

FINAL DELIVERABLE

Title	Waterloo Public Library Marketing Campaign to Promote Business Services
Completed By	Erin Jaros, Walter Donich, Sophia Rupert, Brittany Caskey, Conrad Hellman, Anna Zinselmeier, Isabella Capobianco, Liv Nurre, Julia So, Allison Baty, Meg Biznek, Hannah Gorsline, Jeffrey Roberts, Stephanie Saxe, Hannah Thie
Date Completed	May 2020
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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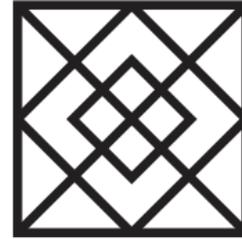
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Team: Infinity and Beyond

**Hellman
Jaros
Donich
Rupert
Caskey**



WATERLOO
public library
gather.connect.explore.

**Business Community
Outreach Campaign**

The background features a collection of abstract geometric shapes in three colors: red, orange, and teal. These shapes include various polygons, circles, and rectangles, some of which are partially cut off by the edges of the frame. The word "Agenda" is centered in a bold, black, sans-serif font.

Agenda

- Our Campaign
- Target Market
- Distribution Mediums & Mock-Ups
 - Traditional
 - Digital
- Hit-List
- Appendix

Our Campaign

- Project Deliverables
- Our Thoughts
- Our Campaign's Message

Deliverables

- Provide creative and fresh ideas of how to advertise and **market the library's services** to the business community
- Identify a "hit list" of recommended established businesses that Amy and her staff can reach out to
- Mock-ups of marketing collateral, public relations pieces, advertising, etc.
- Branding Guide
- Ideas to target start-ups

Our Thoughts

- Services aren't easy to find
 - Especially for people not searching specifically for them
 - Ex. Podcast equipment is buried
- WPL wants to be viewed as more than a place to just check-out books
 - Communicate features to everyone **passively**
- **We will do this with a consistent catch-phrase...**

Our Campaign's Message

Waterloo Public Library is...

**More than a place to
check out books**

This is displayed everywhere



**More than a place to
check out books**



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Target Market

- Targeting everyone



Target Market

- Target everyone, not just businesses
 - Business segments: Schools, Government Services, Restaurants and Food Services, General Businesses, Instagram followers
 - 19,500 current library card holders
- Focus on the variety of library services offered
 - What is useful to each segment?

Targeting Consumers & Businesses

- Our goal was to provide ideas of how to advertise the library's services to the business community
- Most library services appeal to businesses, consumers, or even non-commercial groups
- Our campaign appeals to both the consumer and business mindset
 - Most people that run a business are also just regular consumers
 - Word of mouth to spread
- In the end, keeping our message universal and accessible means more people – both business owners and consumers – see that the library can offer them more

Segmenting

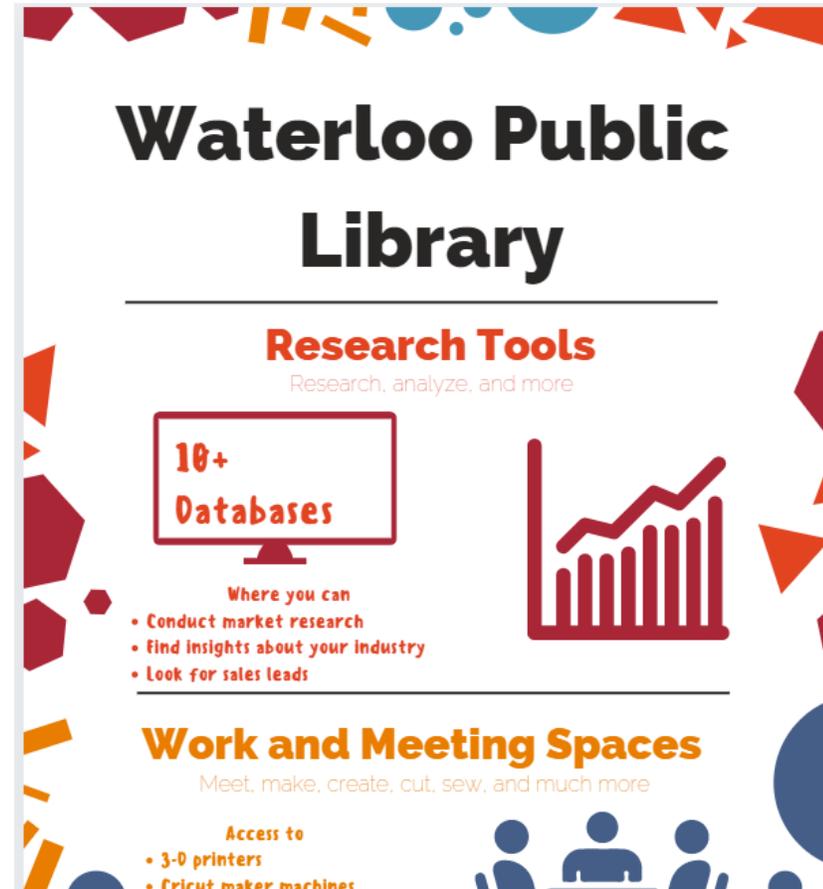
- Currently: by business category
- Future: by business needs

Traditional Marketing

- Infographics
- Assorted Swag
- Billboards & Digital Sign Content
- Radio Ads
- Librarian Business Cards

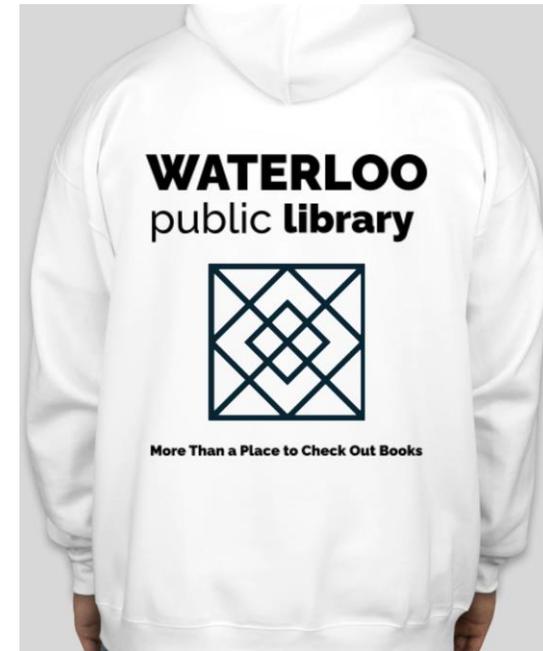
Infographics

- Flexibility
- Shareability
- Visual vs Textual
- Attention



Assorted Swag

- Bookmarks, pencils, and other merchandise
- Younger audience
- Change perception
- Organic word-of-mouth growth



Billboards

- Effective for building awareness to a brand
- Reach as many people as possible

In the Waterloo area:

- **Large** Billboards: \$1500-\$5000
- **Medium** Billboards (Posters): \$700-\$3,000
- **Small** Billboards (Junior Posters): \$300-\$800



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**More
than a
place to
check out
books.**





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**"More Than a
Place to Check
Out Books"**

Digital Sign Content

- More services provided by WPL on the digital sign outside the library



Radio

- Cost-efficient and extremely effective
- Ability to target specific demographics
- Connect to consumers with voice and emotion
- Iowa Public Radio, Spotify, Pandora

"Are you a student looking for a place to 3D print, start a podcast, do some research, find a study room? Or are you a business owner looking for conference rooms, learning to navigate social media, or take some tech classes?

Luckily, the **Waterloo Public Library** provides all these services! We're more than a place to check out books. We offer many other things; you might just have to come check it out for yourself! We're open Monday-Friday from 9am-5pm. Come take a look -- we have something for everyone's interests!"

