

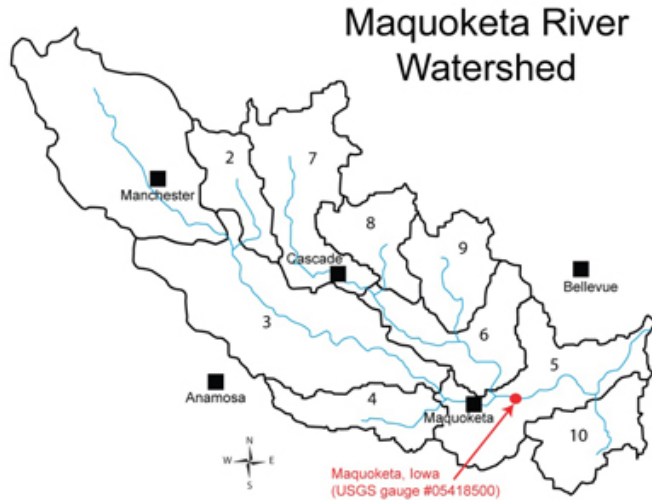


Improving Watershed Welfare

A Comprehensive Marketing Plan for the Maquoketa River
Watershed

Grace Bookin-Nosbisch, Sean Reddick, Aubrie Studwell, Joel Kachappilly

Watershed Background



Populations of Surrounding Counties

- Buchanan County - 21,118 (2019)
- Clinton County - 46,429 (2019)
- Delaware County - 17,183 (2019)
- Dubuque County - 97,311 (2019)
- Jackson County - 19,401 (2019)
- Jones County - 20,681 (2019)
- Linn County - 226,706 (2019)

TOTAL = 448,829

Stakeholders

- Urban & Rural Residents
- Recreational Groups
- Businesses in the Watershed
- Agricultural Groups
- MR WMA Project Partners

Marketing Research

Our goals



**Protecting Local
Drinking Water**



**Reducing
Flooding**



**Supporting Positive
Soil Health Practices**



**Promoting
Recreation**



**Improving overall
water quality**

SWOT Analysis

01

Strengths

- Reaching out to partners
- Pre Existing newsletter
- Word of mouth at meetings
- **Only group like it in the area**

02

Weaknesses

- Small staff and budget
- **Not currently getting school awareness**
- Not a diverse group of committee members
- Currently at capacity for water volunteers

03

Opportunities

- Multiple communities to reach out to to work with
- **Social media growth**
- No other competition
- School and museums

04

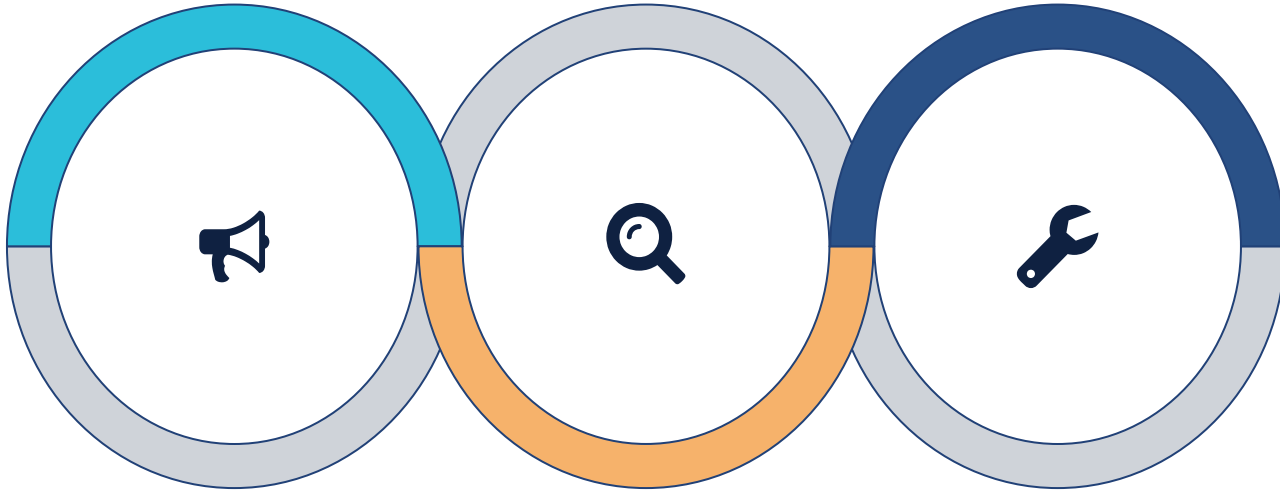
Threats

- Not open to the general public
- **Might not get grant applied to**
- Small communities to work with
- COVID-19

Problem Statement

The MR WMA, an organization committed to bettering the riverbed health and water quality for nearly the entire population of NE Iowa, currently lacks the community support and engagement necessary to properly improve the lives of their stakeholders. We need to **build awareness** of the organization, **foster engagement** with stakeholders, and start to **develop relationships** in the community so that all stakeholders can be better impacted by the Watershed.

