

Work. Learn. Build. Connect.

# INNOVATE|120



## INNOVATE 120 MARKETING CAMPAIGN

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# SWOT Analysis

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## Strengths

- Located near schools
- know their core beliefs and foundation of what innovate 120 wants to offer to community
- know their community - good relationship with high schools
- strong business plan & strong brand identity



## Weaknesses

- Demographics (low income, increase in age)
- Small population
- no social media
- no marketing director



## Opportunities

- Construct a website
- Partner with universities (UI) and local sponsors
- social media
- more work with high schools and colleges
- fundraise for an entrepreneur program/ internship



## Threats

- Merge (already existing hub)
- Online resources for entrepreneurs
- high school and college programs already existing

# Problem Statement

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1. Combatting **Brain Drain**
2. Maquoketa is losing people while Iowa is growing.
3. Reverse migration is possible
4. Keep Entrepreneurs in Maquoketa to develop the area.
5. **3 Objectives**



# "Retain, not drain"

# Newspaper/Weekly Article Expansion

- Consider expanding to other newspapers around the area:
  - Quad-City Business Journal
  - The Daily Iowan
  - Dubuque County
- Important weekly business current events
- Innovate 120 news/opportunities



# Objective 1- Increase brand awareness

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## Key Goals

1. Boost social media presence
2. Update website with key information
3. Company needs to be "Launched"



# Objective 1- Tactics

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## Immediate

1. Create Social Media Profiles (Instagram, Facebook, Twitter)
2. Finish Website
3. Establish a tone for the brand
4. Low frequency, high-quality

## Long-term

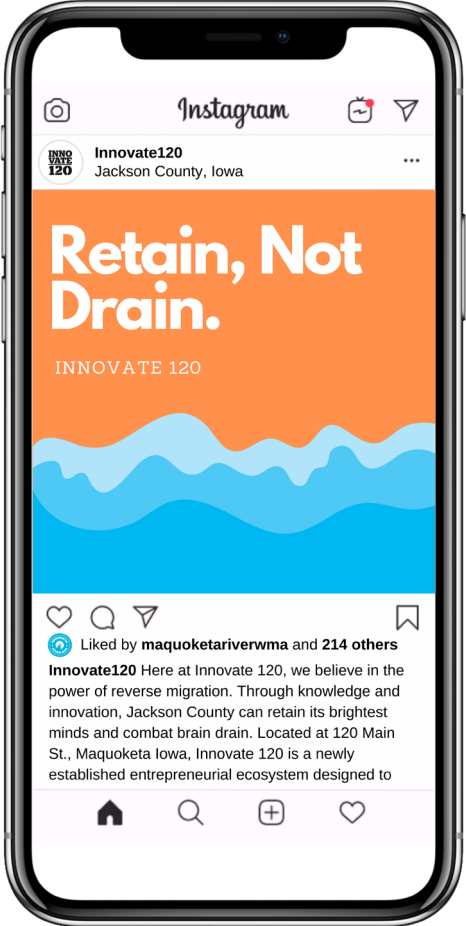
1. Get featured in the local newspaper
2. Create a newsletter
3. Hire a brand ambassador
4. Launch Fully

\*Please see Appendix for more information



# Objective 1- More information

## Possible advertisements / Campaign



# Objective 1: Brand Guide

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## Colors



## Fonts

**League  
Spartan.**

SANCHEZ



# Objective 2- Attract potential investors and partnerships

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1. Key Goals
2. Build a strong local network
3. Gain capital through investments, the more the better
4. Growing the brand after initial launch



# Objective 2- Tactics

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## 1. Immediate

2. Visit local events to create awareness
3. Have a strong presentation for investors
4. Business cards for networking

## 5. Long-term

6. Sponsor/Participate in local events
7. Contact the Maquoketa chamber of commerce to join
8. Partner with a willing business for an internship opportunity
9. \*Please see Appendix for more information



