

JMC: 4135

Final Presentation



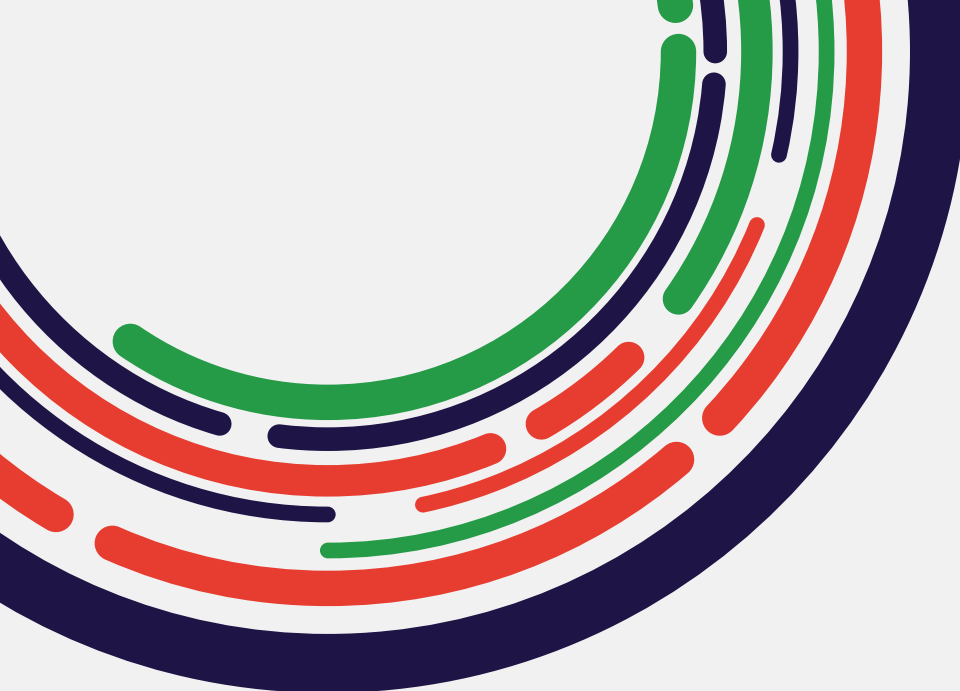
Main Street West Branch

West Branch, IA

Agenda Overview

A decorative graphic at the bottom left of the slide, consisting of several overlapping, parallel lines in red, teal, and green, creating a sense of movement and depth.

- 01 Introduction
- 02 Key Messages & Strategy
- 03 Client 1: Main Street West Branch
- 04 Client 2: Herb & Lou's Pizza
- 05 Client 3: Main Street Sweets
- 06 Client 4: Izzy's Treasures
- 07 Client 5: Shop 121
- 08 Conclusion



01 Introduction

With the reopening of the Herbert Hoover Presidential Library and Museum, Main Street West Branch is looking to **expand its outreach** and **increase awareness** of unique downtown offerings.

We aim to:

- Convert regional visitors and historically driven tourists into active supporters of local businesses
- Capitalize on consumer passion for shopping local
- Highlight amenities offered in Main Street West Branch
- Show regional audiences why Main Street West Branch is the ideal day-trip destination



02

Key Messages & Strategy



Key Messages

Close-Knit and Close By

A charming, welcoming community; close to local cities; affordable and friendly local businesses are the perfect distance for a Saturday visit

Living History

A rich history from Hoover, Quakers, and the Underground Railroad; beautiful historic buildings downtown are thriving with new dining and retail; town values connect to history

Strategy

Social Media Storytelling

Stories of town history, business owners, and day-trip visitors

Earned Media Beyond Local

Seeking collaborations with media in the surrounding areas and encouraging positive reviews and other visitor content

Stakeholder Collaborations

Collaborative events or pop-ups from businesses, working together, to bring day-trippers to town; reposting to build connections among businesses

Curb Appeal & Wayfinding

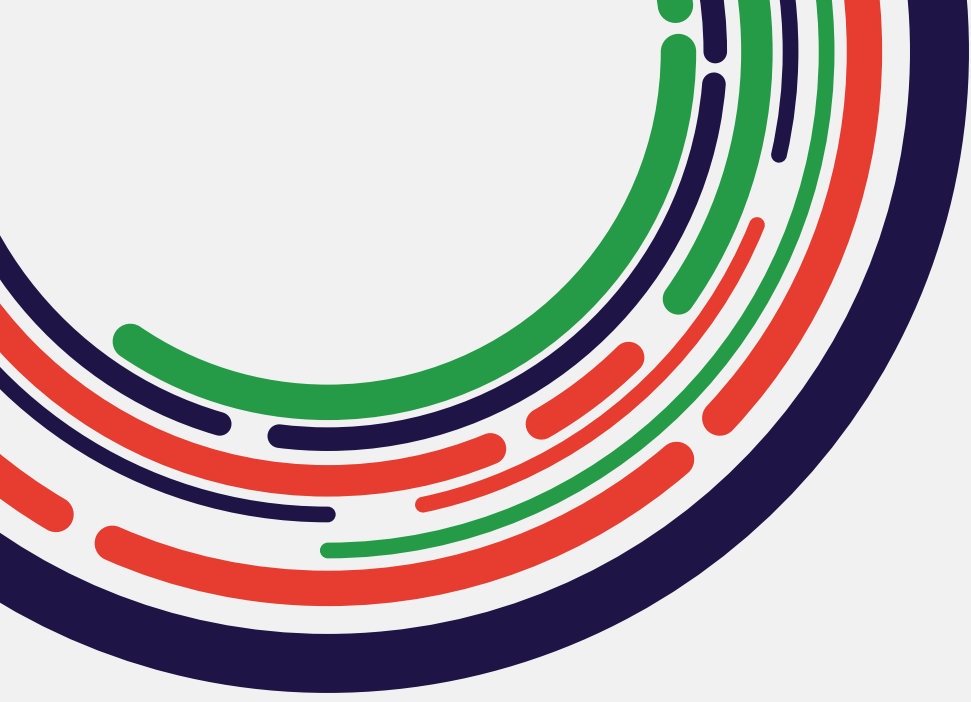
Improving signage to connect town history and show we're open for business; improving what visitors see at first glance to entice them into local stores; walking tours to guide people through downtown

03

Main Street West Branch

*Olivia Vald, Josh Studer, Tyler Horn,
Alexandra Mielke, Sydney Walters*





Goals + Intro

Goal 1: Build a centralized, sustainable communications system consistent across social, email, and events that balances all four Main Street pillars: economic vitality, design, promotion, and organization.

Goal 2: Increase engagement with diverse visitor audiences (Gen Z, families and millennials, and heritage travelers 65+) through redesigned itineraries and audience-specific content.

Everything we built this semester connects back to one of these two goals.



Objectives

- **Objective 1 – Systems:** Implement a year-long communications calendar that consistently covers all channels and reflects all four Main Street pillars.
- **Objective 2 – Engagement:** Increase tourism content engagement across Gen Z, families/millennials, and heritage travelers through redesigned itineraries and tailored promotion.



Daily lowan Story

Herbert Hoover Museum prepares to reopen after major renovations

The updated museum and library are expected to boost tourism, support local businesses, and reshape West Branch, Iowa, as a regional destination.

Madelyn Johnson, News Reporter

May 4, 2026



Kofoed said small businesses in West Branch have been eagerly awaiting the opening of the library, as the hundreds of thousands of visitors passing through the town will provide an economic boom for the town.

The anticipation extends beyond just city officials. Students at the University of Iowa have been working with Main Street West Branch, the downtown district for the City of West Branch, to position the town as a potential destination for visitors once the library reopens.

Tyler Horn, a UI fourth-year student, has been working on a project highlighting West Branch as an overlooked spot just outside of Iowa City, particularly for college students looking for a short getaway. The reopening of the library is expected to serve as a key draw in that effort.

“We’ve been trying to position West Branch as a travel destination,” Horn said. “With the Hoover Library reopening, it gives people a reason to come, and then hopefully they explore downtown and local businesses while they’re there.”

Horn said the project emphasizes the town’s walkable Main Street, locally owned shops, and vintage stores as attractions that could appeal to students seeking a low-cost day trip.

“A lot of students get stuck in their routines in Iowa City,” Horn said. “West Branch can be a small getaway, even just for a couple of hours.”

Deliverables

Itineraries

Four refreshed audience-specific tourism guides for visitors to West Branch

Strategic Content Calendar

A full year of planned content plus an interactive digital calendar

Best Practices Guide

A how-to for maintaining the system long-term

Four itineraries. Three audiences.

- Each itinerary is built around a Saturday visit and targets a specific audience.
- They share core downtown stops but are framed and voiced differently, so the same trip feels distinct depending on who's reading it.

✦ THE MAIN STREET ✦
EDIT

MINI DAY ON
MAIN STREET

🌳 DISCOVER HISTORIC 🌳
WEST BRANCH

CHOOSE YOUR OWN
ADVENTURE
WEST BRANCH

✦ MINI DAY ON ✦
MAIN STREET

Saturday

Tag [@mainstreetwestbranch](#) to share memories from your girls day!

9:30 am

Start at the visitor center

- Pick up ranger pamphlets, maps, and junior ranger activities!



10:00 am

Explore the Herbert Hoover National Historic Site

- Walk through the historic village (easy, stroller-friendly paths)
 - See Hoover's birthplace cottage and the blacksmith shop



11:00 am

Stop into White Pumpkin

- Best Jellycat assortment in town!
- Great spot for unique gifts



DISCOVER HISTORIC
WEST BRANCH

Saturday

Tag [@mainstreetwestbranch](#) to share memories from your day of exploring!