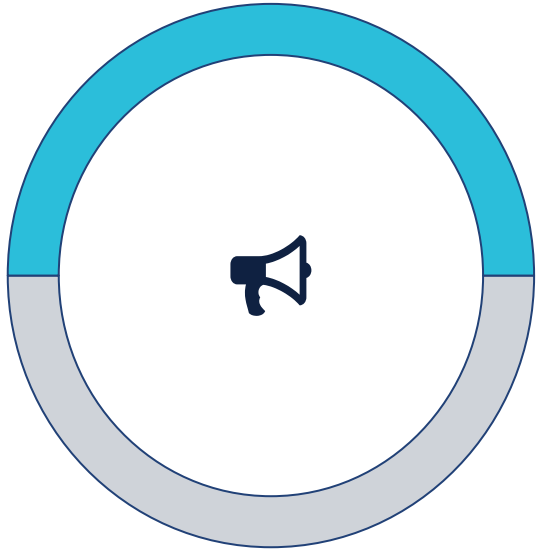
Our Objectives



Build Awareness

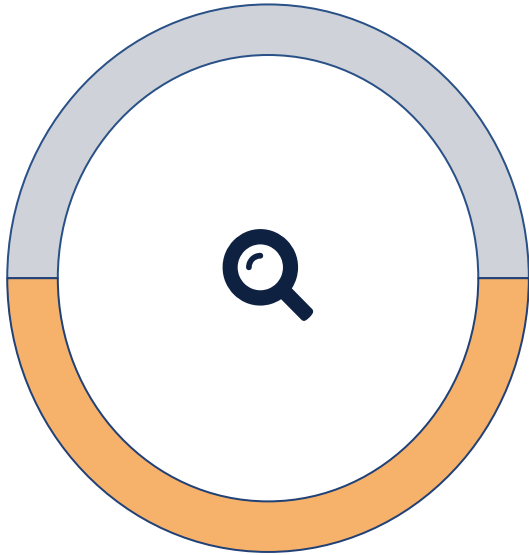
**Foster
Engagement**

**Develop
Relationships**



Build Awareness

Increase the number of people interacting with social media posts by x amount per post (50 more per Facebook post, 25 more per Instagram post) by July of 2022.



Increase the attendance figures of meetings and subscriptions to newsletters to 65 by July of 2022 and increase social media following to 750 on Facebook and 100 on Instagram.

