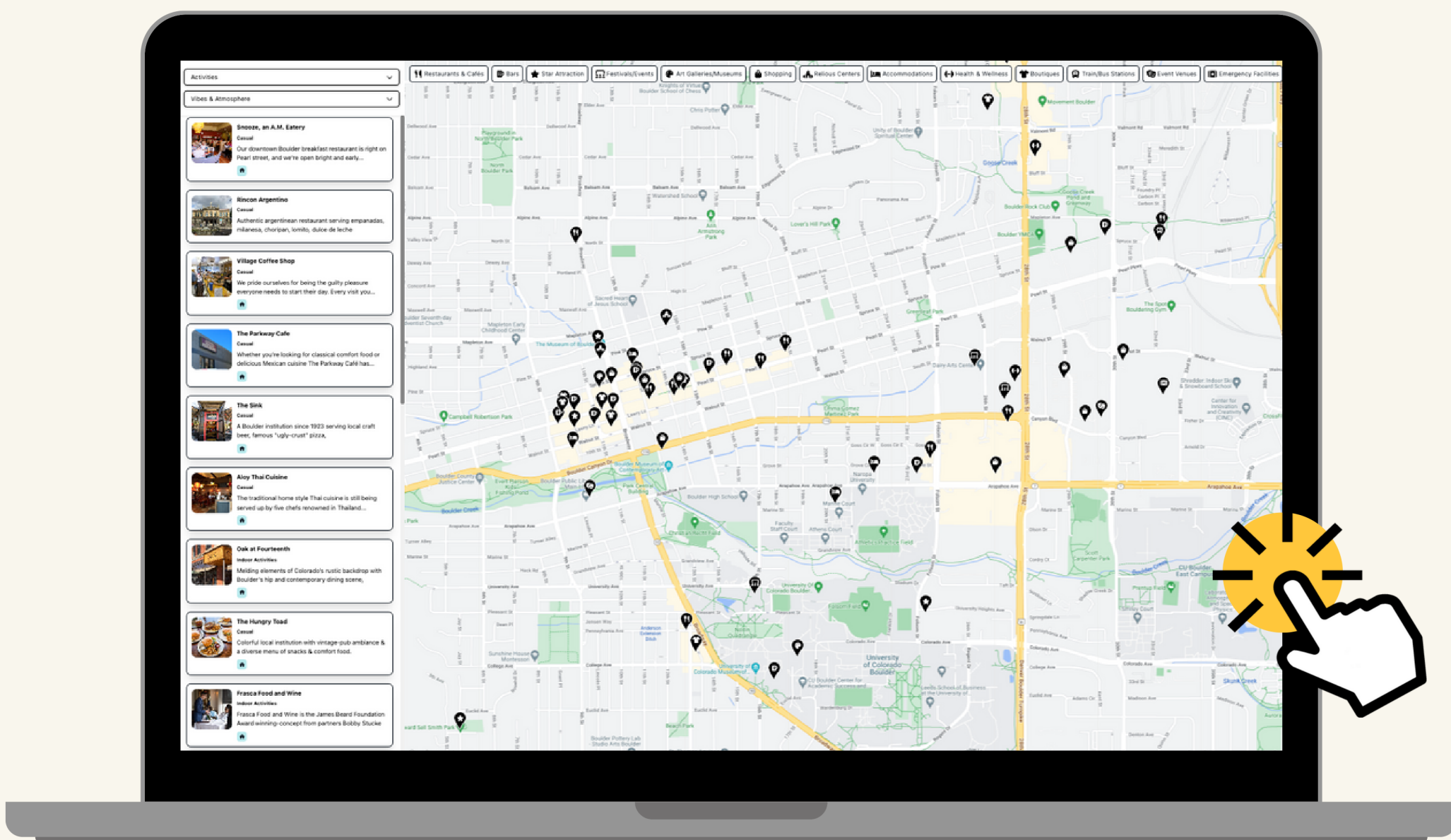
- ✓ Embed your map on any website
- ✓ Optimized for mobile users
- ✓ Customize your map filters
- ✓ Full-service setup, no coding needed!



