



Marketing

Presentation

Veterans Affairs Office

February 5, 2025

Where we are now



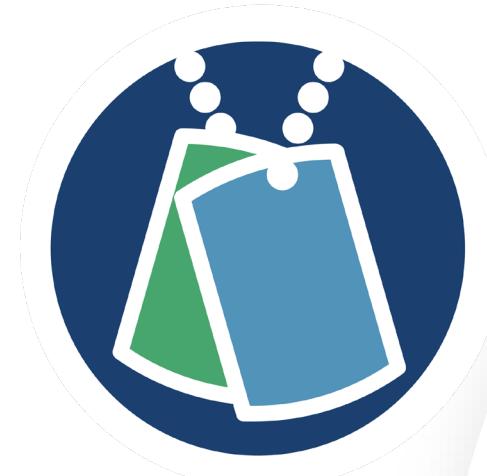
Rebrand Launched in April



Rebrand Launched in April



Black Hawk
County
Veterans Affairs



bhc
Black Hawk
County
Veterans Affairs

Rebrand Launched in April



HONOR YOUR VETERAN
with a banner on
VETERANS WAY

Sponsor a banner for \$200!
Deadline is March 30.

Order today!

WaterlooVeteransWay.com



 **WREATHS**
—across—
AMERICA

For More Information:  319-291-2512  blackhawkcounty.iowa.gov

Getting to know the VA Office