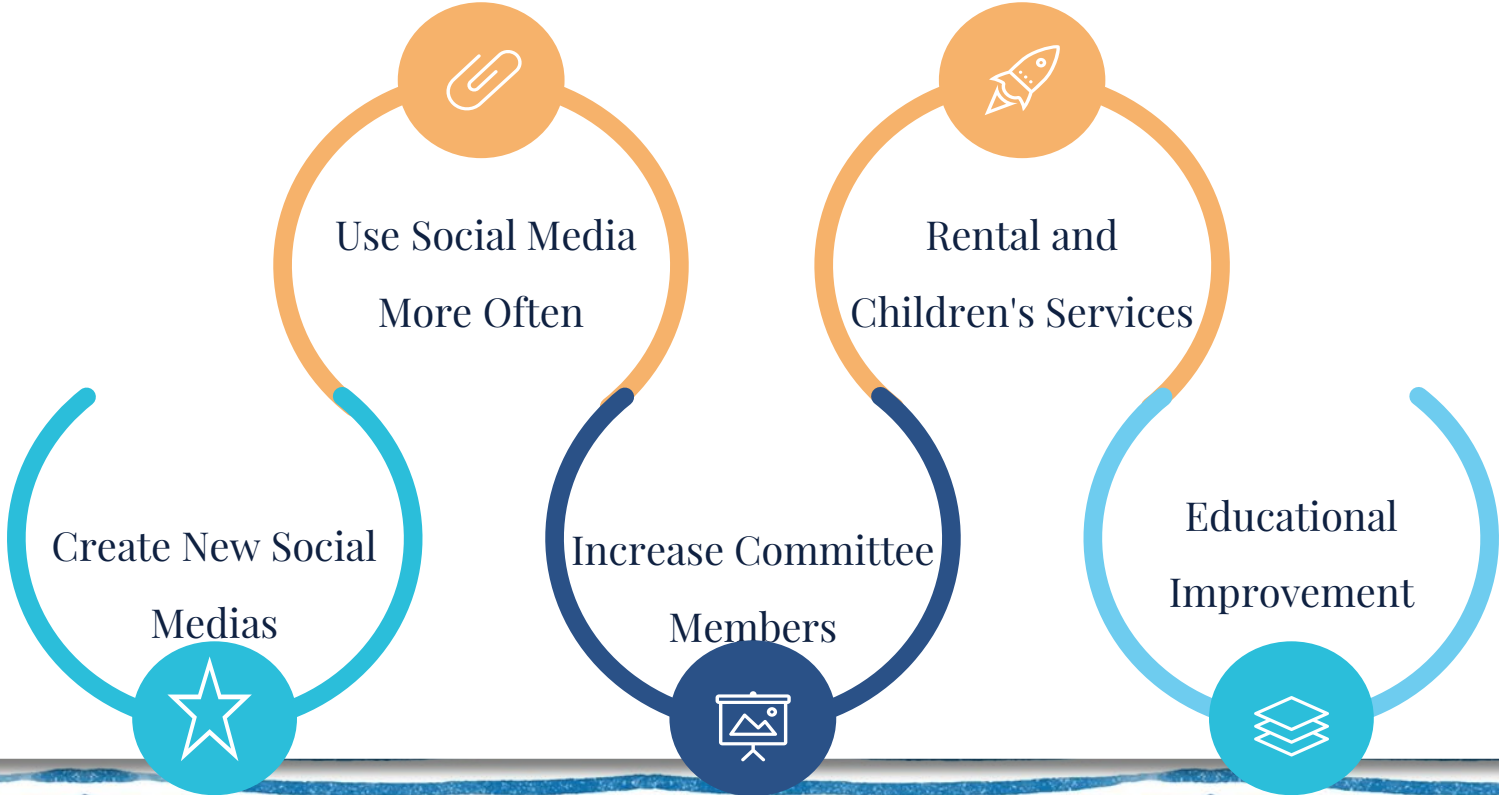
Foster Engagement



Create partnerships with 10 businesses or organizations in the community and participate in 5 community events by the end of 2022.

Develop Relationships

Our Strategies



Our Tactics



Content Calendar



**Refurbished
Newsletter**



Partnering Locally



**Community
Programs**



Increasing Engagement



Local Campaigns



Content Calendar

Creating a content calendar to map out all social media posts for the month with new and engaging content



Refurbished Newsletter

Creating a more organized and attention grabbing newsletter to send out to monthly members



Increasing Engagement

Handing out fliers and invitations to stakeholder meetings. Offer subscriptions to newsletter



Community Programs

Organizing community events, and sponsoring booths at fairs and festivals



Partnering Locally

Teaming up with local businesses and figures in order to drive interest in the communities



Local Campaigns

Organizing river cleanups, creating charity drives, and working with local museums



Deliverables

Branding Guidelines

Brand Voice:

The brand voice of Maquoketa River Watershed is enthusiastic and authentic. The organization is dedicated to bettering the watershed with the help of locals in the community. They should work to educate the public.

Typography: Playfair Display

This font represents an approachable and flowy style, which is exactly the mood that we want for the Watershed. It is easy to read, helping to grasp the audience's attention.

Branding Guidelines

Colors:



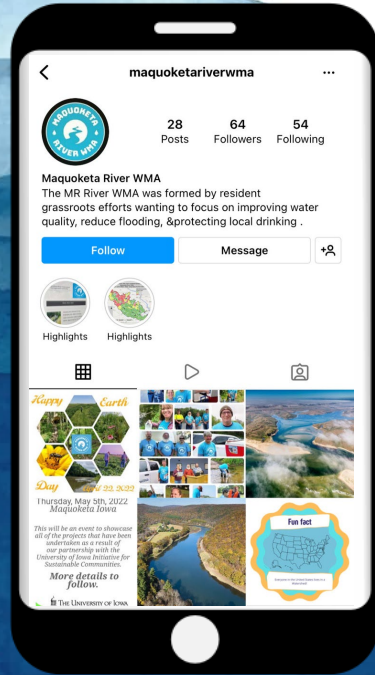
#2BBEDA
RGB:
(43,190,218)



