

FINAL DELIVERABLE

Title Waterloo Public Library Marketing Campaign to Promote Business Services

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UI Department Marketing Institute (Tippie College of Business)

Course Name Marketing Institute Seminar
MKTG:3700:0001

Instructor Peggy Stover

Community Partners Waterloo Public Library, City of Waterloo

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Waterloo Public Library

Markets on the Rise

Nicholas Currant, Mara Frieden, Andrew
Gippert, Allison Klage, Hannah Sellner

BRAND PERSONALITY



RESOURCEFUL

The top notch resources and classes that are offered at the WPL are abundant and led by knowledgeable staff members.



COMMUNITY DRIVEN

The WPL wants to be a space where the Waterloo community can easily access information.



CONTEMPORARY

The WPL is taking a 21st century approach to library offerings and is working to move their organization into the digital age.

BRAND VOICE

TONE

Welcoming environment with a modern approach to learning and business development

CHARACTER

Expert Makers are approachable and offer convenient and accessible resources to entrepreneurs and professionals



WPL BIZ

COLLABORATE. CREATE. GROW.

01

**Website
Modifications**

03

WPL Podcast

05

**Reaching out to
Businesses**

02

**Refocusing
Offerings**

04

**PR &
Advertising
Updates**



01. Website Modifications



Featured Sections

- **Highlight Expert Makers**
 - Pictures of staff
 - Where they're from
 - Classes they teach/areas of expertise
 - Favorite book
- **Business Offerings**
 - Meeting Spaces
 - Classes
 - Professional Events
 - Classes offered by expert maker
- **Professional Spaces**
 - Resources
 - Offerings
 - Events calendar
 - How the hive can help in creative content marketing
- **See appendix for examples**



02. Refocusing Offerings



Business Resources



The Hive



Training Rooms & Databases



Conference Rooms



The Hive

- **Current marketing strategies**
- **Grow Cedar Valley**
- **Collaborative creative space**
 - Hone skills
 - Discover passions
 - Inspire creativity
- **Distinction from other business offerings**



Training Rooms

Expert Maker lead courses and training sessions:

- **Social Media Classes**
 - How to create high quality media graphics using Canva
 - LinkedIn workshop– How to maximize your profile
 - How to grow/scale your business on social media
- **Database Classes**
 - How businesses can benefit by using library resources
- **Insider Podcast Information**
 - How to start a podcast for your business
 - Behind the scenes of the WPL Book Drop

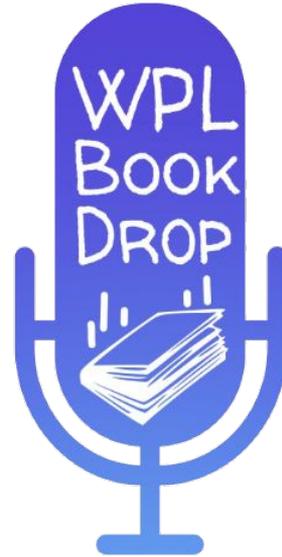


Conference Rooms

- **Refocusing spaces for business collaboration**
 - Emphasis on professional offerings for local/growing businesses
- **Collaborative meeting spaces**
 - Off-site team/board meetings
 - Internal and external
- **Multi-functional uses**
 - Mock-interview sessions with University students
 - Awards ceremonies
 - Brainstorming workshops



03. WPL Podcast



Podcast Ideas

- **Anchor**
 - Reaching a larger audience
 - Distribute easier and to more platforms
- **Content ideas**
 - Banned Book Week
 - Feature Expert Makers and their skills
 - Highlight new and current small business owners
 - 5 minute quick tips/book recommendations
 - Master class



04. PR & Advertising Updates



Expert Maker Spotlights: Instagram

I SPECIALIZE IN SOCIAL
MEDIA ADVERTISING &
DIGITAL COMMUNICATION!

*Hi! My
name is
John!*

ASK ME ABOUT THE
UPCOMING CLASSES I AM
TEACHING!