8:15 am

Grab some food and coffee from the Serving Cafe.



9:00 am

Start your historic day at the Herbert Hoover National Historic Site Visitor Center.

9:30 am

- Visit the birthplace cottage of Herbert Hoover
- Walk through the restored Quaker meeting house
- Stop by Hoover's gravesite



✦ THE MAIN STREET ✦
EDIT

Saturday

Tag [@mainstreetwestbranch](#) to share memories from your girls day!

10:00 am

Start your day with some caffeine, light bites, and chit chat at The Serving Cafe!



11:00 am

Head over to White Pumpkin

- Stop by the Perfume Bar & find YOUR scent

11:45 am

Walk to Cotton Creek Mill to check out their quilts & kits or pop into Shop 121... they even have West Branch Bears apparel!



Choose Your Own Adventure

A modular, open-ended itinerary with three tracks (Shop Local, Eat Local, and Explore Local) each with its own QR code linking to the full guide for that category.

Designed as a flexible handout for visitors who want to self-direct, and as a shareable asset that works across all three audience segments without needing to pick one.

Print Out

CHOOSE YOUR OWN ADVENTURE
WEST BRANCH

Check out more curated itineraries on our website.

Tag [@mainstreetwestbranch](#) to share memories from your day trip at West Branch!



Shop Local:

Discover all the shopping, vintage gems, and unique finds West Branch has to offer!





Eat Local:

Discover all the restaurants and food spots West Branch has to offer!





Explore Local:

Discover all the rich history and Herbert Hoover heritage West Branch has to offer!





Digital

CHOOSE YOUR OWN ADVENTURE
WEST BRANCH

Check out more curated itineraries on our website.

Tag [@mainstreetwestbranch](#) to share memories from your day trip at West Branch!



Shop Local:

Discover all the shopping, vintage gems, and unique finds West Branch has to offer!



Eat Local:

Discover all the restaurants and food spots West Branch has to offer!



Explore Local:

Discover all the rich history and Herbert Hoover heritage West Branch has to offer!



Instagram Reels - Individual Story Highlights on Itineraries

Mini Day On Main



The Main Street Edit



Discover Historic West Branch



Strategic Content Calendar

- Covers May 2026 through May 2027 across Instagram, Facebook, and email.
- Built around a fixed weekly skeleton (same content type, same week, every month) with eight content buckets tied to MSWB's strategic goals.
- Every event follows a three-phase arc: pre-event promo, live day-of coverage, and a recap within 48 hours.



The screenshot displays the 'Strategic Content Calendar' for Main Street West Branch. At the top, the organization's logo is shown above the title 'Strategic Content Calendar' and the period 'May 2026 – May 2027'. Below this, it is identified as a 'Communications Planning Brief'. The interface includes an 'Interactive Calendars' section with two options: 'Calendar View' (a monthly grid) and 'List View' (monthly cards with filters), both accessible without a login. A summary table at the bottom provides key metrics: 155 Scheduled Posts, 13 Monthly Newsletters, 14 Annual Events, and 8 Content Buckets.

Strategic Content Calendar			
May 2026 – May 2027			
Communications Planning Brief			
Interactive Calendars			
Calendar View — Monthly grid, click any post for details			
List View — Monthly cards with platform and bucket filters			
<i>Open in any browser — no login required</i>			
155	13	14	8
Scheduled Posts	Monthly Newsletters	Annual Events	Content Buckets

1. Purpose & Philosophy

This calendar solves a core challenge MSWB named at the start: communications were happening, but they were reactive, inconsistent, and not strategically layered. Each post existed in isolation rather than as part of a larger story.

The goal is a system that is consistent, purposeful, efficient, and layered. Individual posts compound over time into a recognizable brand voice the community learns to expect and trust.

This is not a list of things to post. It's a system for telling the story of Main Street West Branch.

How post dates were chosen

Every date is based on four principles:

- Event proximity — pre-event posts 1–2 weeks before; day-of is live coverage; recaps within 48 hours
- Platform spacing — no two posts on the same platform on the same day, ever
- Weekly rhythm — the same content type in the same week every month
- Audience attention — high-energy posts mid-week; evergreen content early or late in the week

2. The Monthly Cadence

The calendar has a fixed weekly skeleton. These posts happen every month, in the same week. The content changes. The timing doesn't.

Week 1 — Mission & Impact	
Monday · IG + FB	Sets the tone for the week. Monday is when people re-engage after the weekend and mission content has space without competing with event noise. This post answers WHY MSWB exists — human and story-driven, not promotional.
Week 2 — Small Business Spotlight	
Wednesday · Instagram only	Mid-week is peak Instagram engagement. Instagram-only because the format is visual and personal. These should feel like mini-documentaries: 30–60 seconds, the owner's voice, something that makes you want to walk in.
Week 2–3 — Sponsor Recognition (13th–15th)	
Around the 15th · IG + FB	Mid-month keeps sponsors out of event noise, which clusters at the start and end of every month. Consistent, predictable placement is part of what you're selling when you pitch sponsorships. Shifts 1–3 days only when needed.
Week 3 — Giving Society + Destination Marketing	
Monday + Wednesday · IG + FB	The middle of the month is when audiences aren't distracted by event hype or end-of-month urgency. Giving Society content needs space to land — it's a longer ask. Destination content is aspirational and visitor-facing. Both work best outside of event noise.

3. The Event Content Arc

Every one of MSWB's 14 annual events follows the same three-phase arc. This ensures events are fully leveraged, not just announced.

Pre-Event 1–2 weeks before	Day-Of the event itself	Post-Event within 48 hours
FB Event Page IG promo Reel Countdown posts Vendor/activity teasers	Live Stories on IG + FB Day-of Reel published Behind-the-scenes moments Crowd and vendor coverage	Recap Reel (best moments) Community thank-you post Sponsor & volunteer callouts Attendance highlight

Why this structure works:

- Pre-event posts build anticipation and drive attendance. The FB Event Page gets organic reach through RSVPs.
- Day-of content captures authenticity you can't recreate. It has to happen live.
- Post-event recaps are your highest-reach posts. People who weren't there share them.

For large events (Summer Kickoff, Hoover Days, A Christmas Past), the arc spans 3 weeks. For smaller events (Coffee & Collab, Ladies Night Out), it compresses to 1 week pre + day-of + recap.

4. Content Buckets

Every post belongs to one of eight buckets tied directly to MSWB's strategic goals.

Events & Promo Drive attendance, announce events, document community moments. Every event gets the full three-phase arc.	Mission & Impact Educates the community on MSWB's work and why it matters. Runs every Week 1 — 13 posts building a cumulative impact picture.
Small Business Drive foot traffic downtown. Personal and specific — a face, a product, a story. Not generic "shop local" graphics.	Sponsor Recognition Fulfill commitments and make sponsors feel seen. Runs mid-month every month. Consistent delivery earns renewals.
Giving Society Grow membership and retain donors. Always anchored to a recent community moment — never a standalone ask.	Destination Marketing Position Historic West Branch as a visitor destination. Amplified year-round by the Hoover Museum re-opening.
Volunteer Recruit and retain volunteers. Every spotlight includes a specific upcoming need — recognition and recruitment in one.	Newsletter (Email) Monthly recap and preview for your most engaged supporters. Low-effort by design — pull existing content and assemble.

5. Platform Strategy

Instagram	Reels, visual storytelling, destination content, small business features. Broader, younger audience. Visual-first — short and punchy.
Facebook	Event Pages, longer captions, community conversation, group sharing. Older community members and event-seekers. More context is welcome.
Email	Monthly recaps, donor and sponsor communications. Most engaged supporters only. Conversational, one clear CTA per issue.