#FFB266
RGB:
(255,178,102)



#2A5187
RGB: (42,81,135)



Improving Social Media

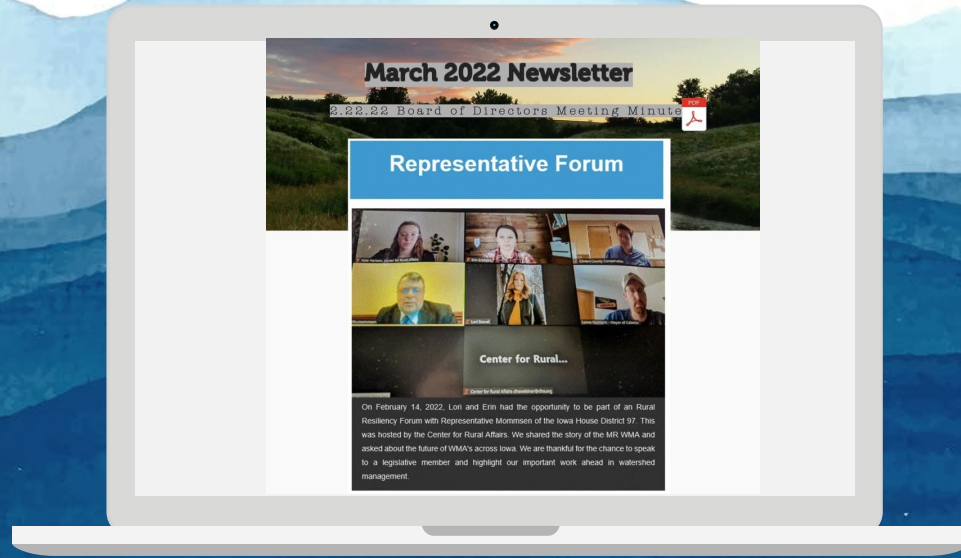
Benefits of Improving Social Medias

FaceBook, Instagram, and Twitter:

- Attract new community members to the watershed.
- Create trusted relationships with these members.
- Increase traffic to website and newsletter.
- Build connections with other businesses in the area.

Content Calendar Example/Benefits

M				Y		
SUN	MON	TUE	WED	THU	FRI	SAT
Introduce Monthly Newsletter	Community Activity Post		Weekly Fact		Photo of Watershed/Nature	
	Photo of Watershed/Nature		Weekly Fact		Community Activity Post	
		Community Activity Post	Weekly Fact			Photo of Watershed/Nature
Photo of Watershed/Nature			Weekly Fact		Community Activity Post	
	Holiday Post		Weekly Fact			Photo of Watershed/Nature
	Photo of Watershed/Nature					



Revamping the newsletter

DATE

MAQUOKETA WATERSHED

Place company slogan here



Creating a Culture of Innovation

By -----

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IN THIS ISSUE

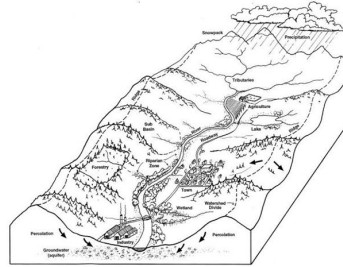
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DATE



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Retrospect: A Look Back at Last Year

By -----

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EXECUTIVE DIRECTOR'S MESSAGE

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Aenean venenatis nunc in aliquam dapibus. Quisque dictum rhoncus semper. Cras quis nisi dapibus, porttitor tellus non, pulvinar tortor. Nam a aliquet ante. Sed cursus risus nec leo venenatis venenatis.

Newsletter Example

The background of the slide features a series of layered, wavy mountain ranges in various shades of blue, from light sky blue at the top to deep navy blue at the bottom. The text is overlaid on these layers.

Future partners

**Local
Government**

**Local
Businesses**

**Local
Education Centers**

Educating the Public

Local Elementary and High Schools

- Programs about the watershed and its importance in classes
- Prizes for students who volunteer

Community Districts

- Creating events such as local community clean ups
- Having informational booths at fishing events hosted on the river
- Creating recreational classes held at the watershed or rental services

Museums

- Displays in local and small museums or partner with other environmental nonprofits

Creating/Distributing Printed Flyers

Purpose:

To increase awareness throughout local communities about the watershed.

