



Feel the History, **See the Future**

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Background

Innovate 120 is located in the heart of downtown Maquoketa, IA where it serves as a place for local aspiring entrepreneurs to gain business skills. The company has strong ties with local schools that allows students to further their potential business ventures. While it is still a fairly new company, Innovate 120 already has a workshop under their belt that taught the importance of User Experience.

Problem Statement

Created to fuel economic growth in Jackson County, Innovate 120 established itself as a means to develop young leaders and challenge entrepreneurial thinking. By increasing its online and community presence, Innovate 120 can gain funding and support to accomplish its mission of fostering creative minds in Maquoketa and surrounding areas.

Innovate 120 SWOT Analysis

Strengths:

- Relationship with school districts & student mentorship program
- The historical building
- Connection to the community
- UX program

Opportunities:

- Extend programming
- Website/Social Media engagement
- People moving to rural areas due to remote jobs

Weaknesses:

- Incomplete website
- Lack of social media presence in a digital age
- Funding support
- Construction

Threats:

- Area
- Aging community

**Goal #1: Increase online awareness of
Innovate 120 in the Jackson County area**

Online awareness of brand throughout Jackson County and surrounding areas



1. Complete company's website
 - a. Add information about how to reserve spaces in the building, pricing, current business ideas, etc.
 - b. Upload images and videos or possibly post the floor plans
2. Establish and maintaining social media accounts
 - a. Promote their office spaces and offerings on social media platforms

Current Social Media



Instagram: No activity



Facebook: One video post from August, 2021



Website: Under development



LinkedIn: 3 followers and a great about/mission statement

Social Media Recommendations



Instagram: Create an account and repost content from the Facebook and LinkedIn.



Facebook: Facebook is a great tool for reaching current Jackson County residents.



Website: Pricing information, pictures of the space



LinkedIn: Post about business development activities.

Virtual Tour for Historic Bank Space



<https://www.massinteract.com/education>

Photographers in all 50 states



High quality 360 degree camera technology



Industry agnostic



5-7x increase in SEO once the tour is released on Google



Brand Image and Voice on Social Media

- Inspirational
- Friendly
- Invested in the community
- “Feel the History, See the Future” brought into posts

Social Media Post Example #1

A social media post graphic featuring a portrait of Jane Doe, a woman with long brown hair and blue eyes, wearing a white shirt and a gold necklace. The background is a mix of yellow, orange, and red geometric shapes with white dotted patterns. The text is overlaid on the image.

JANE DOE
AT INNOVATE 120

July 30, 2022

Hear Jane Doe speak about her
experience as a local business owner!
RSVP for the event on our website!

innovate120.com

Caption: This is great opportunity to hear from a successful entrepreneur. Make sure to come with questions!

Social Media Post Example #2



The graphic is a vertical rectangle with a white background and a yellow vertical bar on the left side. The yellow bar contains the text 'JUNE 8, 2022' in white, with 'JUNE' in a bold, dark red font and '8, 2022' in a white outline font. At the bottom of the yellow bar is a 4x4 grid of white dots. On the white background, the text 'UX120' is written in a large, bold, yellow font. Below it, the text 'A USER EXPERIENCE INTERNSHIP PROGRAM' is written in a smaller, bold, black font, followed by 'AT INNOVATE120' in a smaller, black font. A thin horizontal line is positioned below the program name. At the bottom of the white background, the text 'RSVP on innovate120.com' is written in a small, black font.