The no-same-day-same-platform rule

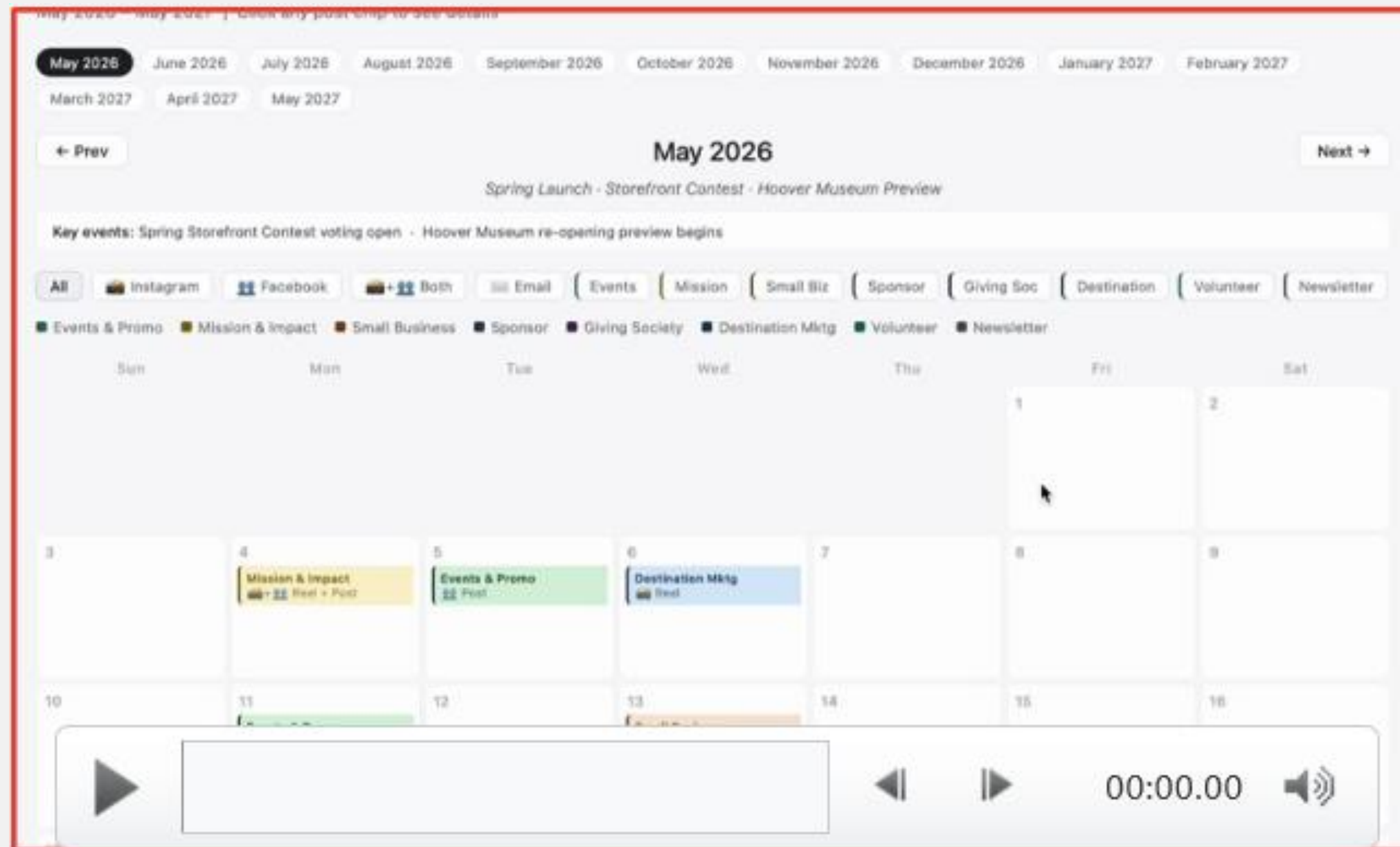
No two posts go out on the same platform on the same day. Built into every date in the calendar.

- Posting twice in one day reads as spam and is penalized by platform algorithms
- Spreading posts across days extends your reach window — each post has time to surface before the next goes out
- When two things land on the same day, the less time-sensitive post shifts one day. Day-of coverage never moves.

6. Key Strategic Decisions

Why monthly newsletters?	Each month has time-sensitive events, spotlights, and CTAs. A quarterly newsletter is stale before it arrives. Monthly keeps MSWB top-of-mind year-round, and the template is low-effort by design.
Why Hoover Museum year-round?	The re-opening in July 2026 is a generational destination marketing opportunity. Previewed in May/June, featured in July, referenced through fall and winter. Every destination post from July forward has a natural Hoover Museum angle.
Why Giving Society ties to events?	Connected asks convert. Cold asks don't. Every Giving Society post is anchored to a recent community moment while the emotional energy is still high — not dropped in as a standalone fundraising ask.
Why FB Event Pages 2 weeks out?	When someone RSVPs, their friends see it automatically. Two weeks gives the algorithm time to surface the event across the community's networks.
Why Sponsor mid-month always?	Predictability is part of the value. Sponsors can plan around mid-month placement and consistent delivery is what earns renewals. Shifts only 1–3 days when needed.

Interactive Calendar: Calendar View



Interactive Calendar: List View

Main Street West Branch — Content Calendar

May 2026 — May 2027 | [Instagram](#) | [Facebook](#) | [Email](#) | [Filter by platform or bucket below](#)

[All](#) | [Instagram](#) | [Facebook](#) | [Both](#) | [Email](#) | [Events & Photos](#) | [Mission & Impact](#) | [Small Business](#) | [Sponsor](#) | [Giving Society](#) | [Destination](#)

[Volunteer](#) | [Newsletter](#)

[Events & Photos](#) | [Mission & Impact](#) | [Small Business](#) | [Sponsor](#) | [Giving Society](#) | [Destination Map](#) | [Volunteer](#) | [Newsletter](#)

May 2026 — Spring Launch — Storefront Contest — Homer Museum Preview

Spring Storefront Contest voting open — Homer Museum re-opening preview begins

May 11

  IG + FB — Post + Post
Mission Monday: "What MSWB does for our community" — year 11 Impact stats graphic series
[Mission & Impact](#)
CTW: @mainstreetwestbranch

May 12

 Instagram — Post
Destination: "Spring has arrived on Main Street" — sidewalk scenes, blooming storefronts
[Destination Map](#)
CTW: @mainstreetwestbranch

May 13

  IG + FB — Post + Post
Storefront Contest Spring — voting OPEN, show all entries, encourage community voting, tag businesses
[Events & Photos](#)
CTW: @mainstreetwestbranch

May 14

 Instagram — Post
Small Business Monday: Vendor/shop owner profile — spring new arrivals or service
[Small Business](#)
CTW: @mainstreetwestbranch

June 2026 — Summer Kickoff June 10-13 — Homer Museum Preview

Summer Kickoff June 10-13 (+1,400 attendees) — Summer Storefront Contest launches

Jun 1

  IG + FB — Post + Post
Mission Monday: "Why Summer Kickoff matters" — Impact story, what the event does for downtown
[Mission & Impact](#)
CTW: @mainstreetwestbranch

Jun 2

 Instagram — Post
Summer Kickoff promo: "Here's what to expect" — sidewalk sales, yellow street, concert stage
[Events & Photos](#)
CTW: @mainstreetwestbranch

Jun 4

  IG + FB — Post + Post
Summer Kickoff countdown — vendor spotlights, BTS setup, concert tease
[Events & Photos](#)
CTW: @mainstreetwestbranch

Jun 8

 Instagram — Post
Small Business Monday: Sidewalk Sales vendor feature — what they're bringing
[Small Business](#)
CTW: @mainstreetwestbranch

July 2026 — 4th of July — Homer Museum Re-Opening — Destination Push

4th of July / Patriotic Storefront Contest — Homer Museum Re-Opening ticket sale 100% — Coffee & Colada Jul 27

Jul 1

  IG + FB — Post + Post
Mission Monday: "Historic West Branch — why we protect this community" — Homer Museum + heritage
[Mission & Impact](#)
CTW: @mainstreetwestbranch

Jul 12

  IG + FB — Post + Post
Destination: "Celebrate 4th of July in Historic West Branch" — parade, downtown, Homer Museum
[Destination Map](#)
CTW: @mainstreetwestbranch

Jul 14

  IG + FB — Post + Stories
4th of July LIVE — parade, patriotic storefronts, community energy downtown
[Events & Photos](#)
CTW: @mainstreetwestbranch

Jul 16

  IG + FB — Post + Post
Homer Museum Re-Opening FEATURE — "It's OPEN! Visit Historic West Branch!"
[Mission & Impact](#)
CTW: @mainstreetwestbranch

Best Practices Guide

- **Purpose & Use:** Create a consistent, unified voice across all external communications, guide onboarding, social media, press releases, and storytelling
 - **Brand Pillars**
 - Events (promotion lifecycle), Mission Education (impact + advocacy), Giving Society (donor engagement), Volunteers (recruitment + recognition), Destination Marketing (“Eat, Shop, Explore”), Sponsors (visibility + relationships), and Storytelling (history + community pride)
- **Target Audiences**
 - Day-Trippers (18–24) → budget-friendly, social, experience-driven
 - History Buffs (55+) → education, authenticity, weekend travel
 - Families/DINKs (28–42) → memory-making, convenience, kid-friendly

Best Practices Guide: Voice, Messaging & Execution

- **Brand Voice**
 - Authentic, inviting, collaborative, witty (but respectful)
 - “Vibrant small-town guide” tone
- **Tone by Context**
 - Advocacy → passionate, impact-focused
 - Fundraising → gratitude-centered, story-driven
 - Informational → clear, direct, helpful
- **Digital & Content Best Practices**
 - Lead with key info (Who/What/Where/When)
 - Use active voice + SEO (“Historic West Branch,” etc.)
 - Ensure accessibility (alt text, readability, mobile-friendly)

Tone, Style, and Brand Guide
Best Practices
Main Street West Branch



Introduction

Purpose: The purpose of this best practices guide is to create a streamlined, cohesive workflow for Main Street West Branch's external communications. To best improve social media engagement, create consistency between platforms, and employ a unified tone, it should be used as a guiding document for all of Main Street West Branch's necessary external correspondence.