Low Cost Budget Friendly

- The average cost of printing flyers is 7 cents each.
- In most places, it is free to post these.

Distribution (How to reach community members)

- If given to students, they can spread the information to their parents.
- These can also be given to local radio stations, where they can share the information on air for no cost.

Sample Flyer For Local Event Distribution



Maquoketa River Watershed

Community Activity Name

DESCRIPTION/DATES

Conclusion/Reflection

Based on the information highlighted today, the Maquoketa River Watershed has a wide array of growth opportunities in the coming future. Taking advantage of getting to know the community will help the organization to flourish. As previously stated, the ways to accomplish this are:



Build Awareness



Foster Engagement



Develop Relationships

The background features a series of overlapping, wavy mountain ranges in various shades of blue, from light sky blue at the top to dark navy blue at the bottom. The layers create a sense of depth and perspective.

Thanks!

Any questions?

Works Cited

Forsey, C. (2021, April 12). *What brand voice is, and how to create one [+ examples]*. HubSpot Blog. Retrieved April 25, 2022, from <https://blog.hubspot.com/marketing/brand-voice>

Maquoketa River WMA. limestonebluffs. (n.d.). Retrieved April 25, 2022, from <https://www.limestonebluffsrcd.org/maquoketariverwma>

Social Media for Business. Support for businesses in Australia. (n.d.). Retrieved April 25, 2022, from <https://business.gov.au/online/social-media-for-business>

Presentation design

This presentation uses the following typographies and colors:

Free Fonts used:

<https://www.fontsquirrel.com/fonts/playfair-display>

Colors used:



Grace Bookin-Nosbisch, Sean Reddick, Aubrie Studwell, Joel Kachappilly

Maquoketa Watershed Marketing Plan

The mission at the Maquoketa River Watershed is educating people living in the watershed on what they can do to keep the watershed clean with thoughtfulness, trust and care. The purpose of this business plan is to help the MR WMA to increase the awareness of the watershed to local community members and to create a social media plan that the organization can follow to help them increase their social media presence and consistency within that presence. The counties in the watershed are Buchanan County, Clinton County, Delaware County, Dubuque County, Jackson County, Jones County, and Linn County. The tone of this social media campaign will be approachable yet professional. The MR WMA must be seen as a trusted organization who truly cares about the watershed and those living in it. The campaign must have a refined and well-maintained image that looks high quality while also using bright photos and attractive graphics. Readers may approach the campaign knowing little about the watershed, but the goal is to ensure that they are educated and care more about the work being done once they have seen the campaign. In this plan, we created a schedule on what to post and when on social media on a weekly and monthly basis. Taking advantage of preexisting pages, we plan to target a greater audience than they currently have.

The first step in understanding how MR WMA can move forward with a successful marketing campaign to promote the health and maintenance of the watershed is to do some research on the MR WMA's previous work, conduct a SWOT analysis, and identify similar organizations and watershed maintenance groups who have utilized other methods of promoting various marketing campaigns themselves.

The first step in conducting marketing research for the MR WMA was identifying which demographics and populations the organization targets to bring awareness to the importance of watershed maintenance. The Maquoketa River Watershed area contains nine different counties with some of the biggest being Buchanan, Delaware, Clinton, Dubuque, Jackson, Jones, and Linn counties. The total population of these counties is 448,829 people, so the target market for the MR WMA is large. This population is made up of various groups between rural and urban areas, meaning there are multiple paths to follow to help boost awareness in these different areas.

Another aspect of the marketing research that was important to understanding the MR WMA was conducting a SWOT analysis on the organization. In conducting the SWOT analysis, the MR WMA has many strengths and opportunities that it can capitalize on, but they also have some areas that could use improvement in their weaknesses as an organization and the threats to their growth that they must overcome. Some of their strengths include their uniqueness in the Maquoketa River Watershed area, their ability to successfully reach out to partners, their existing newsletter, and the strong word of mouth awareness through their meetings. Some opportunities they have that they can capitalize on are the numerous communities they can reach out to and work with within the area the upside for their social media growth, the fact that there is not much competition for attention, and the various schools, museums, and other institutions that they can

work with. Some of their areas of weakness are their small staff and budget, the lack of school awareness for their organization, and the fact that they do not currently have a diverse group of committee members. Finally, some of the threats they face to their growth are factors such as COVID, the fact they are not very recognizable by the general public, the issue of not being able to get all the funds they need in the form of grants, and that some of the communities they work with are smaller so social media and other contemporary forms of marketing might not have the greatest reach in those areas.