The Possibilities are Endless



[Try Demo Map](#)



2 For 1 Pizza

2FOR1PIZZA

📍 4502-56 Street, Wetaskiwin, AB
T9A 3M5

📞 (780) 352-8895

@ Send Email

🌐 Visit Website

A&W Leduc

A&WLEDUC

📍 6201 50 St, Leduc, AB T9E 7A8

📞 (780) 986-8191

🌐 Visit Website



A&WNISKU

📞 (780) 986-8191

🌐 Visit Website

Apulia Catering

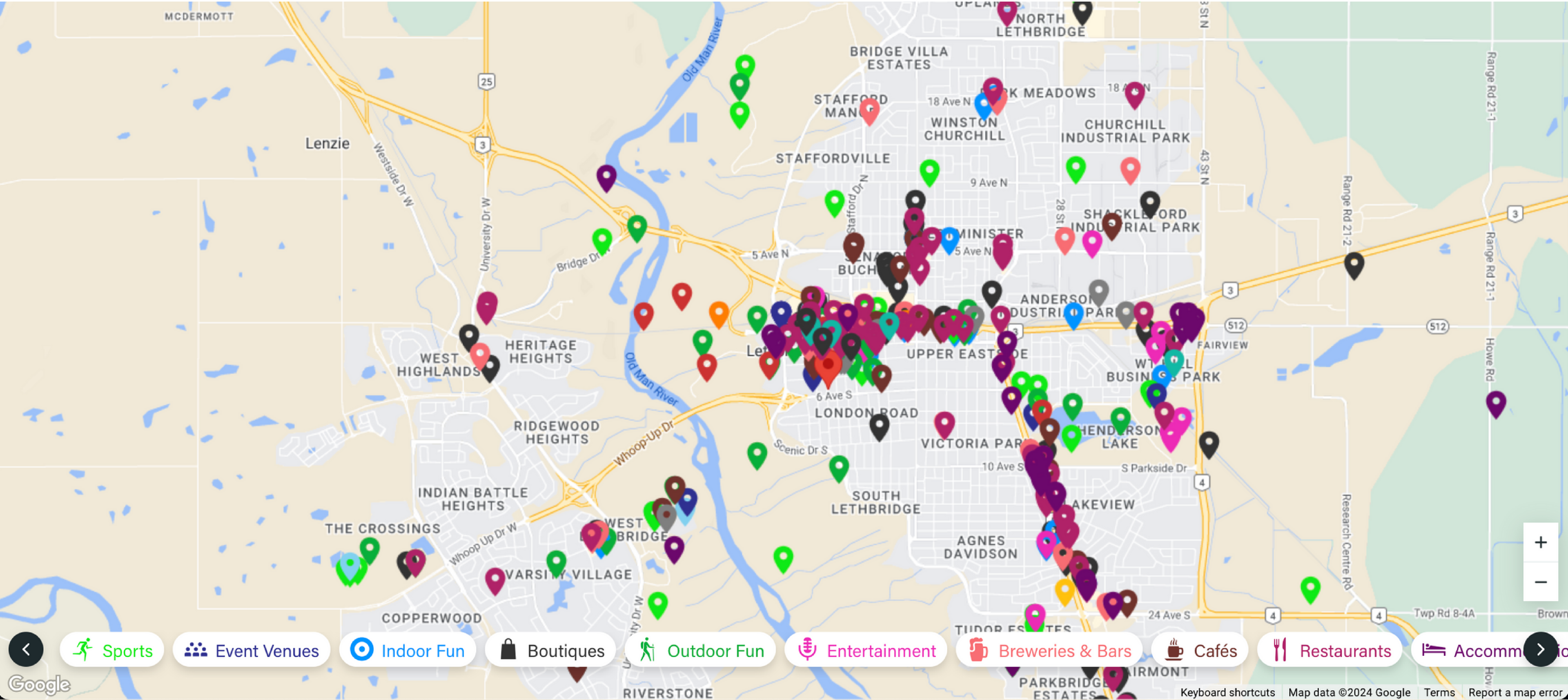
APULIACATERING

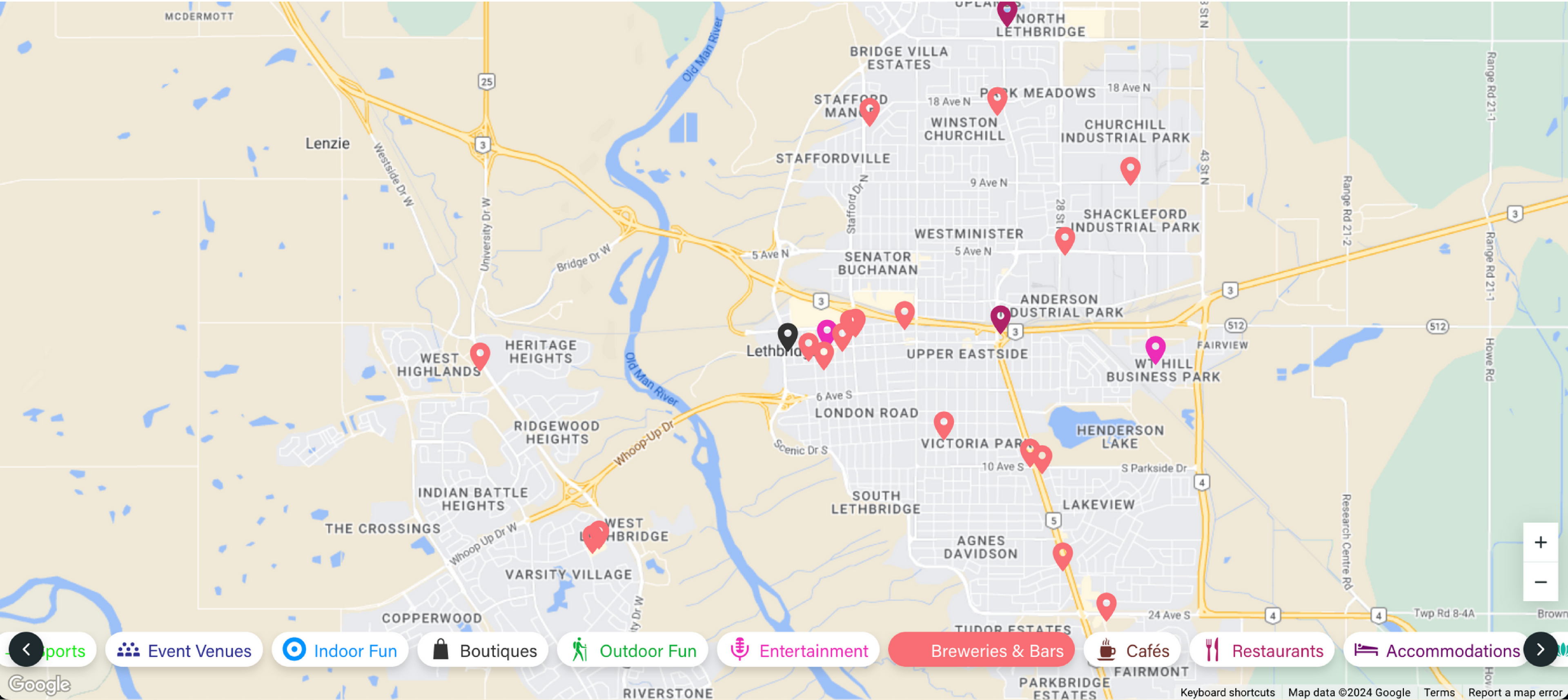
Black Sheep Eatery

BLACKSHEEPEATERY

Blues Chef 62

BLUESCHEF62





Results ⓘ

Barbacoa

4.8 ⭐⭐⭐⭐⭐ (1,122)