Librarian Business Cards

**Jane
Doe**

Librarian Services Here



**Amy
RousseLow**

Marketing & Volunteer Services



(555) 555-5555

librarianname@waterloopubliclibrary.org



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**More than a place
to check out books**



(319) 291-4496

arousseLow@waterloopubliclibrary.org



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**More than a place
to check out books**

- Utilized for librarians to hand out so visitors can ask questions about research or services



Digital Marketing

- Social Media Schedule
- Mock-Ups
- Email Templates

Social Media Research

- Wednesday at 11 am
 - Overall best day
- Friday 10–11 am peak
- Consistent engagement Tuesday-Thursday 10 am–3 pm
- Link to website page

Social Media Outreach Strategy

- Maximizing presence
 - Instagram Stories
 - highlight in real time & create story highlights
 - Tag people in your posts
 - Encourage staff interaction with posts
 - likes and comments increase attractiveness
 - Increase hashtag usage: 4+ per post
 - Join 10+ Facebook Groups in the WPL area

Social Media Outreach Strategy

- Social Media Schedule
 - **Instagram Posts** (Weekly on Special Services provided, incorporated with current content)
 - **Instagram Stories** (1-3 per week covering events, services, interviews, etc.)
 - **Facebook** (2 monthly “Events” scheduled on Facebook; 1+ posts per week; 2+ comments in FB groups to increase engagement, linking Instagram & Facebook)
 - **Twitter** (Follow 100+ Waterloo-area businesses by June 1; engage through like, retweet, comment, DM, etc. with 4 accounts per day; Tweet once a week)



MAY MEDIA SCHEDULE

monday	tuesday	wednesday	thursday	friday	saturday	sunday
					1  Swag Giveaway	2
3	4	5  Did you know ?	6  Library Services	7  Community Feature	8	9
10	11	12  Swag Giveaway	13  Did you know ?	14	15  Meet the Librarians	16
17	18	19  Did you know ?	20  Community Feature	21  Community Feature	22	23
24/31	25	26  Meet the Librarians	27  Library Services	28	29  Did you know ?	30

Did you know?

A graphic for genealogy featuring a stylized tree in a blue circle, orange and blue geometric shapes, and a magnifying glass icon.

Did you know?
**Genealogy
tracing is
available at
your library.**

More than a place to
check out books



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A graphic for podcasting featuring a microphone icon in a red hexagon, a wine glass, and various red and orange geometric shapes.

Did you know?
**Podcast
equipment is
available at
your library.**

More than a place to
check out books



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Community Feature & Testimonials



This series both highlights features of the library in a tangible, proven way, while offering a small bit of promotion to a community member in return.

Meet the Librarians



Meet our librarians!

Donna is an expert at **The Hive**, and can guide you in using anything there - sewing, cutting, printing, you name it!

More than a place to check out books



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Meet our librarians!

Jackie is our tech expert. From changing your password to setting up a business email, she has you covered.

More than a place to check out books



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Swag Giveaway



Swag Giveaway

**Be the first to record a
podcast episode in the
Hive - win a sweater!**



More than a place to
check out books



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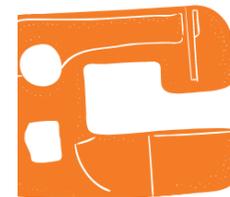
Library Services



Our services

Work & Meeting Spaces

- 3D Printers
- Cricut maker machines
- Brother sewing machines
- Meeting Spaces
- Computer Lab



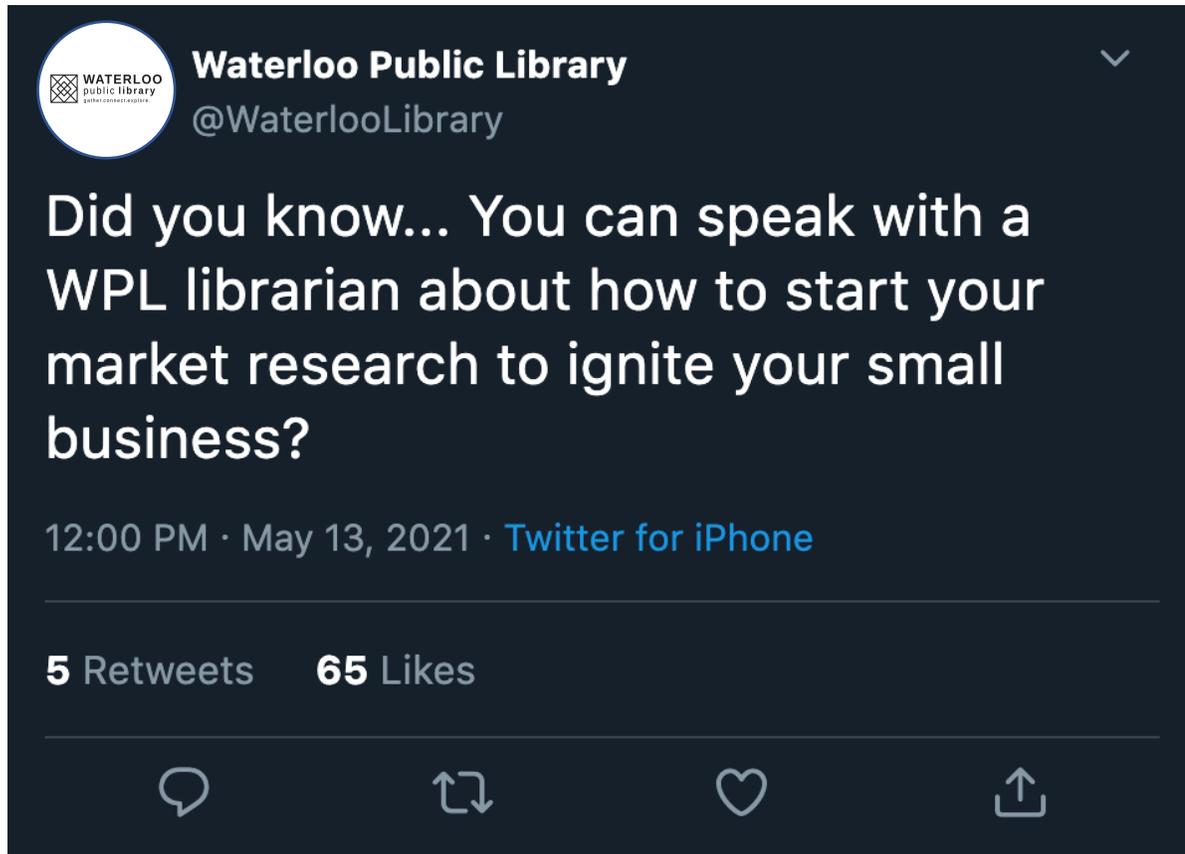
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Twitter Content



 **Waterloo Public Library**
@WaterlooLibrary

Did you know... You can speak with a WPL librarian about how to start your market research to ignite your small business?

12:00 PM · May 13, 2021 · [Twitter for iPhone](#)

5 Retweets **65** Likes



 **Waterloo Public Library**
@WaterlooLibrary

Did you know... You can use a Brother sewing machine at the library?

12:00 PM · May 6, 2021 · [Twitter for iPhone](#)

5 Retweets **88** Likes



Email Template

- Chamber of Commerce can help email these out
- Send to cardholders



Hello [Business name],

We are the Waterloo Public Library and we thought that some of our services could be useful to you.

Our business services include:

- Access to more than 10 databases for market research
- Workspaces to work with your team
- Expert librarians that can help you find what you need

That's the tip of the iceberg and it's all free!

If you would like to hear more about our services, you can contact us at askus@waterloopubliclibrary.org or call us at 319-291-4476.

Have a nice day!

Amy Rousselow
Marketing & Volunteer Services Manager
319-291-4496
she/her/hers

Hit List & Branding Guide



Appendix

- Branding Guide
- Hit-List

Appendix A: Branding Guide

- [Link to branding guide](#)

Appendix B: Full Hit-List

- [Link to hit list](#)

Thank You! Questions?

The background is a solid teal color. On the right side, there are several overlapping circles of different sizes. Some are orange, and some are white. The circles are arranged in a way that they appear to be floating or overlapping each other, creating a modern, abstract design.