Use Case: Main Street West Branch's best practices guide should be used for:

1. Onboarding new staff members (including part-time and volunteers)
2. Quick references and refreshers on tone, talking points, and storytelling
3. Developing copy and materials for earned media engagement
4. Creating press releases

Brand Pillars: The brand and communications approach of Main Street West Branch utilizes seven content pillars based on the organization's approaches to volunteerism, community engagement, and events:

Events (14 annually)	Includes large festivals, seasonal events, and smaller recurring activities Needs full lifecycle promotion: pre-event, live coverage, and post-event storytelling
Mission Education	Communicate MSWB's role in economic vitality and downtown development Lay the groundwork for impactful advocacy to ensure local/state/federal funding Share success stories, business support efforts, and measurable impact
Giving Society	Ongoing donor recruitment and retention → Giving Society! Clear messaging around impact and need Showcase the perks of Giving Society membership Regular donor recognition and storytelling?
Volunteers	Recruitment messaging tied to upcoming/ongoing needs Recognition and appreciation content Build a strong volunteer culture and sense of ownership
Destination Marketing	Position West Branch as a destination to "Eat, Shop & Explore." Highlight local businesses, experiences, and seasonal opportunities Encourage a "shop local" mindset



Conclusion & Next Steps

Conclusion:

- Built the centralized communications system MSWB has been missing — a year-long calendar, four audience-specific itineraries, and an interactive digital tool ready for immediate use
- Equipped the team with the organization and resources needed to hand off to an incoming marketing hire and keep momentum going
- Created a foundation that connects every piece of content back to a strategic goal

Next Steps:

- Hand off all deliverables to Jessi and (potential) incoming marketing hire
- Begin May 2026 execution using the calendar
- Success looks like consistent posting across all channels, clear delegation, all four pillars represented in content, more traffic to itinerary and event pages, higher social engagement, and measurable growth from Gen Z and heritage traveler audiences

Lou's Story



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04

Herb N' Lou's

*Mackenzie Fenwick, Ella Ostermann,
Koby West, Elizabeth Smith*



Teri's Story



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Goals & Deliverables

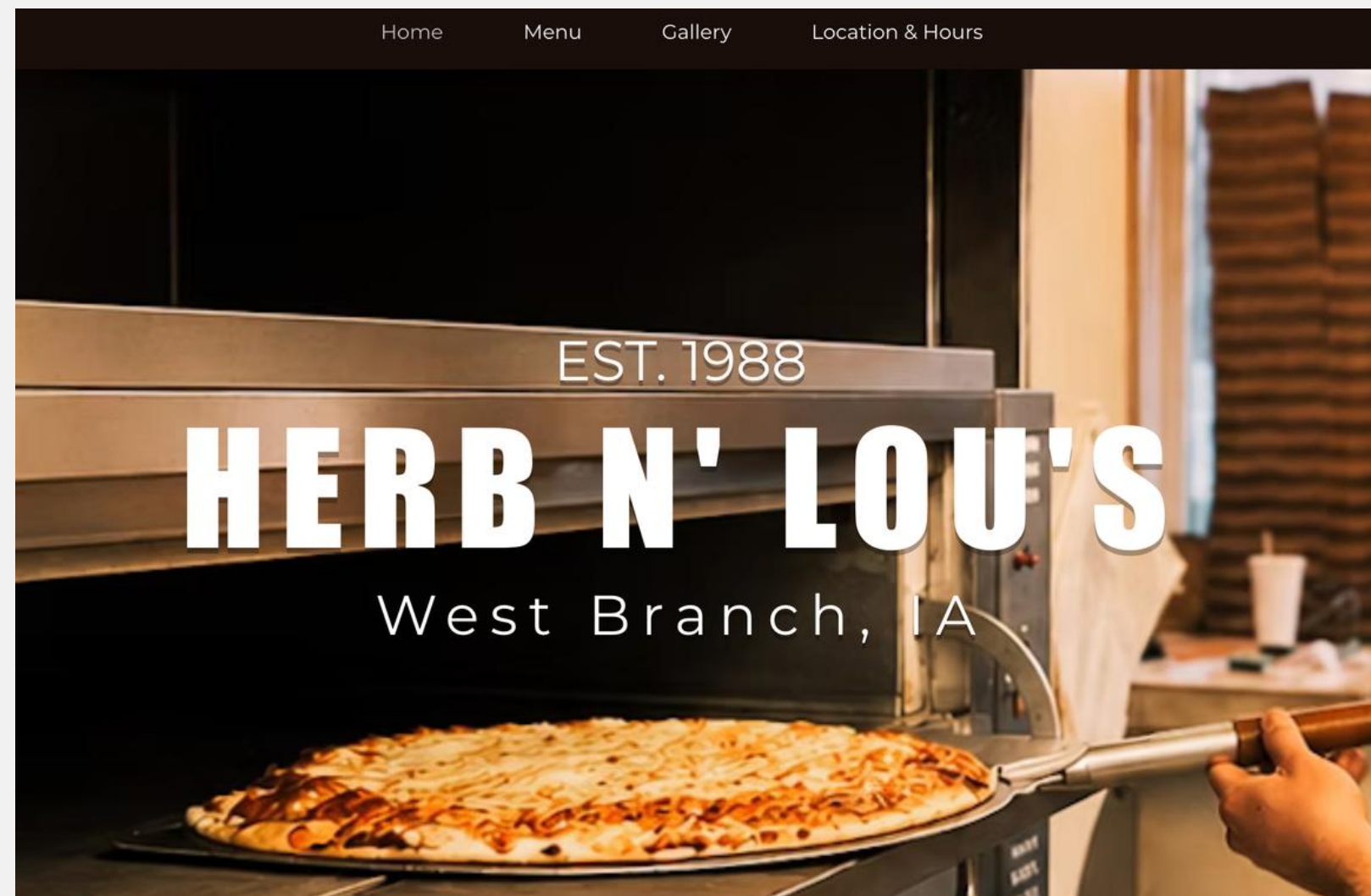
- **Goal 1:**
 - Increase foot traffic in Herb N' Lou's for all age groups
- **Goal 2:**
 - Position Herb N' Lou's as a staple pizza place in the Iowa City area

Deliverables:

- Brand guide
- Graphics & templates
- Content calendar
- Website
- Photography
- Social media

Website

<https://www.herbnlous.com>



Branding



TYPOGRAPHY

Heading — **Impact**

Subheading — Montserrat

Text — Open Sans

Alternative heading

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z



Branding

IMAGERY STYLE

- Food-focused, product placement
- Human-focused, “regulars” storytelling
- Behind-the-scenes
- Event promotion

#1A0E0B

#F5A623

#E08E1B

#FFD166

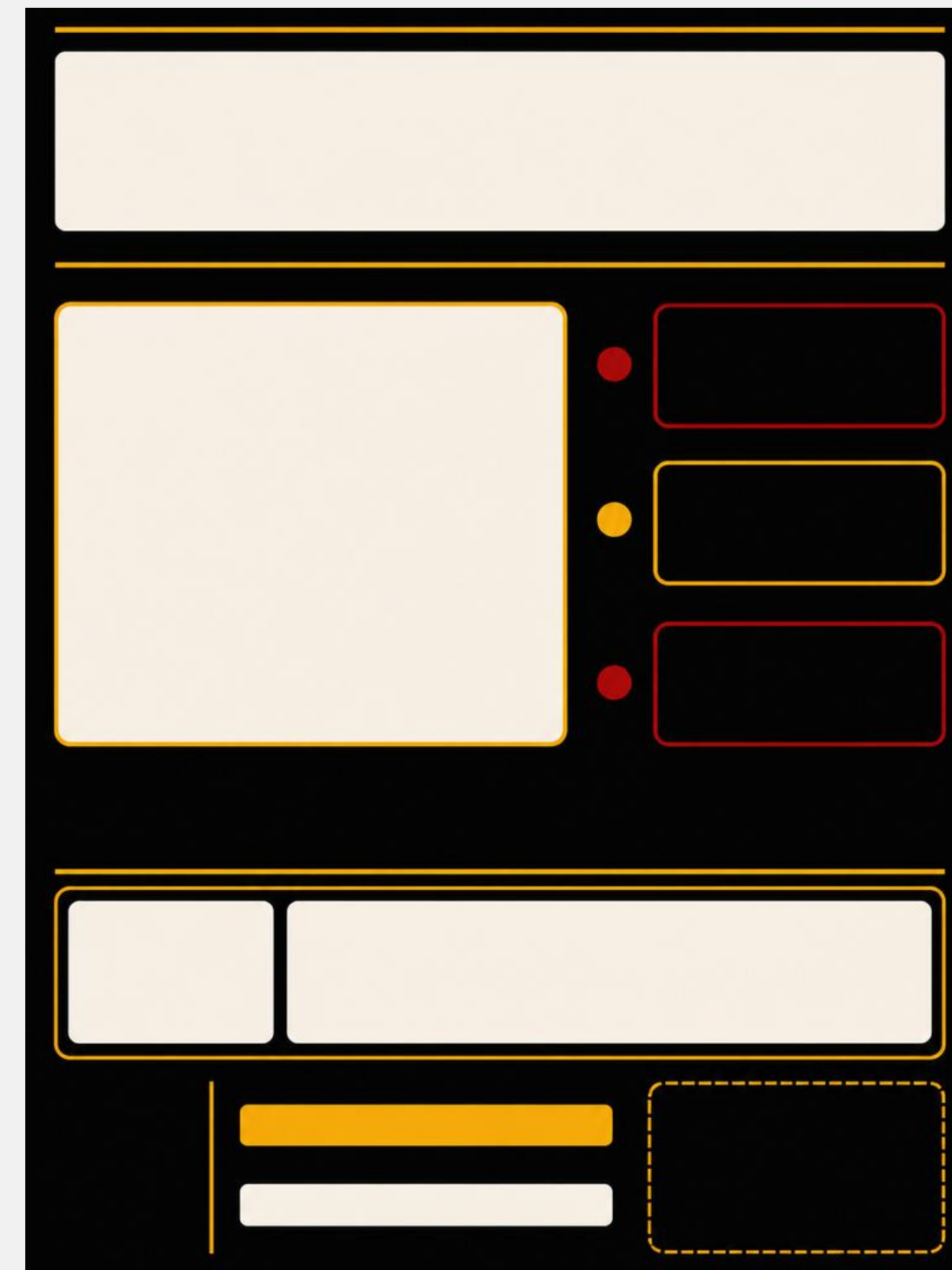
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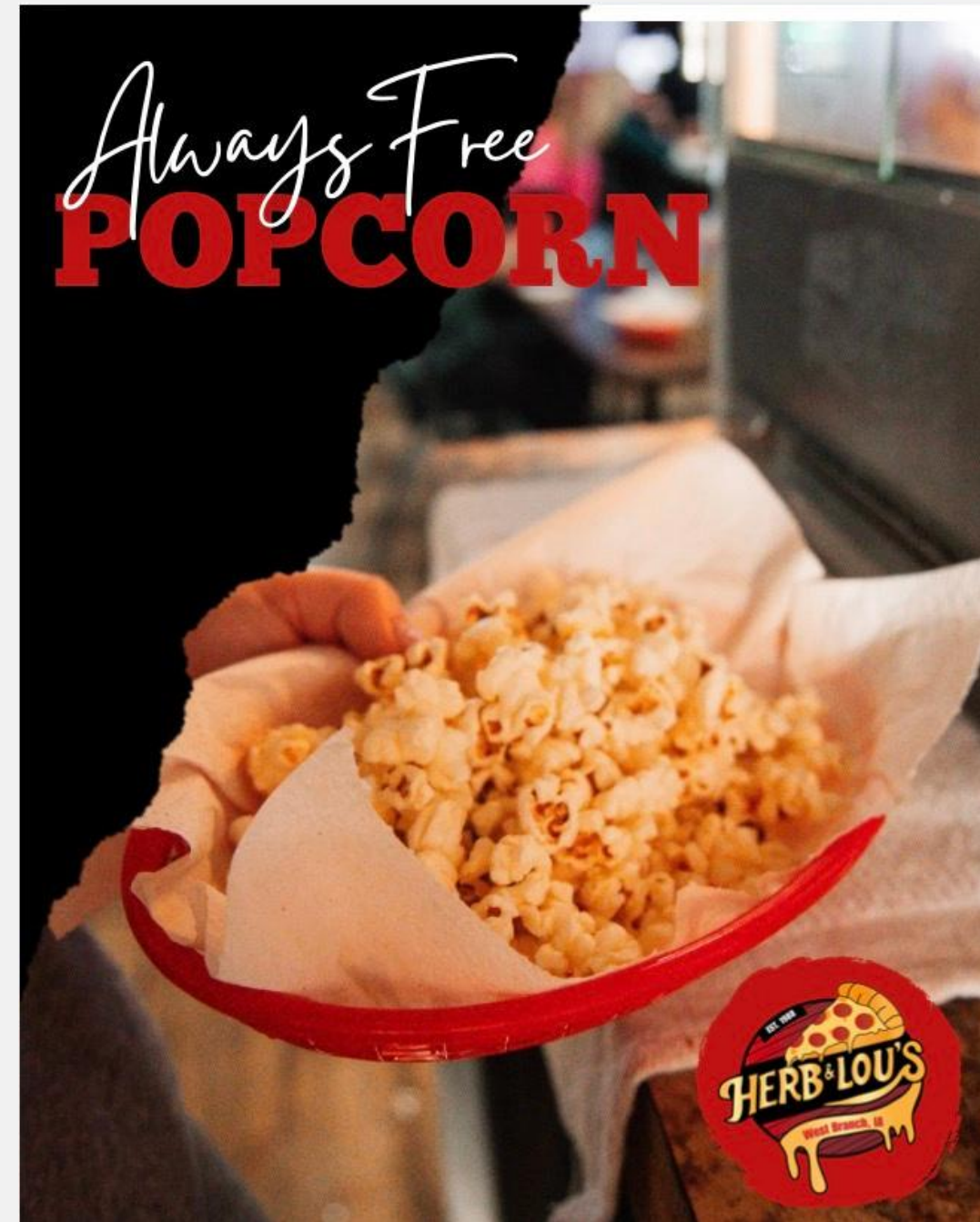
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#C11212