Restaurant · 🚶 · 470 South Ave Unit C

Open · Closes 10 PM

Dine-in · Takeaway · No delivery



RESERVE A TABLE

Original Joe's

4.1 ⭐⭐⭐⭐☆ (558) · \$\$

Restaurant · 🚶 · 4300 S Park Dr Unit 220

Casual bar & eatery with comfort food

Open · Closes 1 AM

Dine-in · Takeaway · Delivery



Beach Corner Restaurant

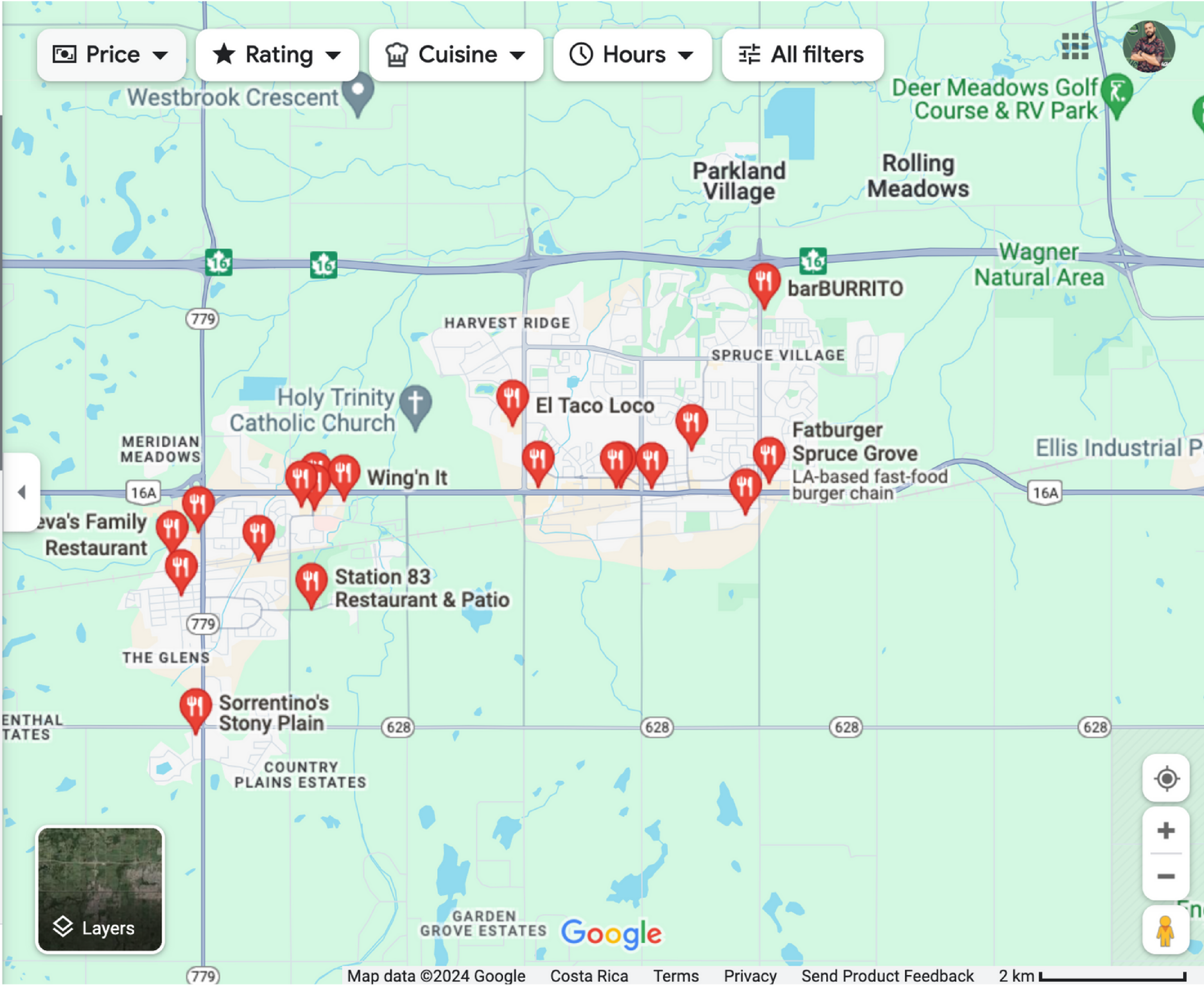
4.2 ⭐⭐⭐⭐☆ (218) · \$\$

Canadian · 53101B Range Rd 15

Closes 11 PM



☐ Update results when map moves

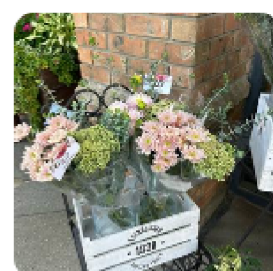


Discover Local Spruce Grove Gems

Type To Search

Filter By Activity

Choose Your Experience



Pretty Little Flowers

Local Shops

At Pretty Little Flowers, we have been proudly serving the town of Spruce Grove since 1996. We are a...



The Grain Elevator Museum & Farmers' Market

Arts & Culture, City Attractions

The Spruce Grove & District Agricultural Heritage Society is a non-profit organization, formed in 19...