The next step in the marketing research process for the MR WMA was to understand their goals and identify what kind of projects they have worked on in the past that have been successful for them. Some of their previous projects that they have worked on are the implementation of phase two of their Watershed Management plan, their Camp Courageous activities for identifying and explaining different sustainable practices for the maintenance of the watershed, and their transportation and watershed planning project. All these projects are in place to help them reach their five main goals: protecting local drinking water, reducing flooding, supporting positive soil health practices, promoting recreation, and improving overall water quality.

Finally, for the last step in the marketing research of the MR WMA, identifying other watershed maintenance organizations or other sustainable practice organizations was very useful in figuring out what techniques and ideas the MR WMA can use to aid in their marketing campaign. The California Water Boards is a good example of a newsletter format the MR WMA could make use of in the future, with their subscription-based newsletters that guided people to an email list sign-up to promote their own education on several topics. Another good example of a similar organization that the MR WMA could draw inspirations from is the Utah Department of Agriculture and Food. They have a successful and easy to use website that helps interested parties view their current projects, news, and community events that they use to bring awareness to different issues. The MR WMA can look at the structure of the Utah Department of Agriculture and Food website to identify areas of their own site that they can improve upon.

Some of the partners and stakeholders that Maquoketa should be working with are the local government, local businesses, and local education centers. Local government could be a source of additional funding for the Maquoketa Watershed. Local businesses such as nonprofits and other organizations that share Maquoketa's environmental views or even businesses that are sustainable would be a great place to start. Other businesses in the area such as local restaurants or breweries could sponsor events at the watershed to spread awareness. The local radio stations would make good potential partners since they host a lot of local events where booths can be set up and flyers could be handed out to spread awareness about Maquoketa or even 'sponsoring' the daily weather segment. Finally, local education centers such as elementary or high schools and community districts could provide volunteers for the watershed and host recreational activities at the watershed to gain more community involvement.

The MR WMA is supported by 4 of the UN Sustainable Development Goals. These goals are goals 6, 12, 14, and 15. More specifically, these goals are clean water and sanitation, responsible consumption and production, life below water, and life on land. All these goals are to

maintain, restore, and ensure the future of water sources and to sustain them and their consumption. These goals go hand in hand with the main goal of the watershed, which is to improve water quality.

In order to help the Maquoketa Watershed have the greatest impact on the community, we need to set a clear roadmap of objectives that we can track over time. These objectives will direct our specific marketing strategies and allow us to guide the organization in the best direction. We've developed three unique objectives which lay out exactly how the organization should be communicating with the community at large.

The first objective is to **build awareness**. Building awareness is how we first approach a community member or stakeholder. These community members may have never even heard of the watershed, and in this instance, that is okay. We want to build up their awareness of the watershed from the ground up so that we can better educate them in the future. Our specific SMART goal for building awareness is to increase the number of people interacting with social media posts by x amount per post (50 more per Facebook post, 25 more per Instagram post) by July of 2022. By increasing social media engagement, we begin to spread the word about the watershed to a wider audience. Once these social media users have seen watershed posts, we'll have the opportunity to communicate with them further and engage with them in more meaningful ways.

This ties directly into our next objective, which is **foster engagement**. Fostering engagement is how the organization brings people from simply knowing about the Watershed, to having a vested interest in the organization's efforts. This is accomplished by bringing people from social media to the watershed website and newsletter. Specifically, our goal is to increase the attendance figures of meetings and subscriptions to newsletters to 65 by July of 2022 and increase social media following to 750 on Facebook and 150 on Instagram. The benefit of increasing subscriptions, attendance, and follower counts is that we'll be getting more people involved with every decision we make. If more people are tuning in and listening to all the watershed's announcements and presentations, they'll become more educated and more willing to become involved in the work that's being done to improve the watershed itself.

Once we have community members engaging with the content, our final objective is to **develop relationships** with them. While engagement is having people listen to and talk about our content, developing relationships is having them take that final step to take action. Our goal is to create partnerships with 10 businesses or organizations in the community and participate in 5 community events by the end of 2022. By getting the watershed out in the community and working alongside those community leaders that we've been engaging with on social media, we'll show the community the good work being done, and that they can get involved too.

Our objectives have been designed to map out a broad course of action for community members that we want to target and work with. First, we let them know about the watershed by building awareness, then we get them to talk about us by fostering engagement, and finally we get them involved in our work by developing relationships. In the next section of this marketing plan, we will lay out specific strategies and tactics that can make these goals a reality.