Team: Flower Power



**Anna
Zinselmeier**



**Isabella
Capobianco**



**Liv
Nurre**



**Julia
So**



**Allison
Baty**

Team Members



WATERLOO PUBLIC LIBRARY

Business Resources

Grow your business. Expand your network. Build your vision.



	Agenda
1	Branding
2	Social and Digital
3	Traditional Advertising
4	Business Outreach
5	Conclusion

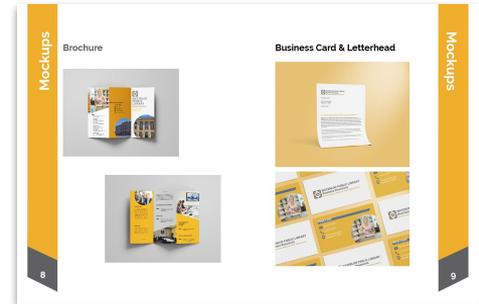
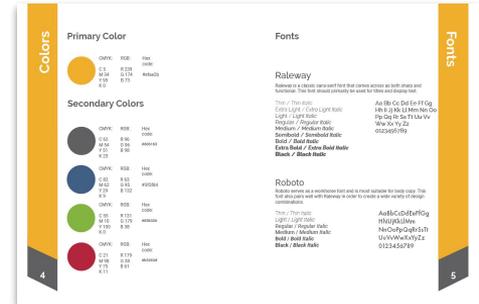
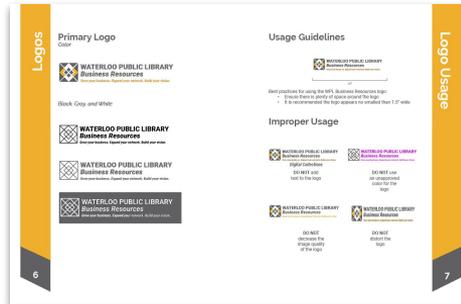
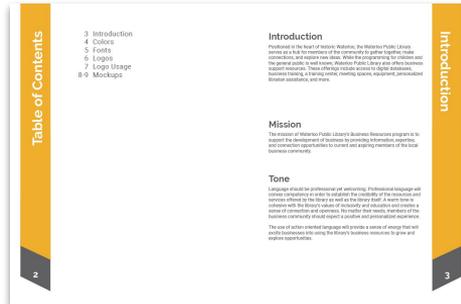
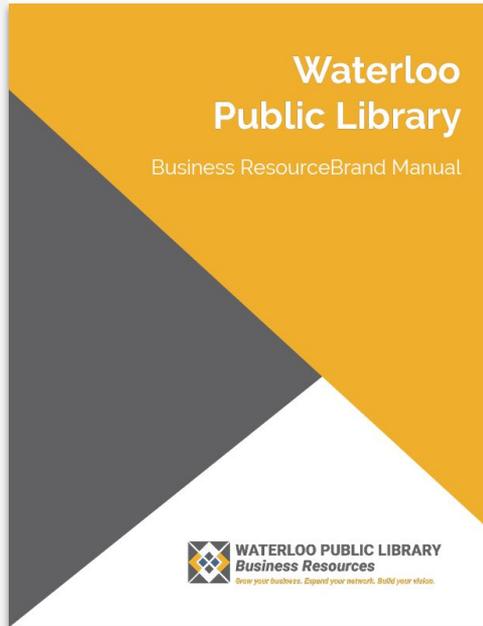
Branding



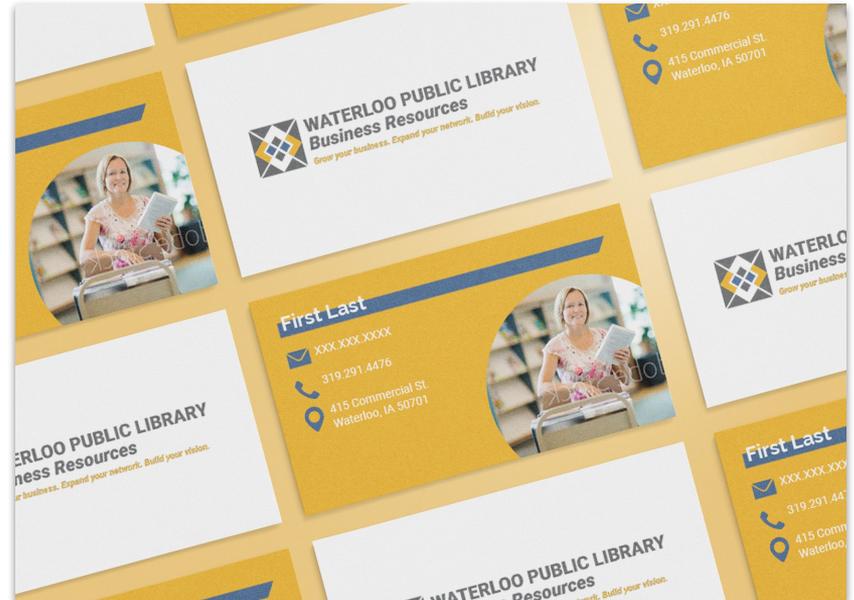
WATERLOO PUBLIC LIBRARY ***Business Resources***

Grow your business. Expand your network. Build your vision.

Brand Guide



Letterhead & Business Cards



Brochure



STAFF

Meet our amazing staff who is here to help you get started!

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Business Office Manager
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ROBERT GELLER
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JULIA RITZDORF
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[facebook.com/waterloopubliclib](#)

[www.waterloopubliclib.org](#)



WATERLOO PUBLIC LIBRARY

Business Resources

Grow your business.
Expand your network.
Build your vision.



ABOUT WPL

Positioned in the heart of Waterloo, the Waterloo Public Library is a vibrant, user-centric space for the community to gather, explore, learn, collaborate, and explore our city. We're the community's go-to center for digital skills, business support resources, free of charge or low-cost classes, and more. We also offer a variety of services, including business training, meeting spaces, and more.

MISSION

The mission of Waterloo Public Library's Business Resources program is to support the development of Waterloo by providing entrepreneurs, startups, and community-based business owners with the resources and support they need to succeed.

RESOURCES

Are you an established business, or start-up company who needs help on launching a business, creating a business plan, or marketing your product? Look no further, the Waterloo Public Library has the resources you need to offer:

TECHNOLOGY CLASSES

A room that people can use to meet, use tools and equipment, open, create and craft, and more.

THE HIVE

A room that people can use to meet, use tools and equipment, open, create and craft, and more.

CONFERENCE & TRAINING ROOMS

Available for groups, businesses, and organizations to use.

DIGITAL COLLECTION

A comprehensive collection of digital and print resources for your business, including e-books, e-audiobooks, and more.





Social & Digital

Social Media - Facebook




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Like Page

Join Amy, our Marketing & Volunteer Services Manager, on a virtual tour of the library!



2021 WPL Virtual Tour
Waterloo Public Library Tour

[YOUTUBE.COM/CHANNEL/WPL](https://www.youtube.com/channel/WPL)

Learn More

20 45 Comments 19 Shares

Like Comment Share


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To celebrate Small Business Month, we're sharing a WPL Business Resources each week!



WATERLOO PUBLIC LIBRARY
Business Resources
Grow your business. Expand your network. Build your vision.

Reference USA Databases

- U.S. Businesses
 - Analyze competitors
 - Locate suppliers
- U.S. Consumer/Lifestyle
 - Understand customer needs
 - Create segmentation strategies to drive sales
- ... and more!

Get in Touch with a Staff Expert

- Paige Turner, Reference Librarian
 - pturner@waterloopubliclibrary.org

54 7 Comments 6 Shares

Like Comment Share



Home / News /

Blog

Waterloo Public Library Provides Services for Growing Businesses
posted on Weekday, Month XX, 2021 in The Cedar Valley Community

The Waterloo Public Library, located in downtown Waterloo, has various tools available for growing businesses to use. The library and its staff offer a variety of services and resources for businesses including assistance with secondary research, training on how to use social media, and meeting / conference rooms that can be used free of charge. The library offers an array of services.