WATERLOO PUBLIC
LIBRARY



Resource Spotlights: Infographic



WATERLOO PUBLIC LIBRARY

BUSINESS RESOURCES

Social Media Training **Mock Interviews & Resume Workshops** **How to Build Your Business**

Attend classes taught by our Expert Makers to help grow your business

Our Expert Makers are our greatest asset and your greatest resource at the Waterloo Public Library!

WPL Book Drop

Podcast Highlights

- Feature new start-ups in Waterloo
- Tips from our Expert Makers
- Hear from established local business owners
- Advertise your business

COLLABORATE. CREATE. GROW.

GIVE US A CALL! **CHECK OUT OUR RESOURCES**

319.291.4480 WATERLOOPUBLICLIBRARY.ORG

Event Promotions: Instagram Ad

THIS WEEKS EVENTS

for the week of **March 22, 2021**



SOCIAL MEDIA CLASSES

Instagram Ads 101

3/22/21: 3-4PM

Learn how to upgrade your Instagram ads and create a cohesive look

Database Access

3/24/21: 7-8PM

Use our free databases for expanding your marketing efforts and researching growth opportunities

Podcast Insights

3/25/21: 8-9AM

Our podcast team shares the lessons they have learned from our Book Drop Podcast

NETWORKING EVENTS

Grow Ceder Valley

3/23/21: 2-3PM

Connect with other local businesses and support our business community

Women in Business

3/24/21: 9-10AM

Grow your network of female entrepreneurs and learn from their experiences

Start Ups Mixer

3/26/21: 7-8PM

Find a new business to support or introduce your new endeavor to the community

PROFESSIONAL WORKSHOPS

How To Update Your Resume

3/22/21: 2-3PM

Bring in your resume and get one on one insight into how to improve it

Mock Interviews

3/25/21: 11AM-12PM

Practice your interviewing skills with our experts to nail that next interview

LinkedIn: Your Second Resume

3/26/21: 9-10AM

Learn how to network, update, and make the most of LinkedIn



Target Market - Business Ads

Primary - Owners of Established Businesses

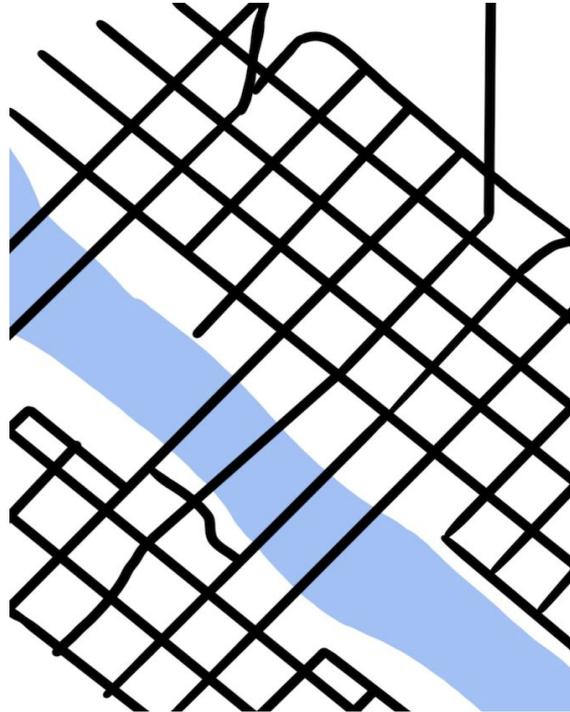
- **Hashtags**
 - #smallbusiness
 - #shoplocal
- **Interests**
 - Heavily involved in local community
 - Understand business basics
 - Looking for new ideas and insights
- **Affiliations**
 - Grow Cedar Valley
 - Waterloo Better Business Bureau

Secondary- Aspiring Entrepreneurs

- **Hashtags**
 - #entrepreneurship
 - #startup
- **Interests**
 - Starting or growing a new business
 - Learning from established businesses
- **Affiliations**
 - University of Northern Iowa
 - Hawkeye Community College



05. Reaching out to Businesses



Business “Hit List”