Three strategies can help MR WMA better reach the community. The first of those three is through **building awareness**. More specifically, it is vital that the organization increases their presence on social media. As of April 27th, 2022, their Instagram has 64 followers, and their Facebook has 534 likes. As of 2019, 448,829 people lived in the watershed's surrounding counties: Buchanan County, Clinton County, Delaware County, Dubuque County, Jackson County, Jones County, and Linn County. In comparison to this population, the social media following is significantly lower than where it should be. By July 2022, the goal for the organization's social media is to increase the number of people following their social media. By this time, we would like to see an increase in follow on both platforms of 15-25%. After these objectives are reached, the watershed should expect to expand even further.

According to a study from Blue Compass, 82.1% of Iowans use Facebook and 44% use Instagram. Therefore, targeting local individuals on social media can help to get information out about the watershed. The most efficient way to achieve this goal would be to increase followings on all platforms. To help plan out their posts in advance, it is recommended for the organization to create a content calendar. The purpose of a content calendar is to organize future posts to publish content that is relevant to the organization. In the calendar, it shows 3-4 posts a week that should be posted. As an organization, it is important to stay consistent with posting. People are more likely to interact with the page if they know they are continually staying up to date. The recommended posts include community activity posts, weekly facts every Wednesday, photos of the watershed/nature, posts highlighting the updated newsletter, and holiday posts. When posting this content on social media, a theme should be implemented throughout their feed. Following a theme will make their social media look more appealing and attract new individuals to the page. It is recommended that they use similar colors on their social media as used on the website. These colors' reference numbers are #2BBEDA, #FFB266, and #2A5187. The organization should also use a running font throughout their work. We suggest the font, "Playfair Display," because it is easy to read and is approachable for community members. On top of that, the newsletter should also follow a set theme. As of now, it is hard to follow month-to-month of the newsletter on the website. Creating a template will help to make this division easier to see and more pleasing to the audience's eyes. Additionally, on the provided template, we created multiple different sections for different topics. That way, multiple things can be discussed without having to fill an entire page. This example can be found in the appendix below.

The next strategy suggested for the Maquoketa Watershed is to **foster engagement** with the community. In other words, the organization must work to create a trusted relationship with locals in the surrounding areas. Specifically, the Maquoketa Watershed should work to increase attendance figures of meetings and subscriptions while also increasing engagement on social media. More public voices in the community will add credibility to the work being done and increase the number of ideas shared during meetings. Additionally, a diverse committee will prove to benefit the watershed as well. A study done by McKinsey in 2019 found that organizations that are diverse through gender and ethnicity are 36% more successful than organizations that are not. That being said, because the watershed affects nearly 450,000 people, there should be plenty of opportunity to create diversity in the committee. Next, the watershed should foster engagement because it will help to increase public knowledge of the watershed and

its purpose. Of those living in the watershed, very few know about it and its importance. Increasing engagement in all areas will help to educate the public and furthermore increase sustainable living practices in the area. If people know the importance of sustainable living and how to do so, they will most likely follow those practices.

To achieve this objective, engagement and attendance figures must be increased. This includes more subscriptions to the newsletter, higher numbers of volunteers, and more likes/follows on social media. The first thing that needs to be done is to set a tone for the organization's brand voice. The brand voice of Maquoketa River Watershed is enthusiastic and authentic. The organization is dedicated to bettering the watershed with the help of locals in the community. They should work to educate the public. With that in mind, it is also important to determine which platforms should be used for what. It is recommended for the organization's social media to be used as a more of a fun space to share things like activities and fun facts while the newsletter is used for more informative things like meeting with local governments and updates on grants. To encourage more engagement on their website and newsletter, these both should be promoted on social media. Additionally, as of now, it is hard to find any information regarding the newsletter on the website. Furthermore, there is a short "version" of it posted, but it is nothing like the newsletter sent through email. That being said, this is something that must be promoted on the website. Newcomers will never know about the newsletter if they cannot find any information about it. It should also be expected that the organization's social media is highlighted on the website. All in all, simply promoting their newsletter, website, and social media will help to raise more engagement throughout the organization and spread word of the watershed.