Categories

Blog

- Grow Cedar Valley
- Government Affairs
- The Cedar Valley Community
- Investor Highlights
- Economic Development

Search The Blog

- Available on **Grow Cedar Valley Website**
- **Outreach** to businesses
- Increase **awareness** of library services

Email Campaign



- **Cost effective** and **time efficient** way to market to businesses
- **Simple process** to get started
- Create **various emails** to send out to local businesses **about library services and events**

Traditional Advertising

Traditional marketing



Radio



TV



Mail

Direct Mail



WATERLOO PUBLIC LIBRARY *Business Resources*

Grow your business. Expand your network. Build your vision.

WATERLOO PUBLIC
LIBRARY IS HERE TO
SUPPORT YOUR
BUSINESS

Take advantage of the Hive,
Conference Rooms, and Technology
Classes to kickstart or grow your
business.

For More Information Visit
www.waterloopubliclibrary.org
Or Call: 319.291.4476



WATERLOO PUBLIC LIBRARY

Business Resources

Grow your business. Expand your network. Build your vision.

WATERLOO'S SERVICES TO HELP GROW YOUR BUSINESS

The Hive

A room that people use to meet, use tools and equipment, sew, create arts & crafts, and more

Confrence and Training Rooms

Avalibale for groups, businesses, and organizations to use

Technology Classes

Waterloo Public Library offers assistance with research, along with technology classes on over 80 topics!

Digital Collection

An assortment of fiction and non-fiction books and other material in electronic and audio format.

VISIT WATERLOO PUBLIC LIBRARY FOR MORE INFORMATION

The Hive

the **hive**
a maker colony

The Hive is our makerspace, where you are welcome to use the room, tools & equipment to make, create, cut, craft, sew, convert to digital, and more! To gain key access to The Hive, become a Certified Maker!

GAIN ACCES TO THE HIVE BY BECOMING A CERTIFIED MAKER!

- Watch a 6 minute video
- Take a Quiz
- Print your certification and become a certified maker!

Call us at 319-291-4480 to reserve your spot at the Hive today!

Business Outreach

Business Community networking Events



City Council
meetings



Strictly Business
Trade Show



Good Morning
Cedar Valley

Business Hit List



Food and Drink

- Fat Cup Coffee Company
- Lark Brewing
- Macarons by Sani

Entertainment

- Cedar Falls Community Theatre
- The Grid Virtual Reality Arcade
- Waterloo Community Playhouse and Black Hawk Children's Theatre

Professional Services

- MESSY Dog Training
- Life Expressions by Chastity
- Xpressions Screen Printing and Embroidery

Health and Wellness

- Balanced Wellness Massage Therapy
- Joywheel Cycling Studio
- NRG Pilates

Retail

- Art by Mandy
- B.B. Boutique
- Basket of Daisies

Farm and Produce

- Kaiser Farm Fresh
- Timber Ridge Bison
- Pine Grove Family Farms

Accelerator Programs

- 24/7 Black
- Red Cedar/Mill Race

New Event Ideas



- **Business Seminars**
- **Guest Panels** for aspiring business professionals
- Breakout **Idea Rooms**
- **Mentor programs** between established businesses and entrepreneurs

Power Networking Event



Power Networking and Charity Raffle for Community Businesses

Waterloo, IA: Join Waterloo Public Library on XX for a night of networking and a charity raffle benefiting Junior Achievement of Eastern Iowa! Current and aspiring members of the local business community are welcome to attend. The night will open with a power networking session, allowing guests to expand their network and get to know fellow attendees. Afterwards, there will be free time for guests to mingle and continue to socialize over casual drinks. The night will end with a raffle of baskets sponsored by the following local businesses: [list of businesses sponsoring the action (pull from hit list)]:

Junior Achievement of Eastern Iowa is a branch of Junior Achievement USA. Junior Achievement USA is the largest organization committed to promoting “work readiness, entrepreneurship, and financial literacy” among students through in-school and after-school programs. JA of Eastern Iowa has been in operation since 1965 and serves 48,000 students every year.

Quote from staff: “Our businesses are at the center of our community. They have given so much and on behalf of Cedar Valley, Waterloo Public Library has planned a night dedicated to celebrating and supporting them.”

For more information, please contact x at x@waterloopubliclibrary.org or call xxx-xxx-xxxx.



XX Month XXXX

415 Commercial St.
Waterloo, IA 50701

319.291.4476

Power Networking and Charity Raffle for Community Businesses

Waterloo, IA: Join Waterloo Public Library on XX for a night of networking and a charity raffle benefiting Junior Achievement of Eastern Iowa! Current and aspiring members of the local business community are welcome to attend. The night will open with a power networking session, allowing guests to expand their network and get to know fellow attendees. Afterwards, there will be free time for guests to mingle and continue to socialize over casual drinks. The night will end with a raffle of baskets sponsored by the following local businesses: [list of businesses sponsoring the action (pull from hit list)]:

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Our cohesive marketing recommendations will help **increase awareness** and position the Waterloo Public Library as a **valuable resource** for growing businesses



WATERLOO PUBLIC LIBRARY
Business Resources

Grow your business. Expand your network. Build your vision.



Adobe Stock

STAFF

Meet our amazing staff who is here to help grow your business!

NICK ROSSMAN

Library Director
nrossman@waterloopubliclibrary.org

KIM CHAPMAN

Business-Office Manager
kchapman@waterloopubliclibrary.org

ROBERT GIESLER

Technical Systems Manager
rgiesler@waterloopubliclibrary.com

JILLIAN RUTLEDGE

Public Services Manager
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AMY ROUSSELOW

Marketing & Volunteer Service Manager
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📷 @waterloopubliclibrary

📘 @WaterlooPublicLibrary

🌐 www.waterloopubliclibrary.org



**WATERLOO
PUBLIC
LIBRARY**

Business Resources

*Grow your business.
Expand your network.
Build your vision.*



Waterloo Public Library

Business ResourceBrand Manual



WATERLOO PUBLIC LIBRARY
Business Resources

Grow your business. Expand your network. Build your vision.

Table of Contents

3	Introduction
4	Colors
5	Fonts
6	Logos
7	Logo Usage
8-9	Mockups

Introduction

Positioned in the heart of historic Waterloo, the Waterloo Public Library serves as a hub for members of the community to gather together, make connections, and explore new ideas. While the programming for children and the general public is well known, Waterloo Public Library also offers business support resources. These offerings include access to digital databases, business training, a training center, meeting spaces, equipment, personalized librarian assistance, and more.

Mission

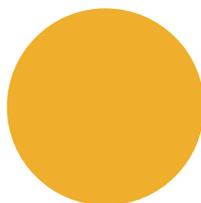
The mission of Waterloo Public Library's Business Resources program is to support the development of business by providing information, expertise, and connection opportunities to current and aspiring members of the local business community.

Tone

Language should be professional yet welcoming. Professional language will convey competency in order to establish the credibility of the resources and services offered by the library as well as the library itself. A warm tone is cohesive with the library's values of inclusivity and education and creates a sense of connection and openness. No matter their needs, members of the business community should expect a positive and personalized experience.

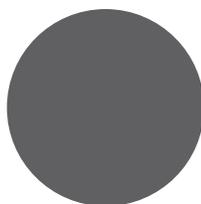
The use of action oriented language will provide a sense of energy that will excite businesses into using the library's business resources to grow and explore opportunities.

Primary Color

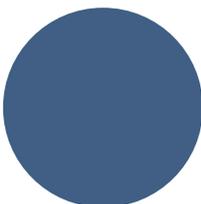


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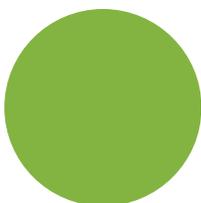
Secondary Colors



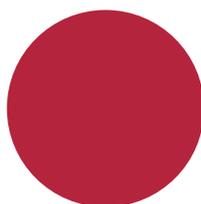
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CMYK:	RGB:	Hex code:
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CMYK:	RGB:	Hex code:
C 21 M 98 Y 75 K 11	R 179 G 38 B 61	#b3263d

Fonts

Raleway

Raleway is a classic sans-serif font that comes across as both sharp and functional. This font should primarily be used for titles and display text.