Valentines for Veterans



Memorial Day Preparation



Veteran Outreach Event



9/11 Events

Print and Radio Ads



**THANK YOU
VETERANS**
TO THE MANY WHO
HAVE SERVED & ARE
STILL SERVING,
WE APPRECIATE YOU.

bhc
Black Hawk
County
Veterans Affairs

GET MORE DETAILS



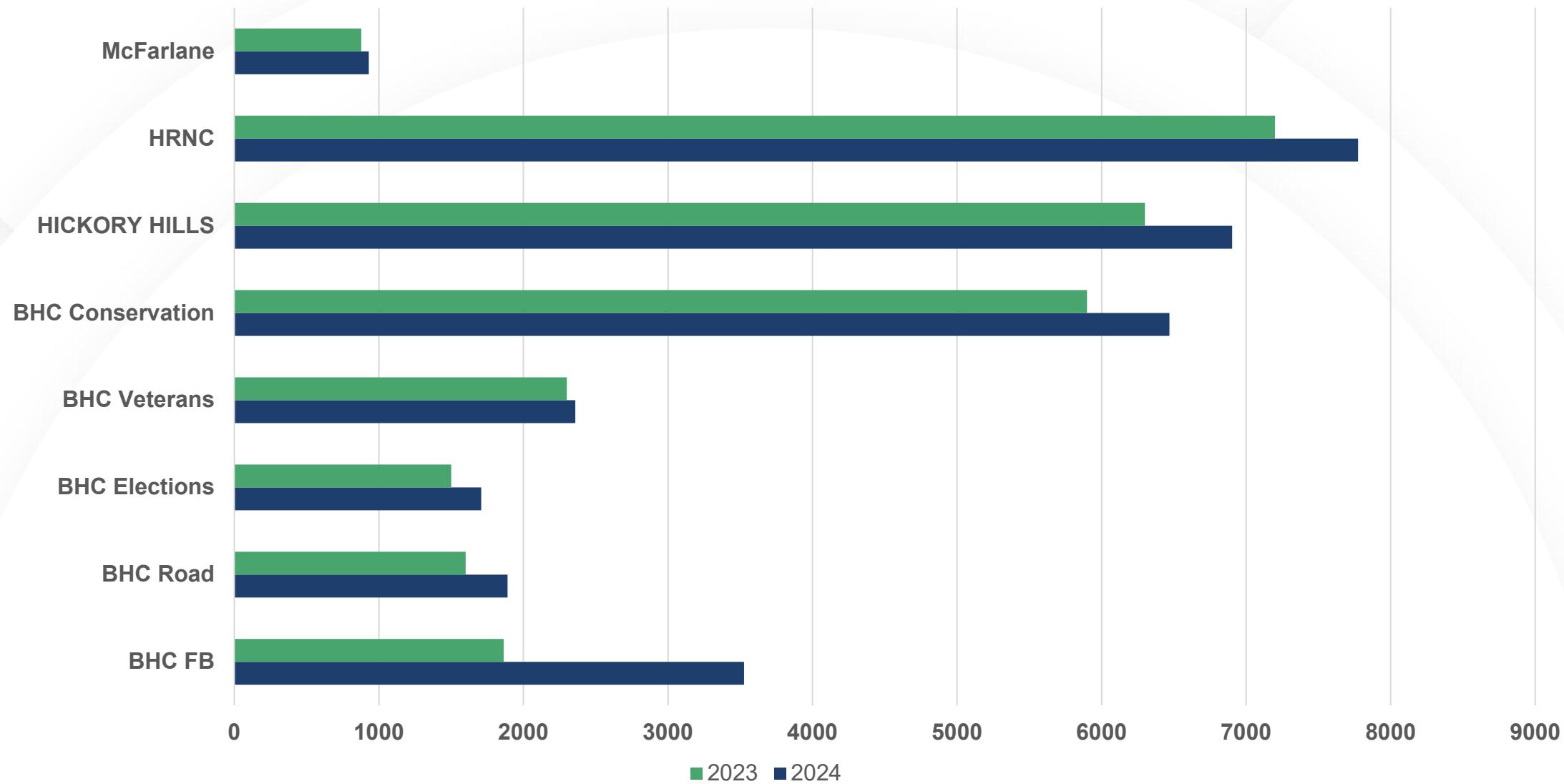
**PROOF
DO NOT
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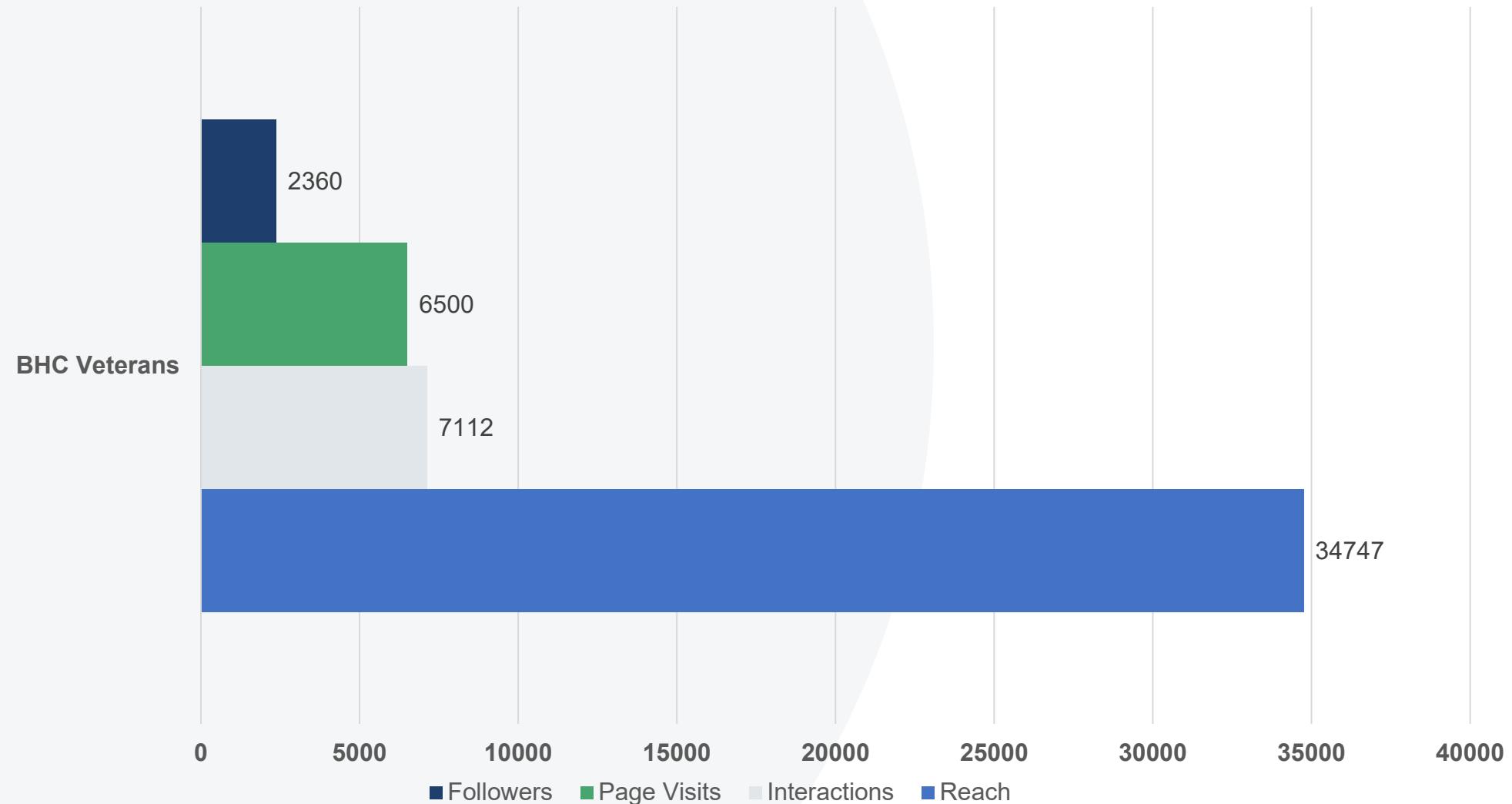
Black Hawk County
Veteran Affairs Office
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blackhawkcounty.iowa.gov