- **Provided list of 200+ Cedar Valley businesses in the following categories:**
 - Food & Drink
 - Retail
 - Entertainment
 - Services
 - Health & Wellness
- **Includes:**
 - Location/Address
 - Phone Number
 - Email
 - Social Channels
- **Filter for maximum specification**

Business	Category	Location	Address	Phone	Email	Website	Facebook	Instagram	Twitter
Agape Therapy	Health & Wellness	Downtown Waterloo	405 Jefferson St, Waterloo, IA 50701	319-833-9333	agape@agapetherapy.cc	https://agapetherapy.com/	AgapeTherapyClin	agape_therapy	Agape_Therapy
Blue Barn BBQ	Restaurant/Bar	Cedar Falls	623 E 18th St, Cedar Falls, IA 50613	319-214-7436	aaronb@bluebarnbbq.co	https://www.bluebarnbbq.cor	bluebarnbbq	bluebarnbbq	bluebarnbbq
Greenhouse Kitchen Waterloo	Restaurant/Bar	Waterloo	1730 W Ridgeway Ave, Waterloo, IA 50701	319-888-4439	management@greenhousekitchen.com	https://greenhousekitchen.cor	eatgreenhouseloc	eatgreenhouse	eatgreenhouse
Hatchlings & Hens	Retail	Cedar Falls	109 Main St, Cedar Falls, IA 50613	319-610-3223	contact@hatchlingsandhens.com	https://hatchlingsandhens.cor	HatchlingsHens	hatchlingsandhens	NONE
Staebell Design & Home Improvement	Service	Waterloo	6031 La Porte Rd, Waterloo, IA 50702	319-296-3006	sarahstaebell76@hotmail.com	https://www.dennystaebell.cc	staebelldesign	staebelldesign	NONE
Waterloo Community Playhouse	Entertainment	Downtown Waterloo	224 & 225 Commercial St, Waterloo, IA 50701	319-235-0367	info@wcpbhct.org	http://www.wcpbhct.org/	WlooPlayhouse	NONE	WlooPlayhouse



Direct Outreach

- Use provided PR & marketing material
- Business goodie bag
- Find areas seeking improvement
- Invite businesses to be featured on podcast



Indirect Outreach

- **Actively engage in the entrepreneurial community**
 - 1 Million Cups Cedar Valley
 - TechBrew Cedar Valley
 - EntreFest Cedar Rapids
 - UNI John Pappajohn Entrepreneurial Center

- **Host events**
 - Local business owner networking mixer
 - New/small business spotlight events
 - Weekly classes introducing students to entrepreneurship





Collaborate.
Create.
Grow.



Appendix



Brand Guide WPL Biz Campaign

Typography:

Roboto

Helvetica

(On canva - use Helveticish)



WPL BIZ

COLLABORATE. CREATE. GROW.

Brand Guide WPL Biz Campaign



#83B326
RGB 131, 179, 38



#3F5F84
RGB 63, 95, 132



#606062
RGB 96, 96, 98

Brand Guide WPL Biz Campaign

Do's

- Ensure logo is legible
- Keep it smaller than Waterloo's overarching logo
- Use it with business purposes

Don'ts

- Alter the colors
- Skew the logo (ex. stretch, squeeze, etc.)
- Add a bevel or a shadow

Business Resource Documents

BUSINESS RESOURCES: DATABASES

- Reference USA
 - Data on businesses, demographics, homeowners, healthcare
- AtoZ Database
 - Business and individual reference information
- Brainfuse
 - Supports patrons and veterans in all phases of their job search

Benefits:

- Use demographic data to better target advertising
- Use mailing lists to reach new customers in the area
- Offer employment opportunities

BUSINESS RESOURCES: TRAINING

- Business Training
 - Training led by library staff in a small group environment that teaches key business software and digital resources
- Training Center
 - Offers businesses a private space with the technology to facilitate small group training
- Meeting Space:
 - Available for nonprofit agencies

Benefits:

- Offer small businesses a place to host meetings and planning sessions
- Invest in your employee's skills by using the training courses to become more technologically savvy