Thin / *Thin Italic*
 Extra Light / *Extra Light Italic*
 Light / *Light Italic*
 Regular / *Regular Italic*
 Medium / *Medium Italic*
Semibold / *Semibold Italic*
Bold / *Bold Italic*
Extra Bold / *Extra Bold Italic*
Black / *Black Italic*

Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv
 Ww Xx Yy Zz
 0123456789

Roboto

Roboto serves as a workhorse font and is most suitable for body copy. This font also pairs well with Raleway in order to create a wide variety of design combinations.

Thin / *Thin Italic*
 Light / *Light Italic*
 Regular / *Regular Italic*
 Medium / *Medium Italic*
Bold / *Bold Italic*
Black / *Black Italic*

AaBbCcDdEeFfGg
 HhIiJjKkLlMm
 NnOoPpQqRrSsTt
 UuVvWwXxYyZz
 0123456789

Primary Logo

Color



Black, Gray, and White



Usage Guidelines



Best practices for using the WPL Business Resources logo:

- Ensure there is plenty of space around the logo
- It is recommended the logo appears no smaller than 1.5" wide

Improper Usage



Digital Collections

DO NOT add text to the logo



DO NOT use an unapproved color for the logo



DO NOT decrease the image quality of the logo

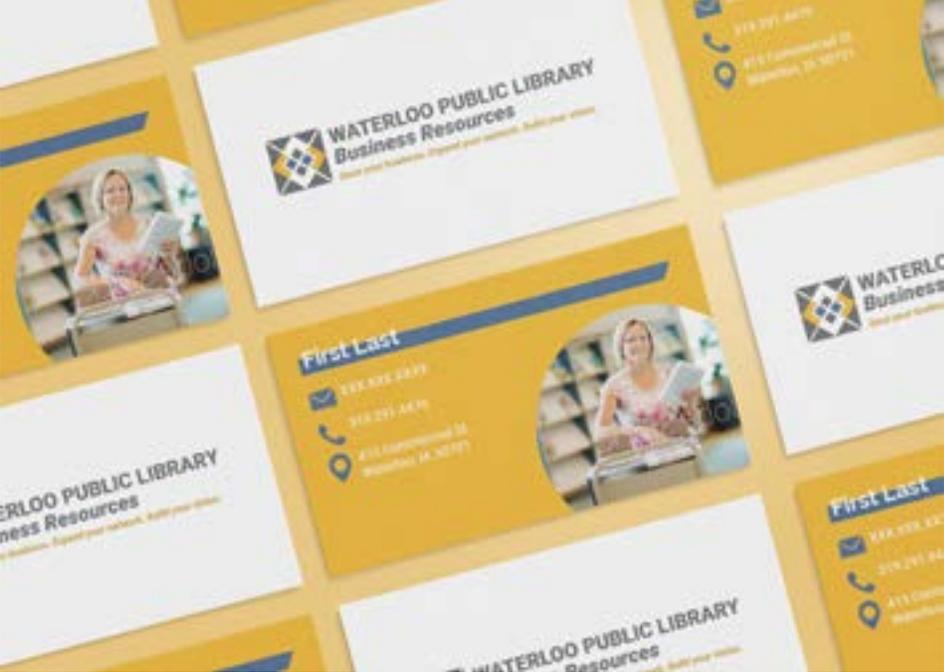


DO NOT distort the logo

Brochure



Business Card & Letterhead





ABOUT WPL

Positioned in the heart of historic Waterloo, the Waterloo Public Library serves as a hub for members of the community to gather together, make connections, and explore new ideas. While the programming for children and the general public is well known, Waterloo Public Library also offers business support resources. These offerings include access to digital databases, business training, a training center, meeting spaces, equipment, personalized librarian assistance, and more.

MISSION

The mission of Waterloo Public Library's Business Resources program is to support the development of business by providing information, expertise, and connection opportunities to current and aspiring members of the local business community.

INTRODUCTION

RESOURCES

Are you an established business, or start-up company who needs help on launching a business, creating business plans, or navigating social media? Look no further, the Waterloo Public Library is here to help! Check out all the available resources the Waterloo Public Library has to offer:

TECHNOLOGY CLASSES

— a room that people can use to meet, use tools and equipment, sew, create arts & crafts, and more.

THE HIVE

— a room that people can use to meet, use tools and equipment, sew, create arts & crafts, and more.



CONFERENCE & TRAINING ROOMS

— Available for groups, businesses, and organizations to use.

DIGITAL COLLECTION

— A tremendous assortment of fiction and non-fiction books and other materials in electronic and audio format.