Graphics & Templates



Graphics & Templates



Content calendar

MAY

2026

Herb N' Lou's Monthly Social Media Content

SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
	04	05	06	07	08	09
	11	12	13	14	15	16
	18	19	20	21	22	23
	25	26	27	28	29	30

Content Type

- Static
- Photo
- Video
- Graphic
- Special

Content Type

-  Static Photo
-  Video
-  Graphic
-  Special

Photography



Images should be edited in Lightroom using Herb N Lou's preset. Content creators will have access to the preset file to edit new photos. The file contains the preset and a How-to Guide.



Social Media



Conclusion & Next Steps

Conclusion:

- Herb N' Lou's is ready to grow its presence and welcome more guests
- With the deliverables, a new chapter is unfolding



Next Steps:

- Working with a local artist to revamp the art outside as well as the space itself
- Hiring a local person to manage the social media & website with the current manager
- Utilizing the brand guide to expand reach

05

Main Street Sweets

*Jasmyn Tran, Claire O'Donnell,
Kiersten Mann, Jordan Luebchow*



Steven & Jessica's Story

Key Messages:

- Locally owned by lifelong residents
- Community care & involvement
- Quality products with reasonable prices & tradition
- Family operation
- Hometown pride



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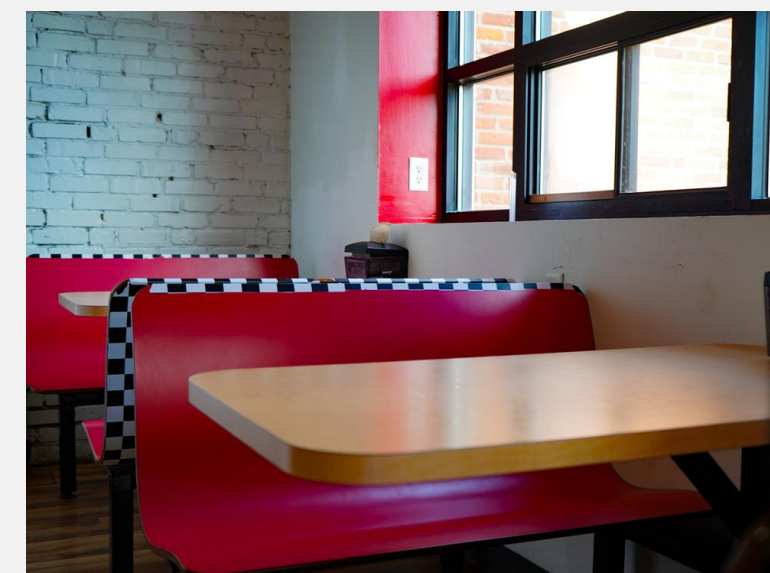
Goals

Goal 1: Create an overall consistent branding for MSS that they can utilize across all channels and have a recognizable look. This includes logos, fonts, color schemes, and style.

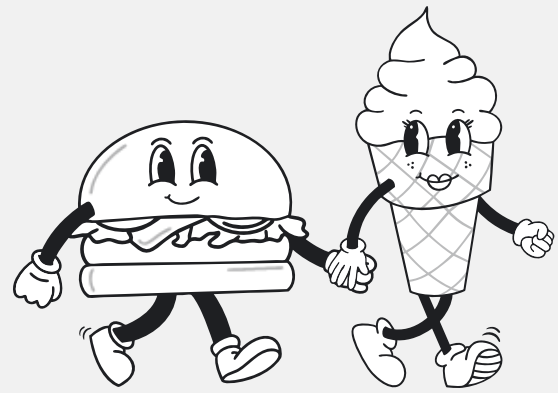
Goal 2: Increase awareness and engagement by showcasing both their ice cream and homemade food creations, while sharing their story to attract visitors from surrounding areas.

Deliverables

- Photo gallery of store/menu items/specials
- Content calendar
- Recurring post templates
- Short-form owner story video
- Best practices guide & inspirational materials



Content Calendar



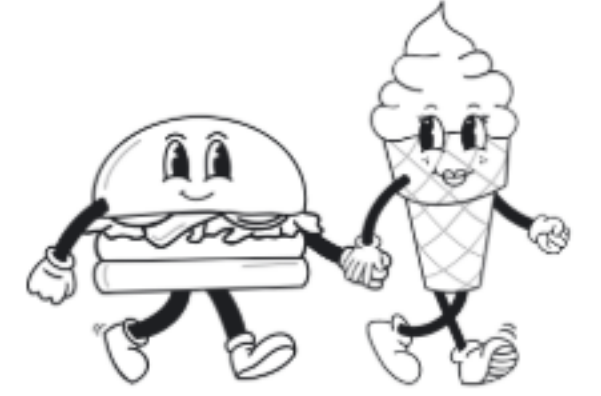
- Centered around Instagram and Facebook
- 3 posts a week, 1 story repost, 1 biweekly reel
- Includes time of day to post to maximize engagement
- Set schedule every week
- Includes caption and post examples
- Interactive calendar



Main Street Sweets

WEEKLY SOCIAL MEDIA

Content Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday
 6:00pm	 10:00am	 1pm-7pm	 12:00pm	 12-2pm
 Specials Post	 Story repost	 Instagram Reel	 Pie Special Post	 Friday Special Post
				
Main post of the week Drives engagement	Keeps specials visible	Shows behind the scenes, drives engagement	Highlights key item on menu, drives interest	Builds anticipation, encourages visits

Monday:



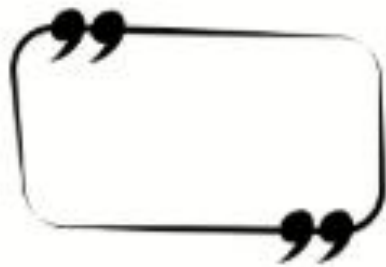
Content:

Repost of Sunday's special schedule on Instagram story



Time:

10:00am



Caption:

Optional, not necessary

(use a CTA if you decide to add a caption)



mainstreetsweets 2h



* WEEKLY SPECIALS *

Monday



Pumpkin Pie



Wednesday



Vanilla Swirl

Friday



Burger Basket

Main Street
Sweets



Send message



Templates

- 6 easy and ready-to-use templates
- Easily interchangeable for different products
- Follows branding guidelines
- Pie specials/ice cream specials/weekly specials/deals



Video Content



Main Street Sweets



The Sweet Spot...
Coming Soon!