# Objective 2: Partnering with a local business for an internship

Step 1: Investigate different types of business professional companies and opportunities in Maquoketa (Can find easily on the Maquoketa Chamber of Commerce website)

Step 2: Investigate different types of trade professions in Maquoketa (Same place to find as step one)

Step 3: Introduce yourself to the owners of the different organizations and explain your goal

Step 4: Host a business competition that could land a lucky highschooler with an internship

Step 5: Student or Students who win can spend half their Summer interning for a business professional company and half for a profession that involves a trade

Result:

Students can experience both types of opportunities the community has to offer and gain early introduction to what like would be like working in Maquoketa

# Objective 3- Reach and Recruit Young Entrepreneurs

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## Key Goals:

1. Retain college and high school students in Maquoketa and surrounding areas after they graduate.
- 2. Partner with the community college and recruit for internships and part time jobs**
3. Connect to other colleges and high schools in surrounding areas
4. Identify candidates in need of a workspace or work experience



# Objective 3- Tactics

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- 1. Create entrepreneur workshops to present in community college classes**
  - Distribute surveys in classes after to gauge interest (see appendix)
- 2. Visit employment fairs and multiple high school and college events to spread the word**
  - a. Stick within college job fairs
- 3. Host a competition with schools**
  - Whoever creates the best business plan for a new innovative product or service will win a couple months of free coworking space and business guidance



# Objective 3- Feedback & Solution

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## 1. Problem with competition and high schools

- High school business competition was promoted in all of Johnson county but only had 3 teams.

## 2. Promote competition to colleges only: Community college & Ulowa

- Why would they care?
  - More likely looking for business/ professional experience to progress career
  - Anything to put on a resume

## 3. Incorporate trade-related competitions

- Imagine you are starting your own construction/ electrician company: how would you start it?



# Evaluations

1. Send out Qualtrics surveys through newsletter, emails, and classrooms to monitor responses and interest of students and others in Innovate 120's services
2. Business accounts on socials:
  - monitor engagement data through Instagram insights to see the effects of your marketing strategies on followers
3. Webforms and Qualtrics surveys included on Innovate 120's website to help entrepreneurs share their feeling about company efforts.

← Insights



Last 30 Days ▾



## Recent Highlights

You received +16% more content interactions in the last 30 days compared to Mar 22 - Apr 20.

### Overview

**295**  
Accounts Reached -38.6% >

**101**  
Content Interactions +16% >

### Your Audience [See All](#)

**589**  
Total Followers +0.8%

# Recommendations

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1. Get featured in the local newspaper and create your own weekly article blast
2. Create social media profiles with quality posts that speak directly to the younger population
3. Partner with local businesses (professional and trade) for internship opportunities for highschoolers/college students
4. Host business competitions to college students (University of Iowa and other Iowa schools)



# Appendix- Collateral

Objective 1: Sample Instagram Post



Objective 3: Survey example

The image shows a smartphone screen displaying a survey titled 'IOWA'. The survey consists of two questions, each with five radio button options ranging from 'Extremely unlikely' to 'Extremely likely'. The first question is 'How likely are you to research more about Innovate 120?' and the second is 'How likely are you to visit Innovate 120's social media platforms?'. There is also a text input field for the question 'What was your favorite part of the presentation or what stood out to you the most?'.

12:29

## IOWA

How likely are you to research more about Innovate 120?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

What was your favorite part of the presentation or what stood out to you the most?

How likely are you to visit Innovate 120's social media platforms?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

# Appendix- Campaign Calendar

May 2022						
sun	mon	tue	wed	thu	fri	sat
					1	2
3	4 Begin Adding to Website	5 Create job postings for a brand ambassador	6	7 Contact Maquoketa chamber of commerce	8 Contact local newspapers	9
10	11 Print business cards	12 Contact local schools and colleges	13	14 Create a newsletter signup	15 Create a newsletter signup	16
17	18 Create surveys	19	20	21	22	23
24	25 Distribute Surveys	26	27 Finish website	28 Hire brand ambassador	29 Create social media profiles	30 Launch!