Team: Early Birds



the early birds

meg biznek • hannah thie • jeffrey roberts • stephanie saxe • hannah gorsline

Public Relations & Marketing Campaign

Meg Biznek, Hannah Gorsline, Jeffrey Roberts, Stephanie Saxe, Hannah Thie

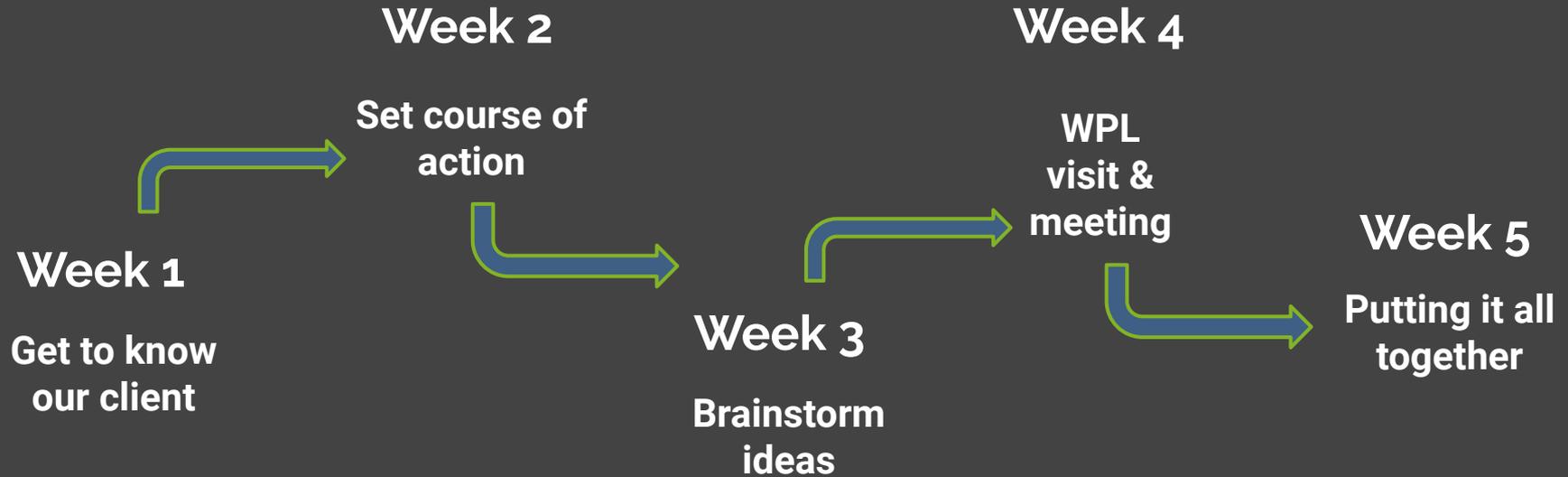


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PROCESS

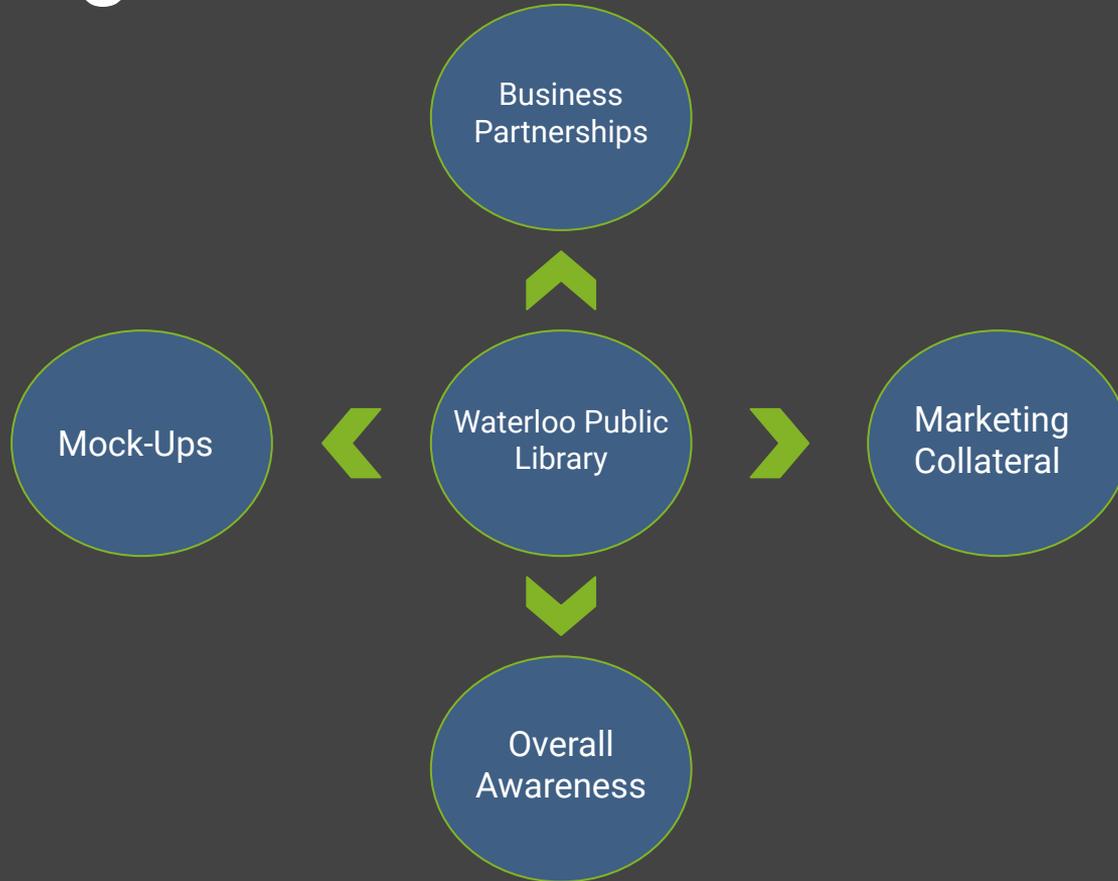


About WPL

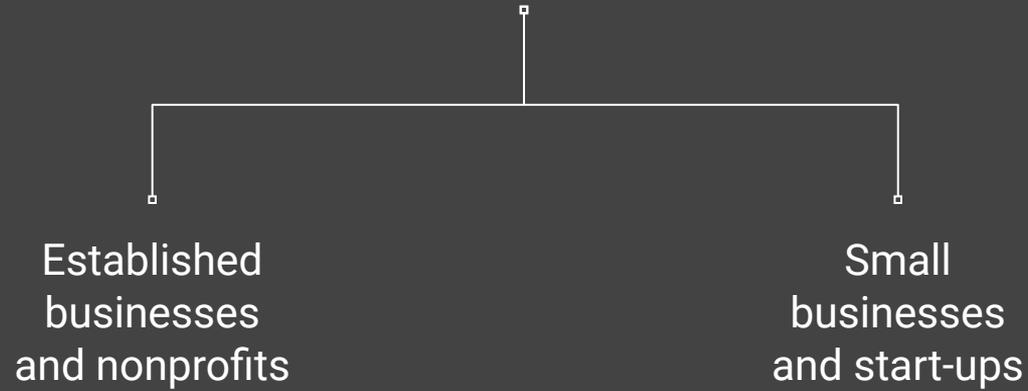


Part One

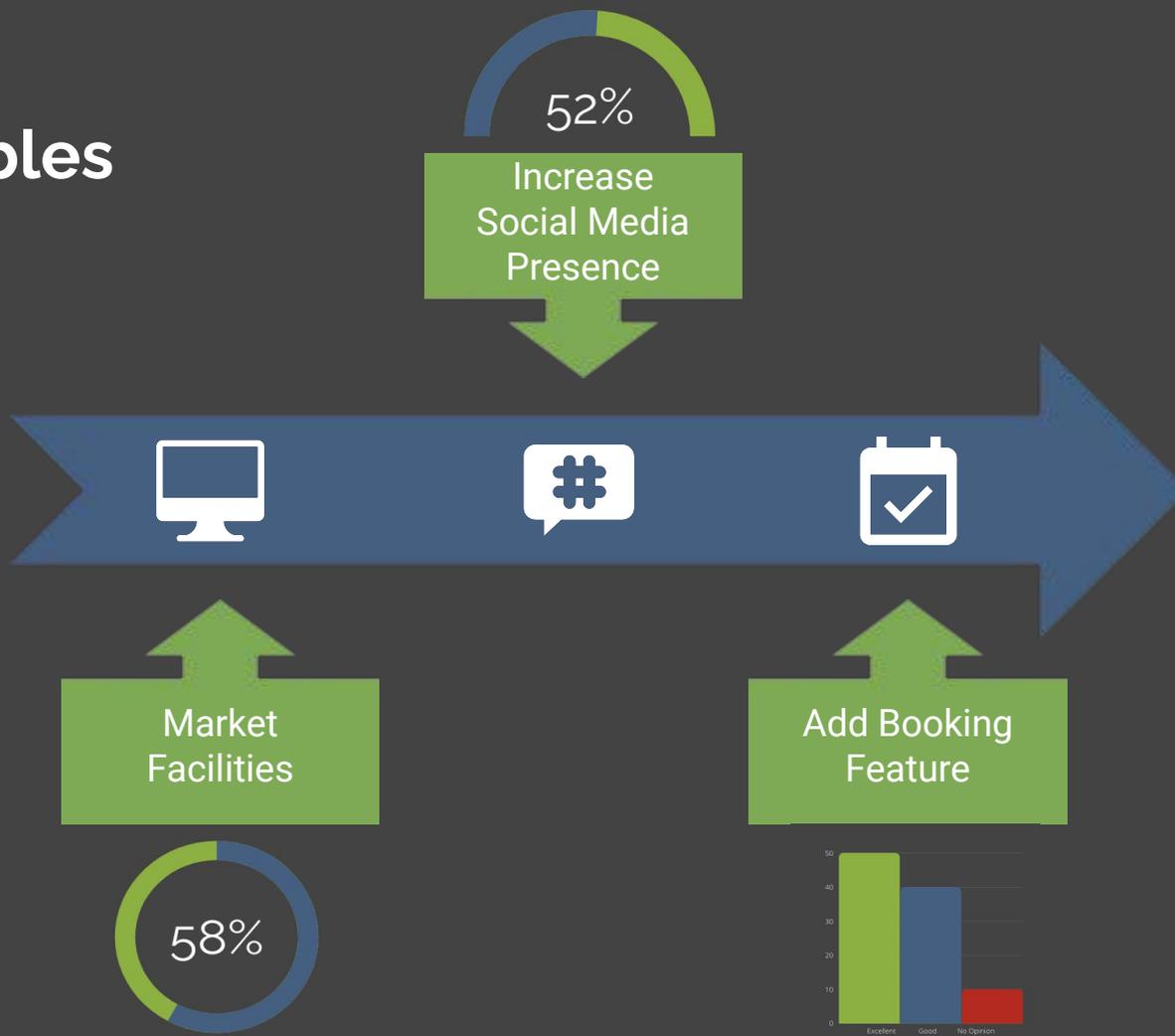
Client Background



Target Market



Project Deliverables



Mock-Ups of Marketing Materials



Part Two

Marketing Campaign for Business Community

Tagline

Every business has a story.
Let us help you start a new chapter.