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Best Practices & Materials

- Provide information on how to post/what to post
- Similar businesses with strong content to take inspiration from

BUSINESS EXAMPLES

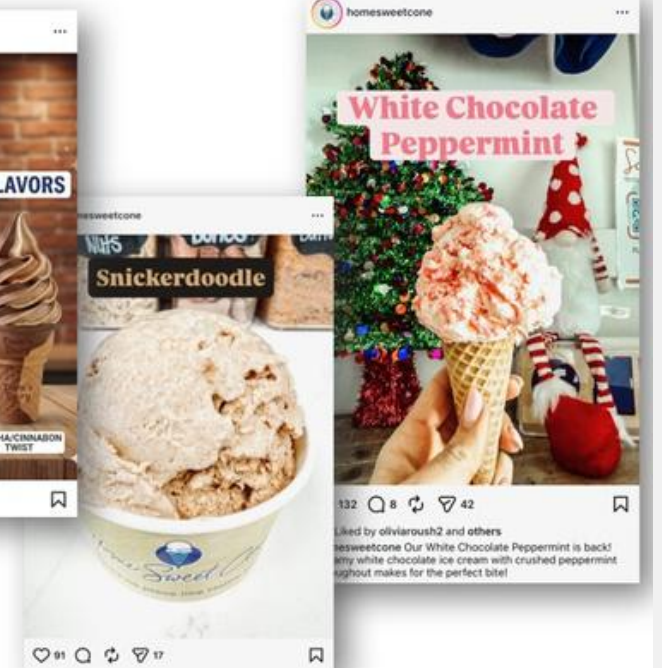
- Mollys Frozen (Des Moines)
- Pullman (Iowa City)
- Goldie's Ice Cream (Prairie City)
- Cookies and Dreams (Bettendorf and Coralville)
- Yotopia Frozen Yogurt (Iowa City)



STATIC CONTENT



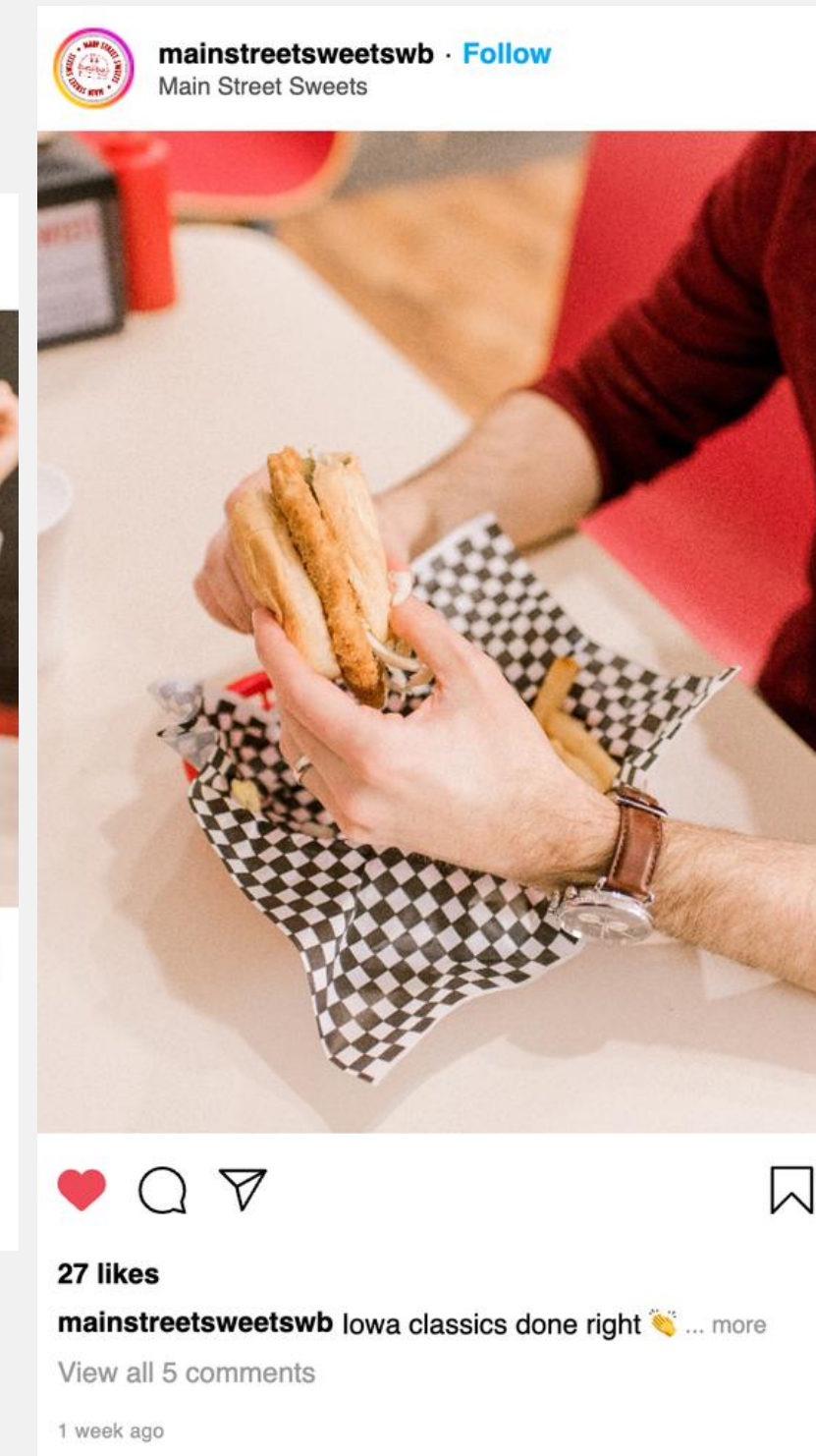
Staff/Customer Highlights



*Flavor of the Month
& Food Specials*

Ready-to-Use Posts and Captions

- Mock posts created for inspiration/use
- Pre-made captions for copy and pasting
- Speeds up the content creation process while ensuring a variety of content



Conclusion & Next Steps

- Highlight the various offerings and specials MSS has to offer by utilizing their new branding package on socials
- Create a consistent posting schedule to increase engagement and ease stress
- Implement the Best Practices & Inspirational Materials to produce authentic and personalized content



06 Izzy's Treasures

*Anna Jermano, Sydney Libert, Grace
Westergaard, Camryn Ward*



Manda's Story

- West Branch native who returned to raise her child here and build her business in downtown WB
- Brick & mortar since 2018, but story extends much longer than that (2008)
- Has struggled to differentiate and prioritize Clean Living brand among 28 different merchants
- Foundational storytelling piece to be used across all platforms as an introduction to Manda and the Izzy's Treasures brand



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Goals & Objectives

Goal 1

Effectively reach current customer pool and keep them coming back

Goal 2

Reach new customers/followers and become known as an inclusive and safe space for people to shop, craft, and learn new things

Objectives

Increase engagement on Instagram, TikTok, and Facebook by 10-15% (statistics gathered from Meta Business suite) and increase event attendance by 5-10% by improving posting consistency and creating trend-driven content that aligns with owner's mission to promote inclusivity

Deliverable Overview

Newsletter

Quarterly newsletter template designed to engage and retain your existing email audience.

Short-Form Video Content

Evergreen short-form content that highlights Izzy's Treasures and drives ongoing engagement.

Brand Guide & Best Practices

Comprehensive brand guide paired with social media best practices, an in-person tutorial, and cost-effective asset management guidance.