South Century Driving Range

 Places to Stay

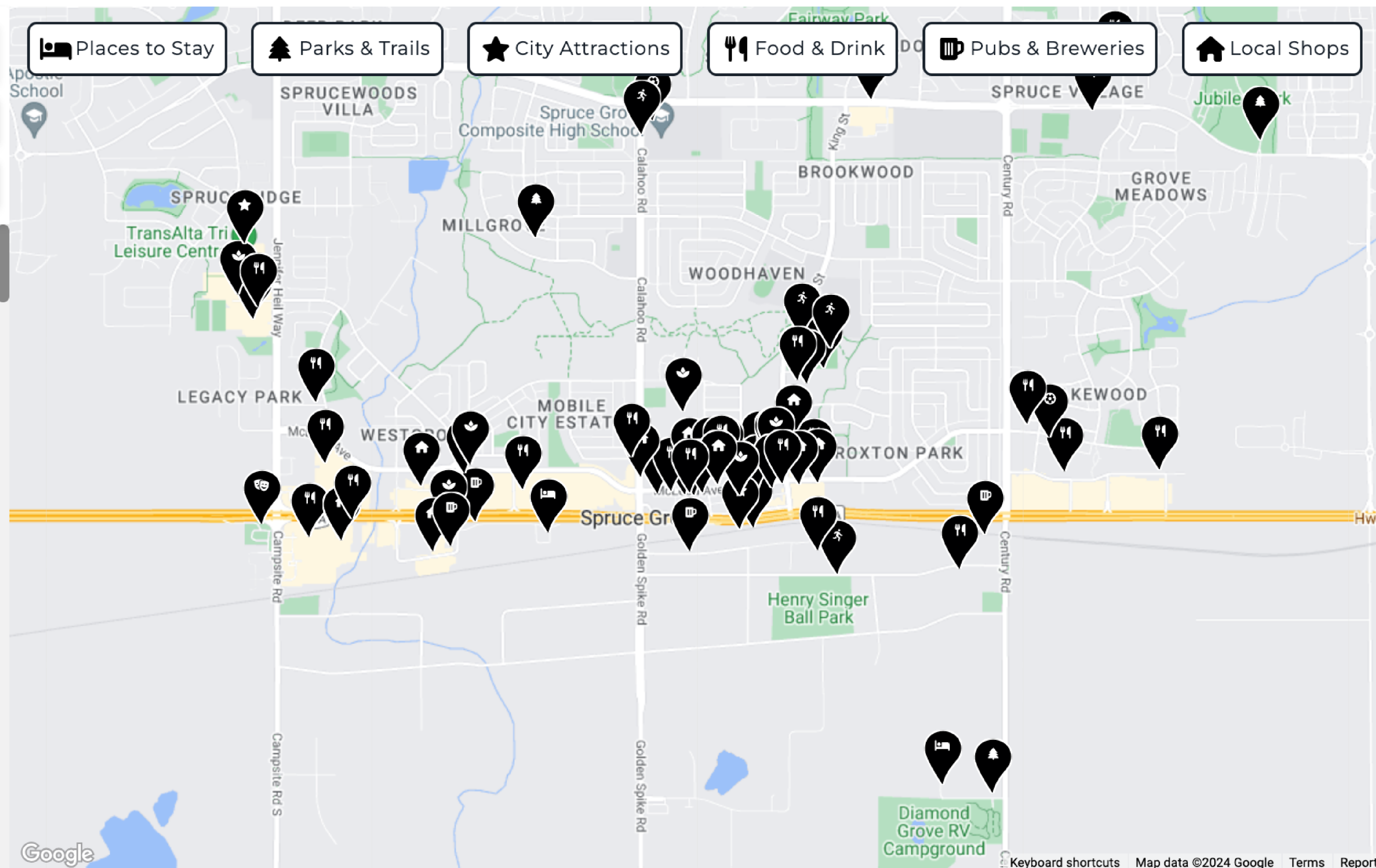
 Parks & Trails

 City Attractions

 Food & Drink

 Pubs & Breweries

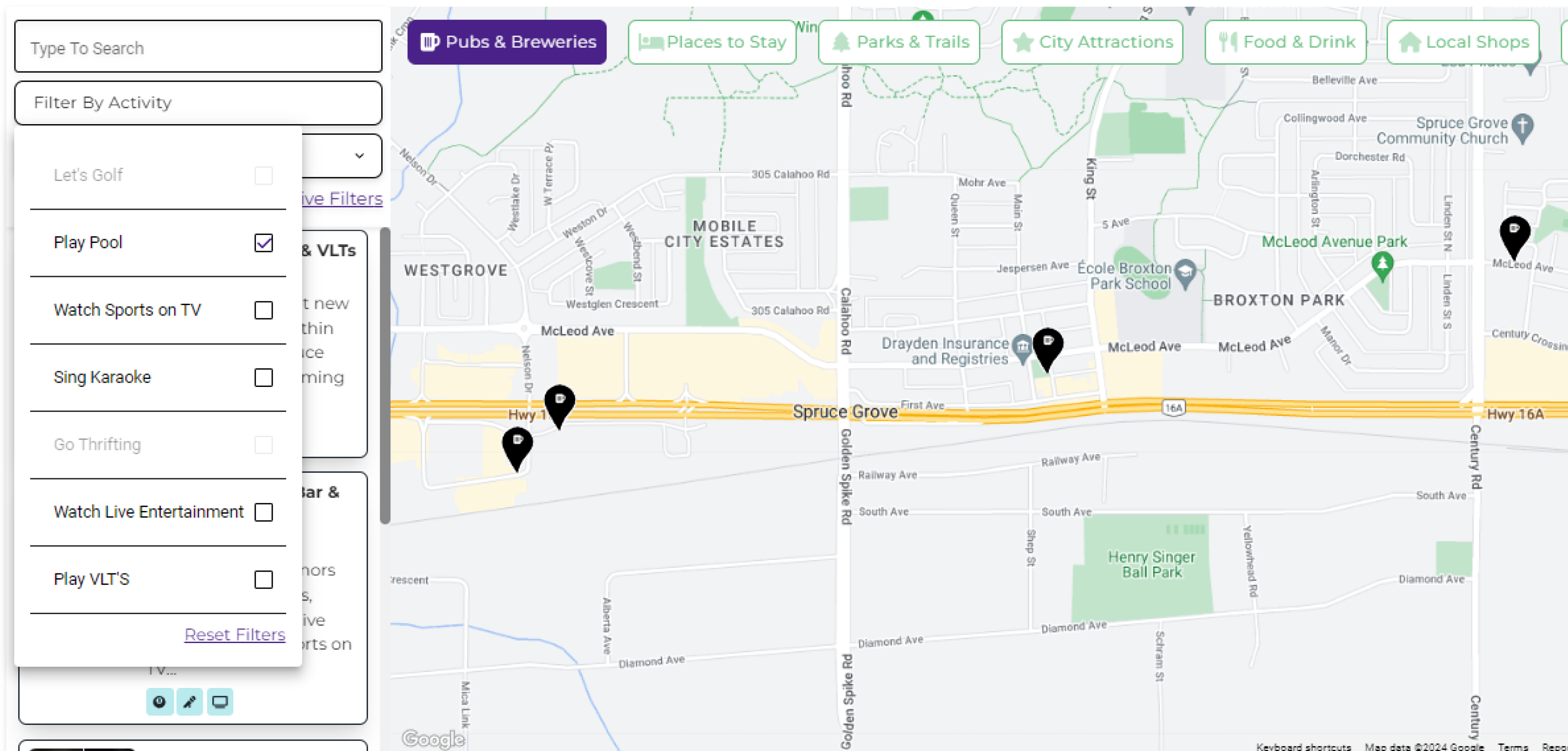
 Local Shops



Google

Keyboard shortcuts Map data ©2024 Google Terms Report

Discover Local Spruce Grove Gems



Discover Local Spruce Grove Gems

Type To Search

Filter By Activity

Choose Your Experience

Active Filters

Patio☒

Specialty Coffee/Tea☐

Bakery & Deli☐

Pedicure/Manicure☐

Fashion☐

Gifts & Goods☐

Local Markets☐

Reset Filters

ake Cafe

We are a
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ke...