BUSINESS RESOURCES: EXTRAS

- Access to equipment
 - Computers
 - Faxing
 - Accessible Internet
 - Photocopying
 - Printing
 - Scanning
 - Notary Service
- WPL Book Drop:
 - Library podcast
 - Advertising tool and skill-sharing platform
- Librarian assistance:
 - In-person or over the phone insights

Sample Website Staff Page



JOHN SMITH

- From: Cedar Falls, IA
- Expert in: Canva Design, Podcast Production, and LinkedIn
- Favorite book: To Kill A Mocking Bird

Social Media - Recommendations

- **Keep branding and imagery consistent**
 - Colors should be consistent with branding guide
 - We want to see you! Utilize your own photos!
- **Spotlight expert makers**
 - Showcase the talents of the library staff
- **Offer resource highlights**
 - Infographics to show different opportunities the library offers
- **Promote your events**
 - Give clear and concise insights into the different events offered at the WPL in an easy to navigate display
- **Have a call to action**
 - Ask a question or invite the viewer to connect with you
- **Make sure your ads are mobile friendly**

Flyer

WPL BIZ



01



Meeting Spaces

Bring your team to the library and take advantage of our conference rooms for staff meetings or off-site events.

02

Expert Maker Classes

Enroll in training courses taught by our expert makers to expand your skill set and grow your business.



03



Database Resources

Let our expert makers show you how the WPL databases can work for you. Gather important information regarding your business sector to facilitate growth in your market segment.

04

WPL Book Drop Podcast

Get featured on our podcast to promote awareness of you start-up or existing business.



LinkedIn Banner



WPL BIZ
COLLABORATE. CREATE. GROW.

Business Card Mock Up



WPL BIZ

COLLABORATE. CREATE. GROW.