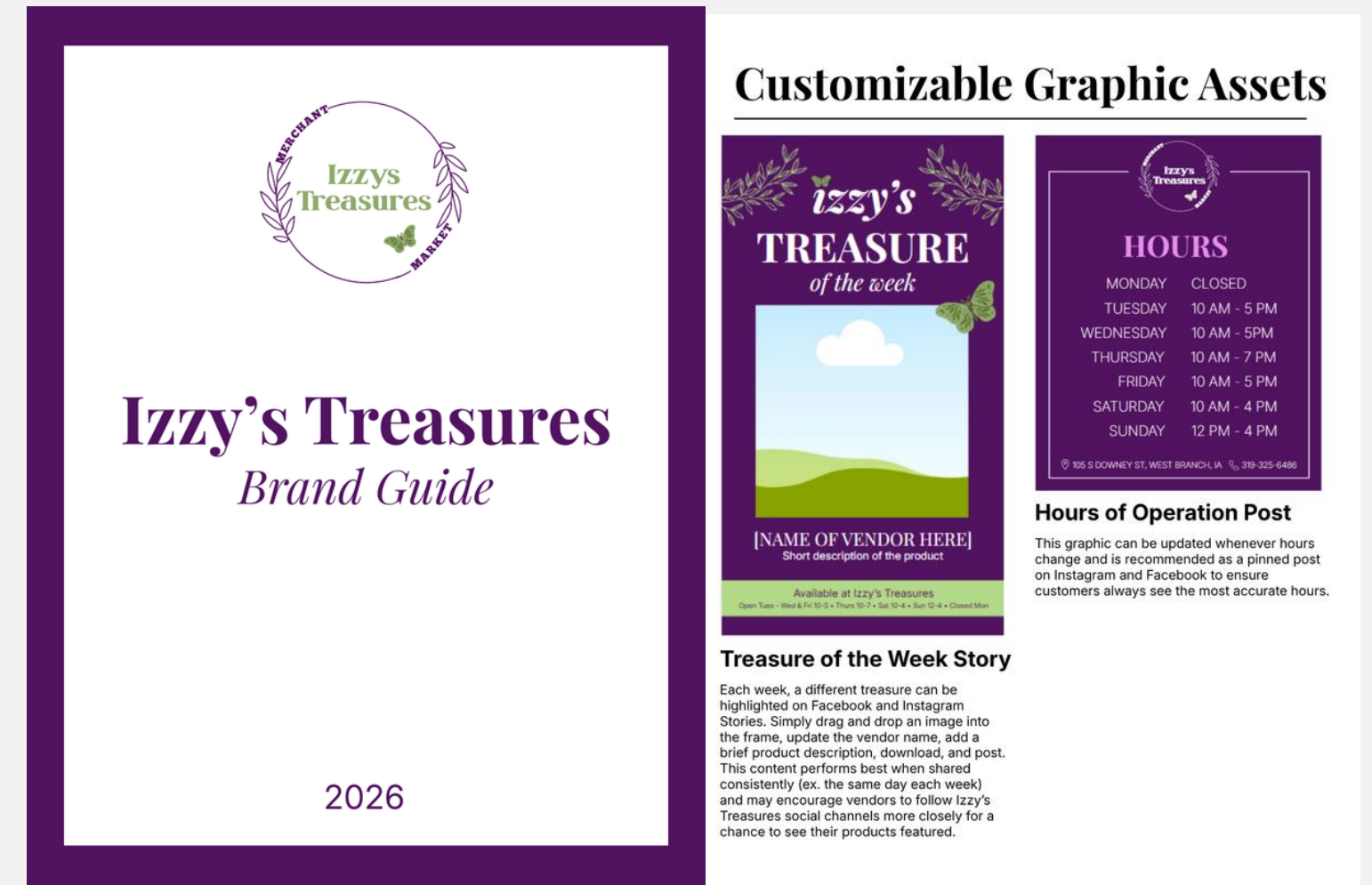
Newsletter (Quarterly Template)

- Branded, reusable email template aligned with Izzy's Treasures' visual identity
- Structured for promotions (both vendor and clean living line), events, merchant highlights, and hours of operation
- Clear CTAs to drive store visits and event sign-ups
- Built to integrate with existing email list and grow with Izzy's Treasures' audience
 - MailChimp as distribution platform
 - Loom video tutorial



Brand Guide

- Includes a brand strategy overview, core values, logos, an updated color palette and typography system, and some example graphics using new assets
- Establishes a clear and consistent look with colors, fonts, and overall style
- Defines a voice that feels inclusive, creative, and true to the Izzy's Treasures brand
- Helps balance personal presence with business messaging (and Manda is the brand!)
- Meant to give Izzy's Treasures a simple, reliable reference for future content and decisions



Social Media Best Practices

- Detailed best practices guide for Facebook, Instagram, and TikTok with 11 research-backed recommendations
- Includes an analysis of effective post elements with clear examples of current post strengths and areas for improvement
- Content calendar (May 2026 - December 2026) with post ideas tied to events, seasonal trends, and new assets
- Provided an in-person tutorial demonstrating how to apply best practices

Social Media Best Practices

Focus on quality over quantity

Consistently sharing quality content is more important than posting daily on social media. Posting once or twice a day on each platform can overwhelm followers and cause your content to be overlooked in their feeds. Instead, leverage Stories to share routine updates about your business hours or upcoming events to maintain visibility without overcrowding your main feed.

Differentiate your content by platform

Each social media platform has a unique function, and user behavior often differs across channels. As a result, content that performs well on one platform may not succeed on another. Tailor your content to fit the characteristics and expectations of each platform's audience.

 Facebook	 Instagram	 TikTok
AUDIENCE: Adults aged 30-65+, locals, families, and individuals interested in community events and news. BEST FOR: • Promoting events and sending reminders • Sharing community-oriented information ◦ Vendor stories ◦ Shop updates <i>Facebook users often visit the platform for staying informed about what's happening within their community.</i> RECOMMENDED POSTING FREQUENCY: Aim to post 4 times a week, but never more than twice a day.	AUDIENCE: Teens, younger to middle-aged adults, and individuals looking to discover what's trending. BEST FOR: • High-quality visuals of unique items • Photos of people attending events • Behind-the-scenes content • Stories for quick updates • Reels highlighting vendors and products <i>Instagram places a strong emphasis on aesthetics. While Facebook is well-suited for updates about Izzy's Treasures, Instagram is where users want to <u>see</u> visually engaging content and discover unique products and services. Your Instagram presence should inspire users, which will encourage them to shop at your store.</i> RECOMMENDED POSTING FREQUENCY: Aim to post 2 times a week	AUDIENCE: Teens, young to middle-aged adults, trend-driven shoppers, and those who enjoy quirky, funny, or satisfying content BEST FOR: • Short, fast-paced videos with quick cuts • Participating in trends • Showing off Izzy's Treasures' unique personality • Content that's playful and fun <i>TikTok users crave entertainment. When videos are fun or relatable, they are more likely to be shared, which helps your content reach beyond your current followers and attract new customers.</i> RECOMMENDED POSTING FREQUENCY: Aim to post 2 times per week

Respond to comments

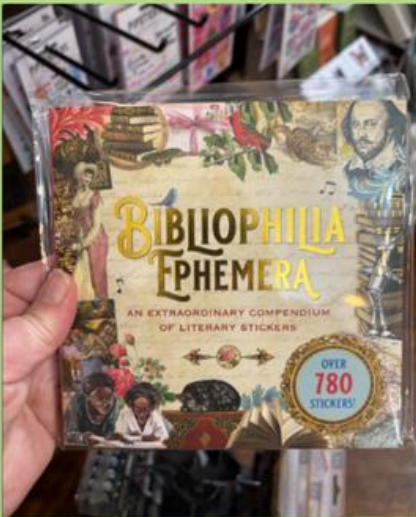
According to a 2025 study from Buffer, posts with replied-to comments outperform those without. On Instagram, creators who responded to comments saw an average engagement increase of 21%, which was even higher than Facebook (9%). While replying may not directly cause higher engagement, it signals to social media users that there is a real person behind your business. Acknowledge both positive and negative comments professionally and respond promptly (within a day if possible). Note that **while content can be cross-posted between Instagram and Facebook, replies to comments on one platform do not appear on the other.**

Use hashtags that relate to the content of your posts

Hashtags increase your content’s reach and visibility by grouping posts into searchable categories. Choose hashtags with relevant keywords or phrases so users can discover your content. Keep hashtags concise and use them sparingly. While using up to five or more hashtags is acceptable on Instagram and TikTok, limit hashtag use on Facebook to one or two per post.

Avoid repeating the exact same sets of hashtags across posts. Instagram’s algorithm may misidentify accounts that use identical or irrelevant hashtags as bots, which could cause posts to stop appearing in hashtag searches. Although Instagram denies having a formal “shadowban,” many users report experiencing reduced reach when they overuse the same hashtag patterns. For best results, tailor your hashtags to each post and only use those that are directly relate to the content.

Focus of content	Potentially relevant high-performing hashtags
Izzy’s Clean Living	#cleanliving, #nontoxic, #sustainableliving, #perfume
Vendor spotlights	#shoplocal, #womenowned, #handmade, #supportsmallbusiness, #fleamarket, #artisan
Specific products	#giftideas, #handcrafted, #fashion, #homedecor, #vintage, #affordable, #flowers
Miscellaneous	#westbranch, #eatexploreexit254, #izzystreasureswb



Examples of alternative hashtags:

#junkjournaling #crafting
#stickers #booklovers #bookish
#scrapbooking

TIP: When brainstorming hashtag ideas, use words and phrases you’d naturally use to describe the content. Consider who would be interested in the product/event and what they might search for. Focus on trends and topics relevant to that target audience.

Elements of an Effective Post

Negative space

Allow the main subject of your post room to stand out. A busy background can distract from the intended focus of the image. Simplifying the background directs viewers’ attention to the main subject and makes the image more visually appealing. Staging a product against a solid background, with no other items nearby, makes it easier for viewers to focus on it.



No negative space



More negative space

Good lighting

Proper lighting ensures that audiences can clearly see your products in photos and videos. Whenever possible, minimize distracting shadows in content. Good lighting can also make your business appear more welcoming and professional, enhancing both the appeal of your posts and the impression customers may have of your store before visiting in person.



Shadows make it difficult to see the product



Good lighting

Compelling visuals

Images are opportunities to tell stories. While photos of products may be effective, compelling visuals featuring people tend to perform better and can help convey the story and community behind Izzy’s Treasures. In the example on the right, showing both products and their vendor can spark curiosity about who the vendor is and what inspires their creations, encouraging audiences to engage with your content by reading the caption or leaving a comment.

- Product visuals can be made more dynamic by showing:
- Someone using or wearing an item (either in-store or in the community)
 - The process of creating the product
 - People interact with the product (ex. handing someone a bouquet, selecting a card, etc).