The final strategy is to **develop relationships**, specifically with businesses and organizations in the community. More importantly, the Maquoketa Watershed can partner and engage with the local community by hosting events or going out to different places in the community to work with other companies to gain more awareness. Since people's actions directly affect the quality of water that is in the lakes, rivers, and the watershed, getting them involved in it is the main reason that working with the community will help to build awareness. One of the main ways that they can do this is by partnering with education centers and community districts in the area. High schools and elementary schools are great places to start. Working with teachers to talk about the importance of the watershed in science classes or having a member from the watershed board come and talk to students about what the watershed is and how it works would be a great way to start to introduce the MR WMA to younger students. Another way that schools could partner with the watershed is by allowing students to volunteer at the watershed. Most local high schools require volunteer hours as a graduation requirement, so partnering with these high schools to allow students to help with conducting research in the watershed is one way that you could start to spread awareness of the issues that the watershed is trying to accomplish as well to reduce costs since you would not need to hire additional people to help around the shed. Elementary school students could also volunteer and those who log a specific number of hours could win a reward or become an ambassador for the month. This would motivate the students to come and spend time learning about the watershed, and in turn

they would talk about it with their friends and families which would help to spread overall awareness too.

Partnering with community districts and local museums would also help to educate the community. Maquoketa could host a community cleanup day, local fishing events on the river, or even outdoor sporting events like beach volleyball. These events would be hosted by the watershed and are a way to bring community members together in a fun and exciting way. Flyers would be handed out at these events with information about the Maquoketa Watershed which would give a brief overview of what it is and ways to find out more information, which would list the website and social medias that attendees could then follow. Also having the community district host recreation classes or having rental items available would not only be a source of revenue but would also allow for the community to get more comfortable with the space and in turn learn more about the watershed. Finally, partnering with local and small museums to set up a display that includes information about the watershed, including how it works, what it is, and its importance is a great way to spread awareness even further and truly educate the public.

As of July 2022, it is expected that the MR WMA has made progress towards reaching the stated goals. Once these have been implemented, we will have to analyze and track exactly how successful they are over time. One of the most challenging aspects of marketing is in the long-term evaluation of different strategies and finding ways to course-correct whenever a project doesn't pan out as successfully as hoped. We have several specific metrics that we can track for each of our objectives to make sure that we're always on track in the timeframe that we laid out. In reference to the objectives listed above, it is to be expected that at least every three months, these metrics are evaluated and assessed. That way, the group can ensure that they are on the correct track towards educating the public. To reiterate, after taking these provided steps, Maquoketa River Watershed will have successfully **raised awareness, fostered engagement, and built relationships** with locals in the community.

Appendix

DATE

MAQUOKETA WATERSHED

Place company slogan here



Creating a Culture of Innovation

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DATE



Retrospect: A Look Back at Last Year

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EXECUTIVE DIRECTOR'S MESSAGE

Aenean venenatis nunc in aliquam dapibus. Quisque dictum rhoncus semper. Cras quis nisi dapibus, porttitor tellus non, pulvinar tortor. Nam a aliquet ante. Sed curus risus nec leo venenatis venenatis.

Duice leo risus, euismod quis urna ac, convallis ullamcorper neque. Praesent tincidunt arcu eget leo vulputate, vel fringilla arcu rutrum. Praesent convallis metus eget ex maximus hendrerit. Vivamus faucibus felis sit amet nisl fringilla pretium vel eu nunc. Nulla facilisi. Sed varius justo in pulvinar luctus. Duis viverra mauris id purus hendrerit pellentesque.



Maquoketa River Watershed

Community Activity Name

DESCRIPTION/DATES

M			Y			
SUN	MON	TUE	WED	THU	FRI	SAT
Introduce Monthly Newsletter	Community Activity Post		Weekly Fact		Photo of Watershed/Nature	
	Photo of Watershed/Nature		Weekly Fact		Community Activity Post	
		Community Activity Post	Weekly Fact			Photo of Watershed/Nature
Photo of Watershed/Nature			Weekly Fact		Community Activity Post	
	Holiday Post		Weekly Fact			Photo of Watershed/Nature
	Photo of Watershed/Nature					

maquoketariverwma

28 Posts 64 Followers 54 Following

Maquoketa River WMA
The MR River WMA was formed by resident grassroots efforts wanting to focus on improving water quality, reduce flooding, & protecting local drinking .

Follow Message

Highlights Highlights

Happy Earth Day
Thursday, May 5th, 2022
Maquoketa Iowa

This will be an event to showcase all of the projects that have been implemented as a result of our partnership with the University of Iowa Institute for Sustainable Communities. [More details to follow.](#)

The University of Iowa

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