Formatting

Roboto & Raleway Fonts



#3F5F84



#606062



#83B326



#E6E6E6

Library Brochure Mockup

HOURS

MONDAY	9:00 - 5:00*
TUESDAY	9:00 - 5:00*
WEDNESDAY	9:00 - 7:00*
THURSDAY	9:00 - 5:00*
FRIDAY	9:00 - 5:00*
SATURDAY	9:00 - 5:00*
SUNDAY	CLOSED

*Subject to change as conditions warrant.



WATERLOO PUBLIC LIBRARY



VISIT US:

Waterloo Public Library
415 Commercial Street
Waterloo, IA 50701

askus@waterloopubliclibrary.org
319.291.4476
<https://www.waterloopubliclibrary.org/>

Waterloo Public Library
415 Commercial Street
Waterloo, IA 50701



DIGITAL COLLECTION

OVERDRIVE
Find fiction and nonfiction in eBook & Audiobook formats plus, digital magazines.

HOOPLA
Get the eBooks, Audiobooks, Movies, Music Albums, TV Episodes & Graphic Novels you want, when you want them.

DIGITAL MAGAZINES
Enjoy full-color, full-content digital magazines through Overdrive on your computer or with the Libby app.

SPACES AVAILABLE

- COMPUTER LAB
- CONFERENCE ROOMS
- PRIVATE STUDY ROOMS
- STUDY CUBICLES
- THE HIVE

To book any of the following please visit our Calendly page to reserve spaces.

based on availability

BUSINESS RESOURCES

THE HIVE
Visit our Makerspace, where your ideas come to life!

LOCAL HISTORY
Discover the past with our local history collection.

TECHNOLOGY HELP
If you have tech questions, we are here to help. Currently, we are only offering virtual assistance.

GENEALOGY
Trace your roots at WPL!

DO RESEARCH
Access WPL's databases from inside or outside the library.

LANGUAGES
Learn a new language!
Find lessons & interactive practice for nearly 100 languages.

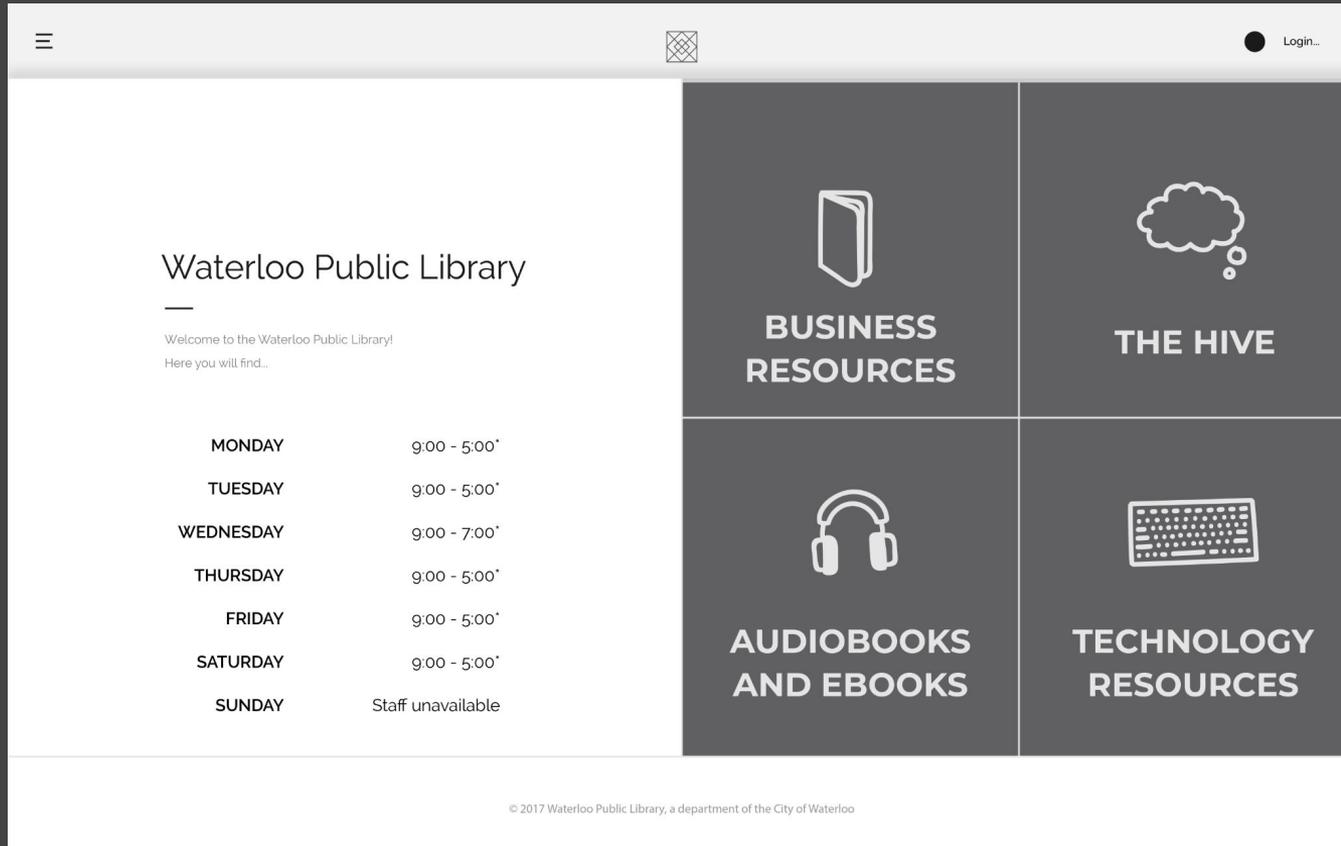
YOUTH

STORYTIMES
Instill a love of reading in your child.

TOOLS FOR TEACHERS
Additional resources for teachers.

DIGITAL ACCESS
eBooks and audiobooks for children.

Website Mockup - Landing Page



Website Mockup - Home Page



Search

About

Services

Reserve a Space

Waterloo Public Library

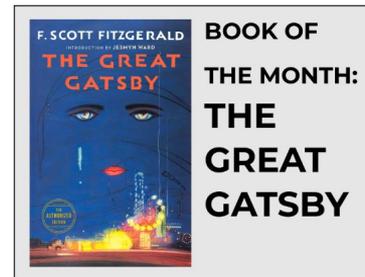
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet.



"And so with the sunshine and the great bursts of leaves growing on the trees, just as things grow in fast movies, I had that familiar conviction that life was beginning over again with the summer."

- F. Scott Fitzgerald
The Great Gatsby



Website Mockup - Meet the Staff

● Login...

LORI PETERSEN
Youth & Teen Services Manager

KIM CHAPMAN
Business Office Manager

ROBERT GIESLER
Technical Systems Manager

Meet the Staff

Here are all of the people that make this library possible.....