John Smith

He/Him/His

Waterloo Public Library

Expert Maker in Canva Design, Social Media
Marketing, & Professional Development

Email: John.Smith@WPL.org

Phone: (123) 456-7890

Sample Merchandise



Hit List Preview

A	B	C	D	E	F	G	H	I	J
Business	Category	Location	Address	Phone	Email	Website	Facebook	Instagram	Twitter
gimores Pub	Restaurant/Bar	Waterloo	3507 Laraway Ln, Cedar Falls, IA 50613	319-869-9342	gimores.tanie1912@gmail.com	http://www.gimorespub.com	gimores	gimorespub2018	NONE
Ginger Thai Cuisine	Restaurant/Bar	Cedar Falls	111 W 2nd St, Cedar Falls, IA 50613	319-266-2150	gingerthaicuisine@yahoo.com	https://www.gingerthaicedar.com	Ginger Thai Cuisin	gingerthaicf	gingerthaicf
Golf Waterloo	Entertainment	Waterloo	Multiple	319-291-4268	info@golfwaterloo.com	https://www.golfwaterloo.com	golfwaterloo	NONE	NONE
Greenhouse Kitchen Waterloo	Restaurant/Bar	Waterloo	1730 W Ridgeway Ave, Waterloo, IA 50701	319-888-4439	management@greenhouse.com	https://greenhousekitchen.com	eatgreenhouse	eatgreenhouse	eatgreenhouse
Grin & Grow Child Care	Service	Downtown Waterloo	608 W 4th St, Waterloo, IA 50702	319-236-2063	ed@grinandgrowchildca.com	https://www.grinandgrowchildca.com	GrinandGrowChild	NONE	NONE
Grout Museum District	Entertainment	Downtown Waterloo	503 South St, Waterloo, IA 50701	319-234-6357	info@gmdistrict.org	http://www.GroutMuseumDis.com	GroutMuseumDis	groutmuseumdistrict	GroutMuseum
Gyro Hut	Restaurant/Bar	Downtown Waterloo	1104 Washington St, Waterloo, IA 50702	319-232-2044	NONE	https://www.gyrohutwaterloo.com	NONE	NONE	NONE
Happy Dogs	Service	Downtown Waterloo	800 Jefferson St, Waterloo, IA 50701	319-883-3702	justin@happydogswaterloo.com	http://www.happydogswaterloo.com	Happydogswaterloo	HappyDogsWaterloo	HappyDogsWaterloo
Hatchlings & Hens	Retail	Cedar Falls	109 Main St, Cedar Falls, IA 50613	319-610-3223	contact@hatchlingsandhens.com	https://hatchlingsandhens.com	HatchlingsHens	hatchlingsandhens	NONE
Henniger Electric	Service	Cedar Falls	3008 S Hudson Rd, Cedar Falls, IA 50613	319-232-6373	info@hennigerelectric.com	https://hennigerelectric.com	HennigerElectric	hennigerelectric	NONE
Here's Whats Poppin'	Restaurant/Bar	Downtown Waterloo	206 E 4th St, Waterloo, IA 50703	319-575-0305	hereswhatspoppin@gmail.com	https://hereswhatspoppin.com	Here's What's Poppin'	hereswhatspoppin	NONE
Hick's Place	Entertainment	Cedar Falls	6658 Pashby Rd, Cedar Falls, IA 50613	319-504-2883	hicksplace.biz@gmail.com	http://www.hicksplace.biz/	hicks.place	hicksplace	HicksPlace
Home Care Assistance of the Cedar Valley	Health & Wellness	Cedar Falls	6301 University Ave #1125B, Cedar Falls, IA 50613	319-260-2222	fairbanks@homecareass.com	http://www.homecareass.com	HCCedarValley	homecareassistancecedar	NONE
Hurling Hatchet	Entertainment	Cedar Falls	100 E 2nd St #103, Cedar Falls, IA 50613	319-575-4847	hurlinghatchet@gmail.com	http://www.hurlinghatchet.com	HurlingHatchet	hurlinghatchet	HurlingHatchet
ICON Donuts & Sweetery	Restaurant/Bar	Waterloo	1730 W Ridgeway Ave #600, Waterloo, IA 50701	319-888-4005	management@icondu.com	https://icondonuts.com/	icondonuts	icondonutssweetery	NONE
Impact Marketing	Service	Cedar Falls	1501 Technology Pkwy #200, Cedar Falls, IA 50613	319-232-4332	NONE	https://impactmt.com/	ImpactMarketing/impact_mt	impact_mt	NONE
Iowa Shotokan Karate Do	Health & Wellness	Downtown Waterloo	10 W 4th St, Waterloo, IA 50701	319-231-5552	lowashotokanarate@yahoo.com	http://www.lowashotokanarate.com	Iowa Shotokan Karate Do	NONE	lowaKarate
Ivy Trellis	Retail	Downtown Waterloo	200 E 4th St, Waterloo, IA 50703	319-232-5668	waterloovivtrellis@gmail.com	NONE	ivytrellisgifts	ivytrellisgifts	NONE