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8 POST: Mother's Day gift ideas	9
10 Mother's Day POST: Mother's Day + hours update	11	12 STORY: Izzy's Treasure of the Week	13 POST: Examples of needle felting creations	14 POST: Shop tour reel (asset)	15 POST: Looking for a fun weekend activity? Reminder about needle felting class	16
17 Needle Felting Class	18	19 STORY: Izzy's Treasure of the Week POST: Needle felting class creations/recap	20	21 POST: What treasures can I find for \$25 at Izzy's Treasures?	22	23
24	25 Memorial Day	26 STORY: Izzy's Treasure of the Week	27 POST: Vendor spotlight	28	29 POST: Celebrate the last day of school and the start of summer with Izzy's Treasures!	30
31	TEXT COLOR KEY Post idea (requires creation) Existing asset					

May 2026

Short-Form Videos

ASMR Perfume Bar



ASMR Bath Salts Bar



Shop Tour



Product Generator



Conclusion & Next Steps



Conclusion:

- This work establishes a clear, consistent foundation for how Izzy's Treasures shows up both in-store and online
- With stronger structure and tools in place, social media can feel more manageable and more effective

Next Steps:

- Implement quarterly newsletter to stay connected with audience and promote events
- Continue using stories and creating short-form content/static posts using best practices guide
- Encourage merchants to participate in content to expand reach and visibility
- Explore a possible partnership with Adler Agency/student org

07 Shop 121

*Andrea Arce, Natalie Miller,
Sophie Reed*



Lisa's Story



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Main Goal & Objectives

Goal: Build awareness of the Shop 121 West Branch Store



Objective 1: Build awareness of Shop 121's brand and clothing offerings to a new audience of customers in West Branch through enhanced content targeting 20-30-year-olds.

Objective 2: Increase foot traffic from day-tripper strategy in Main Street West Branch by integrating Shop 121 into the organization's social media and events.

Deliverables

- Photo gallery of store/products/events
- Content Calendar
- Storytelling collaboration post with Main Street West Branch
- Secure placement in an upcoming Main Street West Branch event
- Develop Google Review Initiative and accompanying materials
- Best Practices Guide



Photo Gallery



Content Calendar Examples



MSWB Event Promotion

Shop 121: Summer Kickoff

- June 12-13
- Downtown Discovery Passport (new to 2026 summer kickoff)
 - bingo-style so visitors can visit stores / make purchases / engage with businesses to complete bingo's and earn prizes
 - Shop 121 opt in for the passport

Promotional Ideas:

Passport Bingo Engagement Ideas

- **Goal:** Get people INTO the store and interacting (not just walking by)
- "Find the Look" Challenge
 - Customers must find a styled outfit in-store -> get passport stamped
 - Bonus: Take a pic + tag Shop 121 for extra entry
- "Spin to Win"
 - Station Small prize wheel (stickers, 10% off, free accessory, etc.) -> Must enter store + interact
- "Style Me in 60 Seconds"
 - Staff helps customers pick a quick outfit -> passport stamp Great for social content too

In-Store Promotions (Drive Sales)

- **Goal:** Convert foot traffic into purchases
- Passport Exclusive Discount
 - 10–15% off ONLY if they show passport
 - Or: Spend \$50 -> get \$10 off
- "West Branch Pride" Bundle Deal
 - Discount when buying multiple West Branch items
 - Example: Tee + hat = special price

- Flash Sale Hour
 - Announce on Instagram during event
 - Creates urgency + brings people back

Social Media Tie-Ins

- **Goal:** Expand reach beyond foot traffic
- "Passport Selfie" Giveaway
 - Post in-store pic -> tag Shop 121 -> entered to win gift card
- Reel Content Ideas
 - "3 outfits for Summer Kickoff"
 - "Style a West Branch look with us"
 - "What customers picked today"
- Live Updates During Event
 - Show busy store = social proof

Community Collaboration

- **Goal:** Feel like part of Main Street, not just a store
- Partner with another business (coffee shop, etc.)
 - "Shop + Sip" deal (receipt = discount next door)
- Offer a small freebie (candy, sticker, etc.) for passport participants
 - makes Shop 121 memorable

Google Review Initiative



- 1) CLAIM YOUR CARD
- 2) SCAN THE QR CODE
- 3) LEAVE US A GOOGLE REVIEW
- 4) RETURN THIS CARD TO RECEIVE
10% OFF YOUR NEXT PURCHASE



YOUR NAME _____

Best Practices Guide



*This post by a small-town boutique is a perfect example of styling an outfit by just taking a photo. The store includes the sizes and prices of each item in the caption.

*Styling posts can be photos or videos.

Posts with a personal touch like the post from April 2nd featuring the antique set of drawers used as a cash box, allow a personal side to your social media. Your April 2nd post had better engagement than other posts. These posts can be personal anecdotes, employee appreciation, etc.



Trending audio/posts will engage a larger, possibly younger audience. These trends are fun and add more personality to your social media.

*Trending audio/ posts can be found through other businesses you are following, or on the Facebook and Instagram explore pages.

- Take note of the product photo examples at the top of this document.

How To Film a Reel

When adding a post, click “REEL” instead of “POST”, “STORY”, and “LIVE”

Choose how long you want the reel to be.

- On the left side under the music and effects options are a circle (that is the time option).
- Click on that circle and you are able to choose 15 seconds, 30 seconds, 1 minute, or 20 minutes.
 - Choosing one doesn't mean it has to be that long.
 - Don't choose 15 seconds, 30 seconds, or 1 minutes if you believe your video will be longer because it won't let you film after you succeed that amount of time.

Record by pressing the camera- like button on the bottom of the screen.

- No need to press down the whole time, just press the button and its record.
- Press the button again to stop.
 - This is now one clip and you are able to continue recording additional clips.
- Videos with many short clips do well **in** Instagram.
 - Use the reels we have provided you with as examples.
 - All the clips should relate to each and tell a story ... Reels that use clips that don't relate are not easy to understand and won't receive good engagement with the audience.

Add audio by pressing the music symbol on the left side.

- Choose audio that matches the video.
 - This can be music or trending audio.
- You can choose how long the audio goes on for, as well as what parts of the song/ audio are used.

You can add photos to the reels.

- In the bottom left corner, you can access your camera roll.
- Photos can be used as the entirety of the reel, rather than just video.
 - This is more like a slideshow.

How to write a good caption

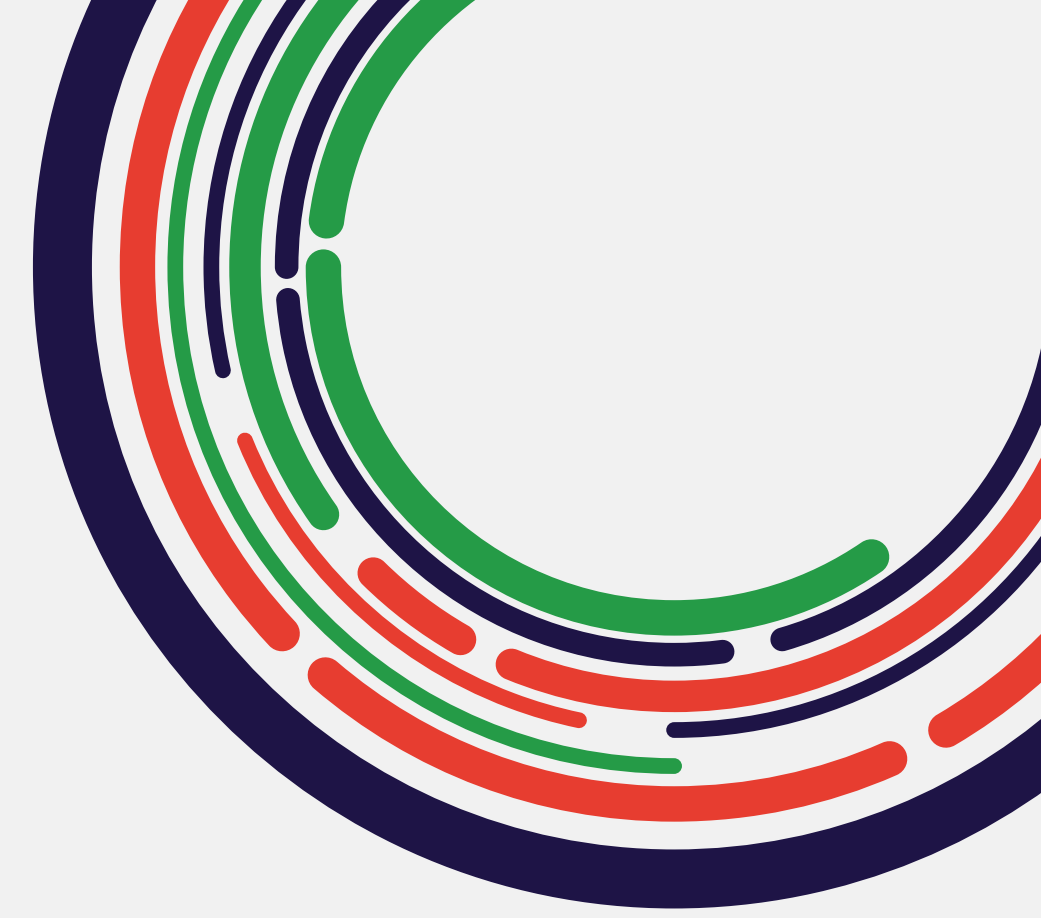
Facebook users love posts with personal touches.

- You can have longer, more in-depth captions on Facebook.
- Facebook users love content that give them a chance to engage with it.

Conclusion & Next Steps

- Continue to highlight products in the store that are desirable to younger women
- Use the Best Practices Guide to advise content creation moving forward
 - How to make reels
 - How to best photograph products
 - Lean into trends
- Showcase the personality of the brand and continue developing brand voice online





08 Conclusion

By highlighting compelling local business stories and appealing to day trippers across the three key demographics through consistent and engaging social media content, Main Street West Branch can capitalize on the Herbert Hoover Presidential Library and Museum re-opening and attract new and returning visitors to the warm and welcoming downtown.



JMC: 4135
Thank You!



Main Street West Branch