house

Our choice not to turn

Food & Drink

Pubs & Breweries

Places to Stay

Parks & Trails

City Attractions

Local Shops

The map displays the following neighborhoods: HARVEST RIDGE, DEER PARK, ASPENGLLEN, CREEKSIDE, STONESHIRE, HILLDOWNS, SPRUCEWOODS VILLA, SPRUCE RIDGE, MILLGROVE, BROOKWOOD, WOODHAVEN, SPRUCE VILLAGE, GROVE MEADOWS, LEGACY PARK, WESTGROVE, MOBILE CITY ESTATES, BROXTON PARK, and LAKEWOOD. Key locations include the Apostrophe High School, Spruce Grove Composite High School, TransAlta Tri Leisure Centre, Fairway Park, Jubilee Park, and Henry Singer Ball Park. Major roads shown are 6A, Jennifer Heil Way, McLeary Ave, Golden Spike Rd, and Century Rd. Several black pins with a 'P' icon are placed across the map, indicating specific points of interest.

Google

Keyboard shortcuts Map data ©2024 Google Terms Report

Yolo Nomads



Torontonians lost about **120 HOURS**
IN TRAFFIC...
60% INCREASE FROM 2021



Ready to grow your career?
Discover great incentives and put your skills
to good use in Wetaskiwin, AB.

Run social media ads

Wetaskiwin
THE CITY WE SHARE

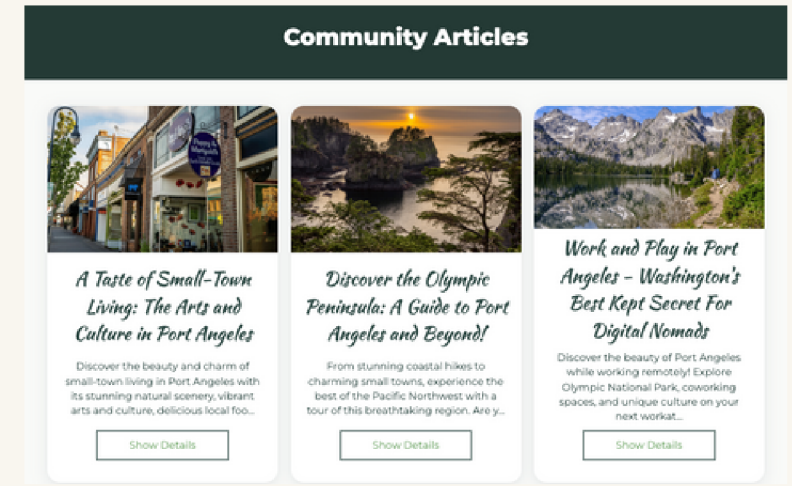
Building the Future in Wetaskiwin

An Investment
Opportunity

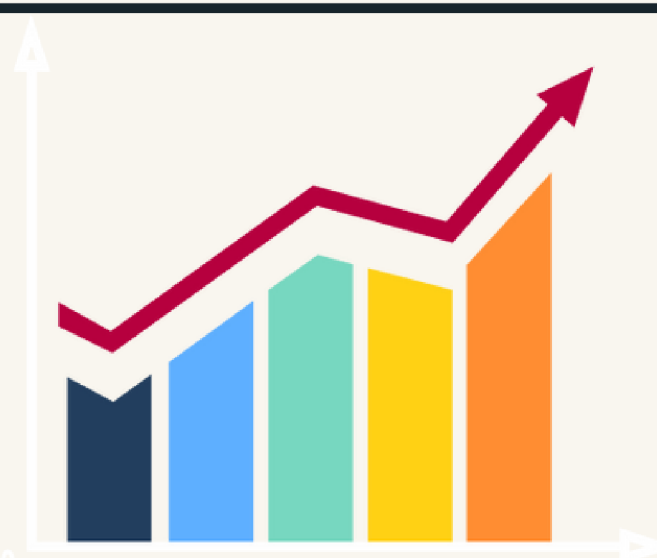
Welcome to the world of Wetaskiwin,
Alberta—a dynamic and thriving community
poised for growth and prosperity.