Jameson's Public House	Restaurant/Bar	Downtown Waterloo	310 E 4th St, Waterloo, IA 50703	319-233-0701	jamesonspublichouse@gmail.com	http://www.jamesonspublichouse.com	jamesons310	NONE	NONE
Jiva Salonspa	Health & Wellness	Cedar Falls	223 Main St, Cedar Falls, IA 50613	319-268-0772	info@ivasalonspa.com	http://www.ivasalonspa.com	barberstylistsarahjivasalonspacf	ivasalonspacf	NONE
Joywheel Cycling Studio	Health & Wellness	Cedar Falls	4505 Algonquin Dr Suite B, Cedar Falls, IA 50613	319-249-5944	studio@joywheelcycling.com	http://www.joywheelcycling.com	joywheelcycling	joywheelcycling	NONE
Karen's Print Rite	Service	Waterloo	2515 Falls Ave, Waterloo, IA 50701	319-235-6085	facebook@karensprintrite.com	http://www.karensprintrite.com	Karen's Print-Rite	NONE	NONE
Kate and Co. Salon & Spa	Service	Cedar Falls	200 State St #104, Cedar Falls, IA 50613	319-266-7517	katesonmain@cfu.net	http://www.kateandcompany.com	kateandcompany	NONE	NONE
Kings and Queens Club	Restaurant/Bar	Downtown Waterloo	304 W 4th St, Waterloo, IA 50701	319-232-3001	NONE	https://kingsandqueensclub.com	Kings and Queens	NONE	NONE
KJ & Kompany	Service	Cedar Falls	912 Viking Rd Suite 105, Cedar Falls, IA 50613	319-260-2250	kjandkompany@yahoo.com	http://kjandkompany.com	KjandKompany	kjandkompany	kjandkompany
Klatt, Augustine & Rastede PC	Service	Downtown Waterloo	531 Commercial St # 250, Waterloo, IA 50701	319-232-3304	acoverdale@klatt-law.com	https://www.klatt-law.com/	KlattLawFirm	NONE	NONE
La Placita Taqueria	Restaurant/Bar	Downtown Waterloo	321 W 4th St, Waterloo, IA 50701	319-233-1999	laplacta34@cloud.com	NONE	laplacta322	NONE	NONE
Lark Brewing	Restaurant/Bar	Cedar Falls	6301 University Ave, Cedar Falls, IA 50613	319-855-5275	info@larkbrewing.com	http://www.larkbrewing.com	larkbrewing	lark_brewing	larkbrewing
Laughing Tree Café	Restaurant/Bar	Downtown Waterloo	225 Commercial St, Waterloo, IA 50701	319-610-7525	eliz.guver@gmail.com	https://www.waterloocenterf.com	Laughing Tree Cafe	NONE	NONE
LBL	Retail	Cedar Falls	321 E Main St, Cedar Falls, IA 50613	319-266-6497	info@shoplblnow.com	https://shoplblnow.com/?fbclid=IwAR1blitzonmain	lbititzonmain	lbititzonmain	NONE
Levi Brothers Jewelry & Loan	Retail	Downtown Waterloo	306 E 4th St, Waterloo, IA 50703	319-233-6951	NONE	NONE	LeviBrothersJewelry	levibrosjewelry	NONE
Life Expressions by Chastity	Service	Cedar Falls	600 Juanita Ave, Cedar Falls, IA 50613	319-290-5279	lifeexpressions@hotmail.com	http://www.lifeexpressionsby.com	lifeexpressionsby	lifeexpressionsbychastity	NONE
Lincoln Perk Coffee House	Restaurant/Bar	Downtown Waterloo	218 E 4th St, Waterloo, IA 50703	319-888-4832	NONE	https://www.lincolnperkcoffee.com	lincolnperkwaterloo	lincoln_perk	NONE
LI's Neighborhood Bar & Grill	Restaurant/Bar	Waterloo	3550 Kimball Ave, Waterloo, IA 50702	319-234-3680	NONE	https://www.lisbargrill.com/	NONE	NONE	NONE
Locals Bar & Grill	Restaurant/Bar	Downtown Waterloo	229 E 4th St, Waterloo, IA 50703	319-888-4700	localsgrillbar@gmail.com	https://www.localsgrillbar.com	localsgrillbar	NONE	NONE
Los Cabos Family Restaurant	Restaurant/Bar	Cedar Falls	114 Main St, Cedar Falls, IA 50613	319-277-9676	NONE	http://www.loscabosok.com/	Los Cabos	NONE	NONE
Lotus + Lou Interiors	Retail	Cedar Falls	317 Main St, Cedar Falls, IA 50613	NONE	lotusandlou@gmail.com	http://lotusandlou.com/	lotusandlou	lotusandlouinteriors	NONE
Macarons by Sani	Restaurant/Bar	Downtown Waterloo	516 Lafayette St, Waterloo, IA 50703	319-230-9866	macaronsbyساني@gmail.com	NONE	macaronsbyساني	macarons_by_sani	NONE

Outreach Information/Contacts

- One Million Cups Cedar Valley:

<https://www.1millioncups.com/cedarvalley>

- Tech Brew: <https://redcedarvc.com/tech-brew/>
- EntreFest: <https://entrefest.com/>
- UNI JPEC contact: jpec@uni.edu