JUNE
8, 2022

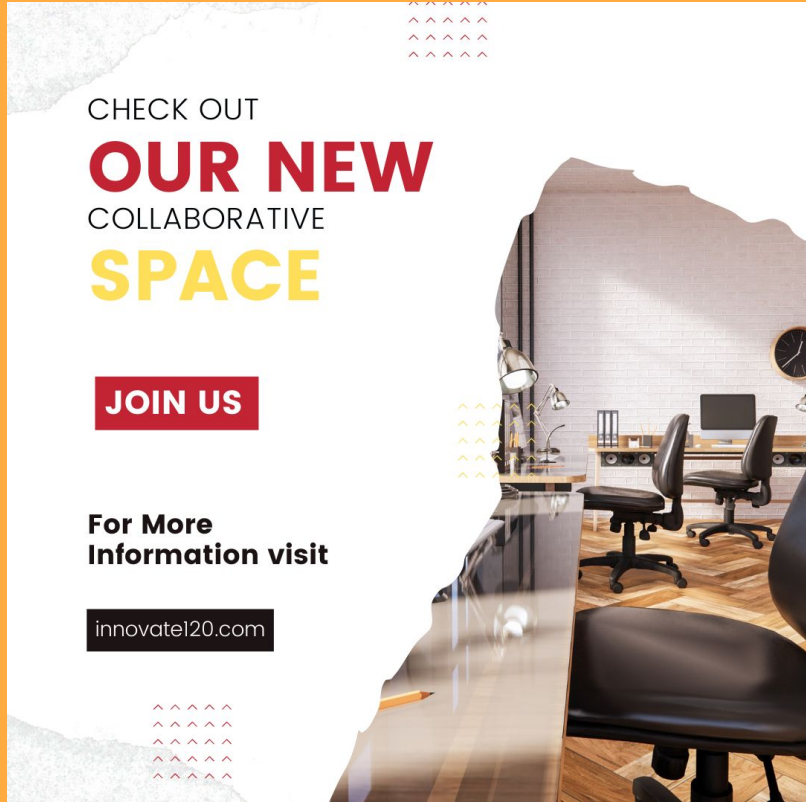
UX120

**A USER EXPERIENCE
INTERNSHIP PROGRAM**
AT INNOVATE120

RSVP on innovate120.com

Caption: Attention all High school students!! Join us June 8th for our UX120 internship program! We hope to see you all there!

Social Media Post Example #3



Caption: Our new collaborative space fosters creativity while preserving the history of Maquoketa. Entrepreneurs at any level can elevate their business with high tech, innovative design spaces. See you there!

Goal 2: Gain more funding and community partners in the Jackson County area

Goal: Gain more funding and community partners

1. We would like to introduce a capital campaign to fundraise for Innovate 120
2. Partner with local businesses for events/mentorship opportunities
 - a. "It's always good to have a helping hand at the start" - Richard Branson (founder of Virgin Group)
 - b. Mentorships help entrepreneurs opportunity recognition- Study by Ozgen and Baron(2007) on new technology ventures

Partner with other businesses in Maquoketa

Examples of events Innovate 120 could endorse:

- a. Maquoketa Brewing Company
 - i. Host a trivia night about Jackson county or Maquoketa history to tie back to their bank location
 - ii. Host karaoke nights
- b. Codfish Hollow Barnstormers
 - i. Endorse a movie night or concert at the Codfish Hollow Barnstormers
- c. Ads at sporting events (ex. Clinton Lumberkings, nearby high schools)

Potential Event Social Media Structure

- Create partnerships with both Codfish Hollow Barnstormers and Maquoketa Brewing Company
- Broadcast a concert hosted at Codfish Hollow Barn at Innovate 120
 - Use new screen in conference room
 - Serve beers from Maquoketa Brewing Company
- Examples of social media posts
 - Post a video after the event

SEPTEMBER 12 | 6 PM

STAGES SERIES: CODFISH HALLOW

One night acoustic concert broadcasted to Innovate 120
For tickets: innovate120.com

Conclusion

We believe that gaining more partners in the Jackson county area and increasing awareness on social media will help Innovate 120 in their mission to discover exciting and passionate individuals. These steps are necessary for Innovate 120 to adopt as they will help strengthen their connections in an already close-knit community.



Citations

<https://censusreporter.org/profiles/05000US19097-jackson-county-ia/>

<https://www.sciencedirect.com/science/article/pii/S0007681320301452>