AMY ROUSSELOW
Marketing & Volunteer Service Manager



JILLIAN RUTLEDGE
Public Service Manager



NICK ROSSMAN
Library Director

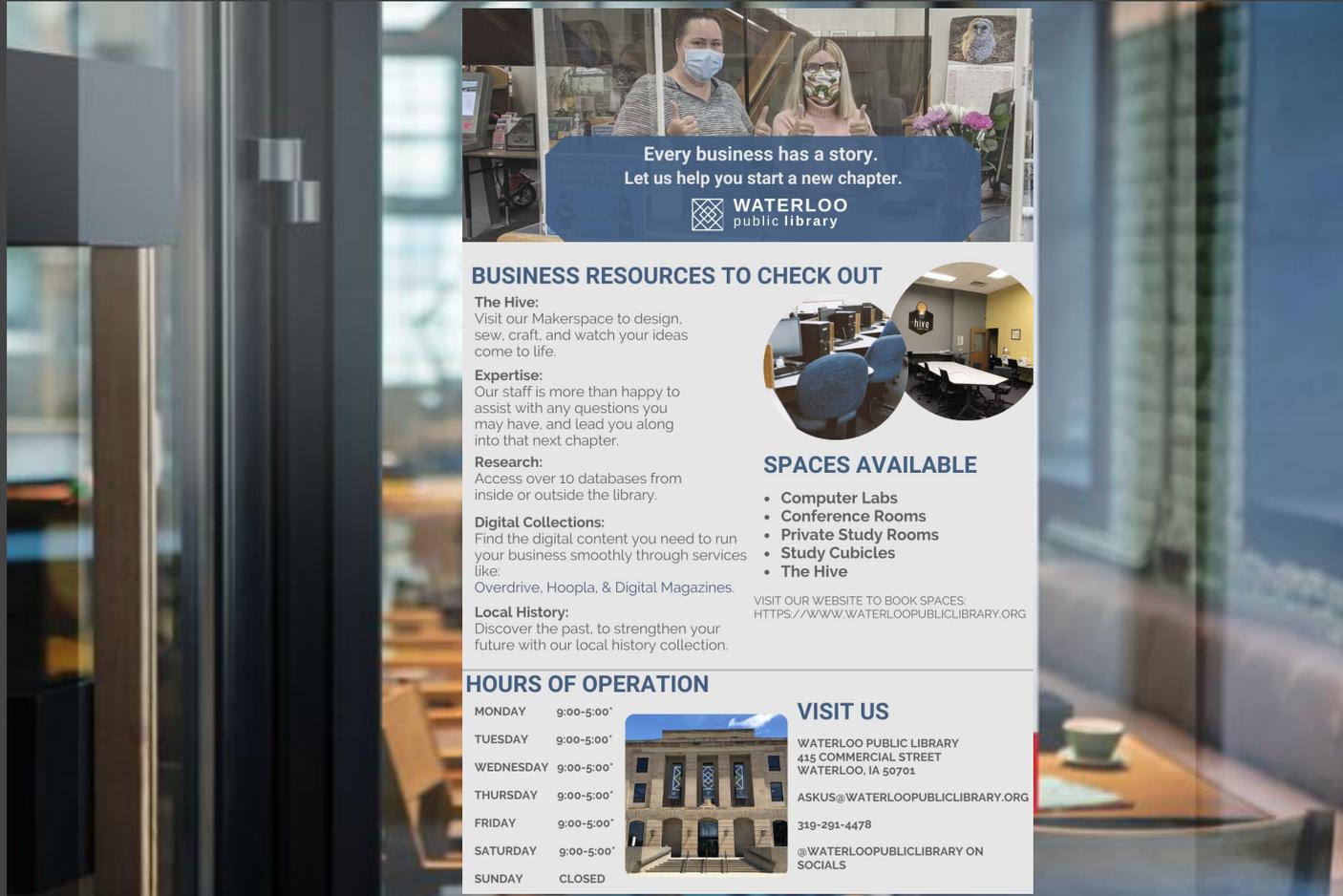


Nick is

Favorite Book:
nrossman@waterloopubliclibrary.org

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Flyers to Distribute



The flyer is a vertical rectangular card with a white background. At the top, there is a photograph of two women wearing face masks and giving thumbs up in a library setting. Below the photo is a dark blue banner with white text. The main body of the flyer contains several sections: 'BUSINESS RESOURCES TO CHECK OUT' with sub-sections for 'The Hive', 'Expertise', 'Research', 'Digital Collections', and 'Local History'; 'SPACES AVAILABLE' with a bulleted list of services; 'HOURS OF OPERATION' with a table of daily hours; and 'VISIT US' with contact information and a small image of the library building. The flyer is set against a blurred background of a library interior.

Every business has a story.
Let us help you start a new chapter.

 **WATERLOO**
public library

BUSINESS RESOURCES TO CHECK OUT

The Hive:
Visit our Makerspace to design, sew, craft, and watch your ideas come to life.

Expertise:
Our staff is more than happy to assist with any questions you may have, and lead you along into that next chapter.

Research:
Access over 10 databases from inside or outside the library.

Digital Collections:
Find the digital content you need to run your business smoothly through services like:
Overdrive, Hoopla, & Digital Magazines.

Local History:
Discover the past, to strengthen your future with our local history collection.



SPACES AVAILABLE

- Computer Labs
- Conference Rooms
- Private Study Rooms
- Study Cubicles
- The Hive

VISIT OUR WEBSITE TO BOOK SPACES:
[HTTPS://WWW.WATERLOOPUBLICLIBRARY.ORG](https://www.waterloopubliclibrary.org)

HOURS OF OPERATION

MONDAY	9:00-5:00*
TUESDAY	9:00-5:00*
WEDNESDAY	9:00-5:00*
THURSDAY	9:00-5:00*
FRIDAY	9:00-5:00*
SATURDAY	9:00-5:00*
SUNDAY	CLOSED



VISIT US

WATERLOO PUBLIC LIBRARY
415 COMMERCIAL STREET
WATERLOO, IA 50701

ASKUS@WATERLOOPUBLICLIBRARY.ORG

319-291-4478

@WATERLOOPUBLICLIBRARY ON
SOCIALS

Promotional Video



- Link to video
 - <https://www.youtube.com/watch?v=6gkvzTTTb2I>

Instagram Feed Mock-Ups

Waterloo Public Library



Free digital services to launch my own business



Supportive staff to guide my start-up



Conference rooms to host my meetings



Technology assistance to advance my ideas



Every business has a story.
Let us help you start a new chapter.



Come in today to use our
computer lab for research &
technology assistance.

Every business has a story.
Let us help you start a new chapter.



Every business has a story.
Let us help you start a new chapter.



Explore our resources to help your small business!



The Hive: Visit our Makerspace, to craft, sew, & design your ideas.

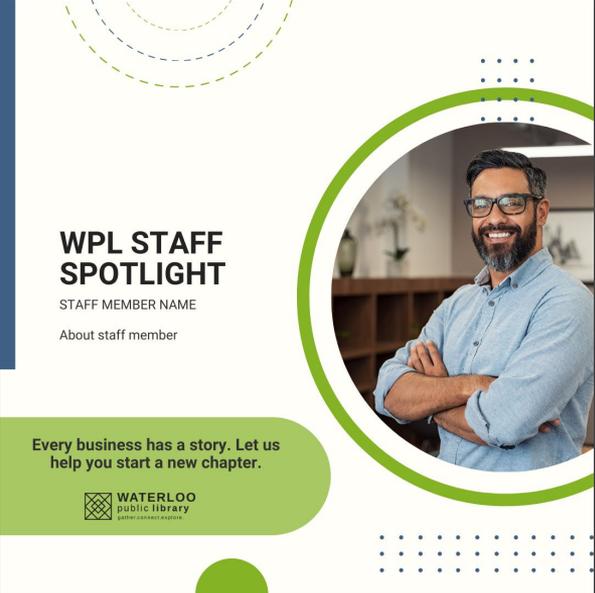


Technology Help: Use our staff to answer any tech or research questions.



Computer Lab: Access over 10 databases to research & brainstorm.

Instagram Feed Mock-Ups



Facebook Cover Photo



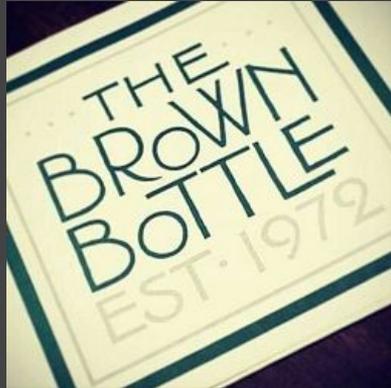
Every
business has
a story.

Let us help you start a new chapter.

Hit List



GROW
Cedar Valley



verve

K • M B U C H A

waterloo, iowa



Co-Marketing Campaigns



Looking to rejuvenate your business model?



We partnered with Verve Kombuch!

Every business has a story.
Let us help you start a new chapter.



WATERLOO
public library

Check out our website to learn more.

Key Recommendations & Takeaways

Project Goals

- Increase brand awareness
- Market library services/resources to businesses
- Establish a list of businesses to collaborate with



Our Recommendations

- Maintain a consistent brand image across all platforms
- Promote services and facilities through interactive website content
- Connect with businesses mentioned in our “Hit List”

Thank you for your time!