bhc
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Veterans Affairs

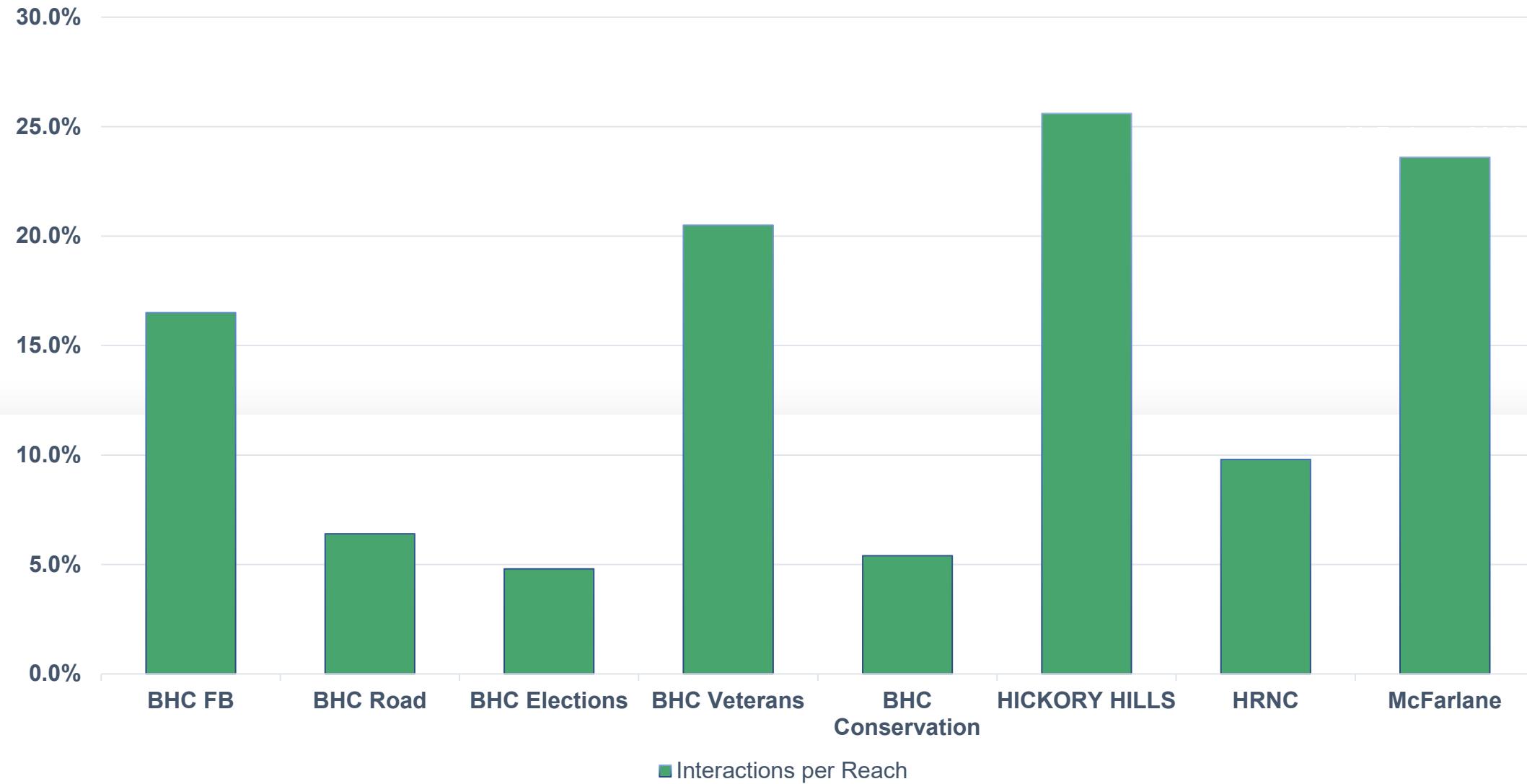
Facebook Followers



Engagement



Interactions per Reach



Website Updates

- Added VA Commission Meetings to BHC Website Calendar
 - Previous Agendas/Minutes Posted
- Added Calendar to Events Page of Website
- Updated flyers listed under Resources
- Added Veteran Video to VA & VA Commission pages

Video Showcase

- Worked with a company from NY
 - Free videos for the counties
 - The company sells advertising to support production
- Seven videos total on the homepage of BHC Website
- Beginning promotion now

Video Showcase



How can we grow?



Identify Goals

- Increase # of Veterans who access services?
- Increase attendance at events?
- Increase donations?
- Increase visibility of the work the office does?

Possible Actions

- Identify areas of the county needing more information
- Create campaign(s) to address identified goal(s)
- Create a plan to maximize advertising funds
- Regularly promote building progress
- Testimonials from veterans served, commission members, or staff



Questions?

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