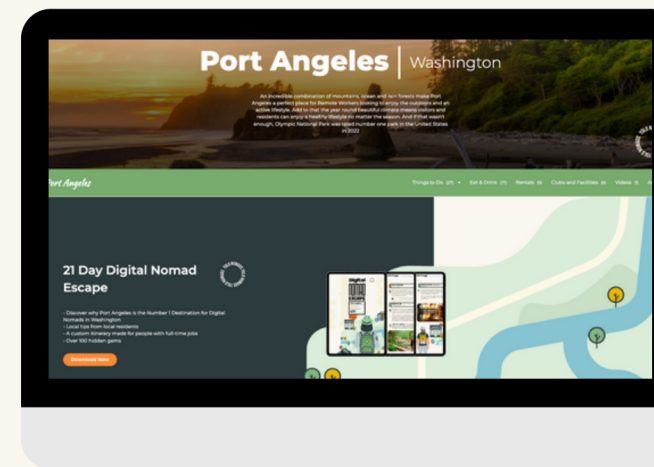
**create high-value lead
assets**



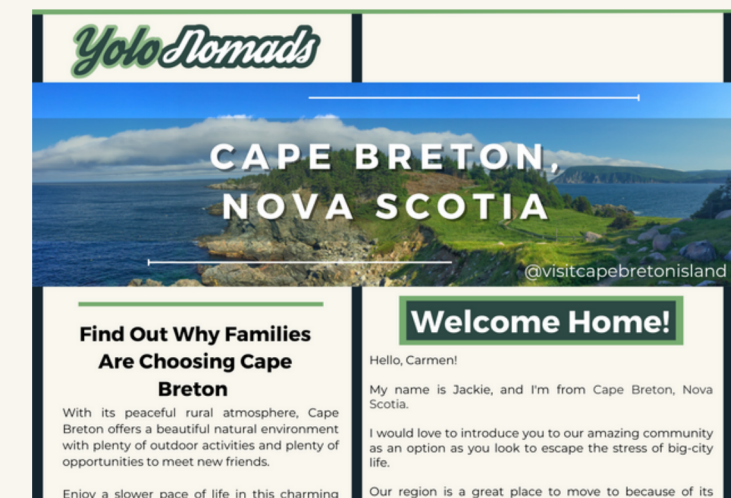
Write blog articles



**Quarterly advising
meetings**



create your hub page



**Promote your hub in
newsletters**

COMMUNITIES Have 2 Options

Organic Marketing

(WORD-OF-MOUTH)

✓ **It's Free**

✗ **Limited Reach:** There is limited reach as organic marketing is usually only shown to the people who already follow you.

✗ **It's Slow:** It can take years before word-of-mouth consistently reaches your audience.

Proactive Marketing

(PAID ADVERTISING)

✗ **There's an Investment**

✓ **Target Who You Need:** It's the most effective way to reach your ideal audience based on your community's objectives.

✓ ***IT WORKS!!!***

Why else would Billion \$\$ companies continue to do it?

Why – Recap

Three things to remember...

1. You can't attract someone who doesn't know you exist.
2. There is a unique opportunity to capture the attention of frustrated big city residents.
3. The louder and more frequent your message, the better chance we all have of succeeding. Consistency is key.



Put Your Community on the Radar of Relocators

“

By far, this year will continue to see small communities attracting large numbers of Relocators. And this “exodus” of movers from urban centers is a pre-existing trend accelerated by the pandemic.”

– Forbes



Yolo Nomads Professional Marketing Package

\$3,450 USD/Year

+ \$500 one-time setup fee

BOOK A DISCOVERY CALL

- ✓ Social Ads Management
- ✓ Create **one** custom lead asset
- ✓ Promote your HUB in newsletters
- ✓ Professional HUB Page setup
- ✓ **Three** blog articles a year positioning your community in front of locals and visitors
- ✓ Press release copy and publishing
- ✓ Quarterly meeting to present strategy and metrics

Yolo Nomads Marketing Pack + Interactive Map

\$3,450 USD/Year

+ \$1,500 one-time setup fee

BOOK A DISCOVERY CALL

- ✓ Fully customizable interactive map
- ✓ Easy to embed on any website
- ✓ Social Ads Management
- ✓ Create **one** custom lead asset
- ✓ Promote your HUB in newsletters
- ✓ Professional HUB Page setup
- ✓ **Three** blog articles a year positioning your community in front of locals and visitors
- ✓ Press release copy and publishing
- ✓ Quarterly meeting to present strategy and metrics





THANK YOU FOR YOUR TIME



LIFE IN THE BIG CITY ISN'T
WHAT IT USED TO BE.

Yolo Nomads