



# **Marketing Presentation**

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## **Veterans Affairs Office**

February 5, 2025

# Where we are now



# Rebrand Launched in April



# Rebrand Launched in April



# 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](http://WaterlooVeteransWay.com)



**WREATHS**  
— across —  
**AMERICA**



For More Information:  319-291-2512  [blackhawkcounty.iowa.gov](http://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.

**bh****hc** **Black Hawk  
County**  
Veterans Affairs

**GET MORE DETAILS**



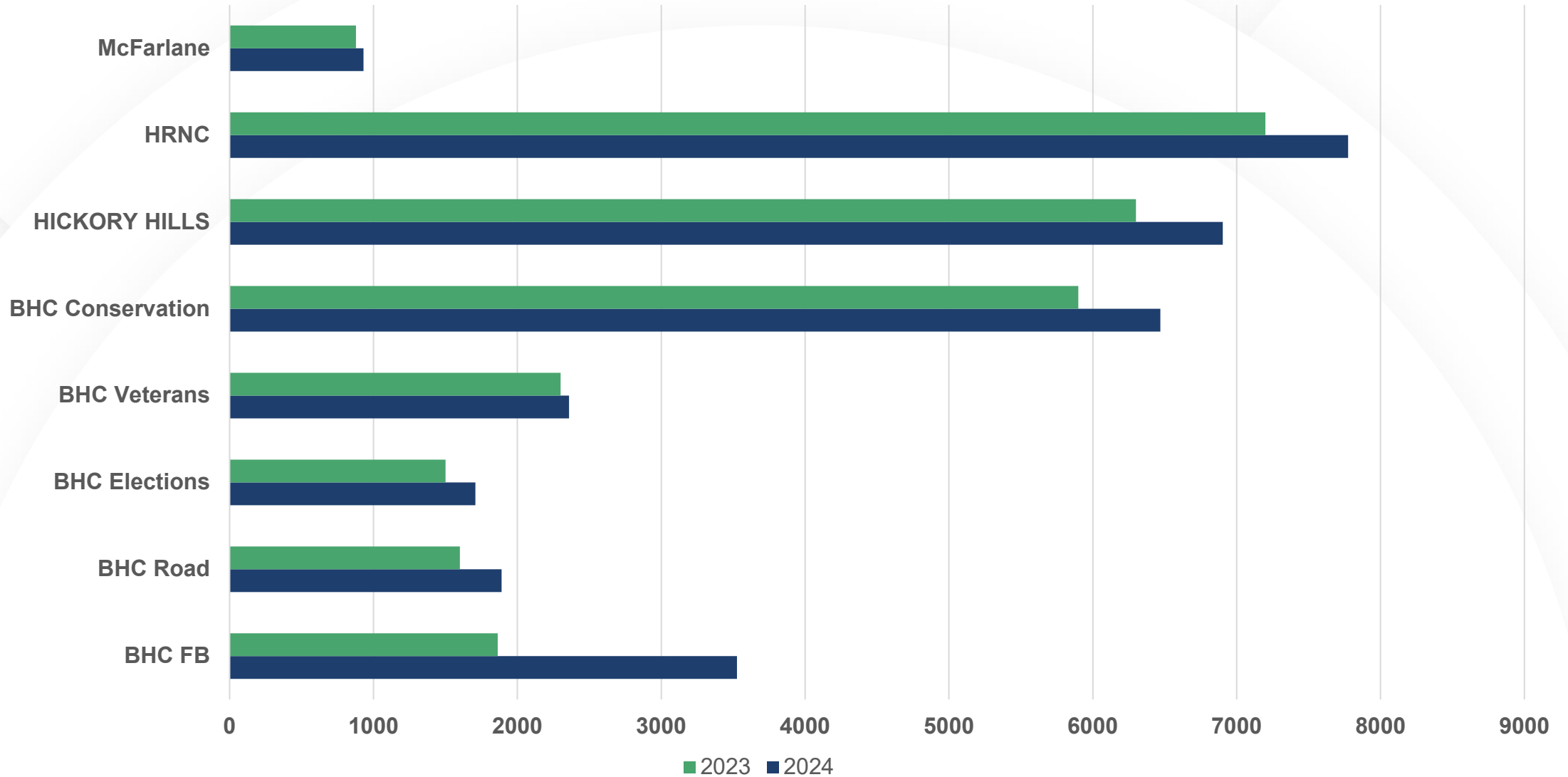
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Black Hawk County  
Veteran Affairs Office  
1407 Independence Avenue  
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blackhawkcounty.iowa.gov

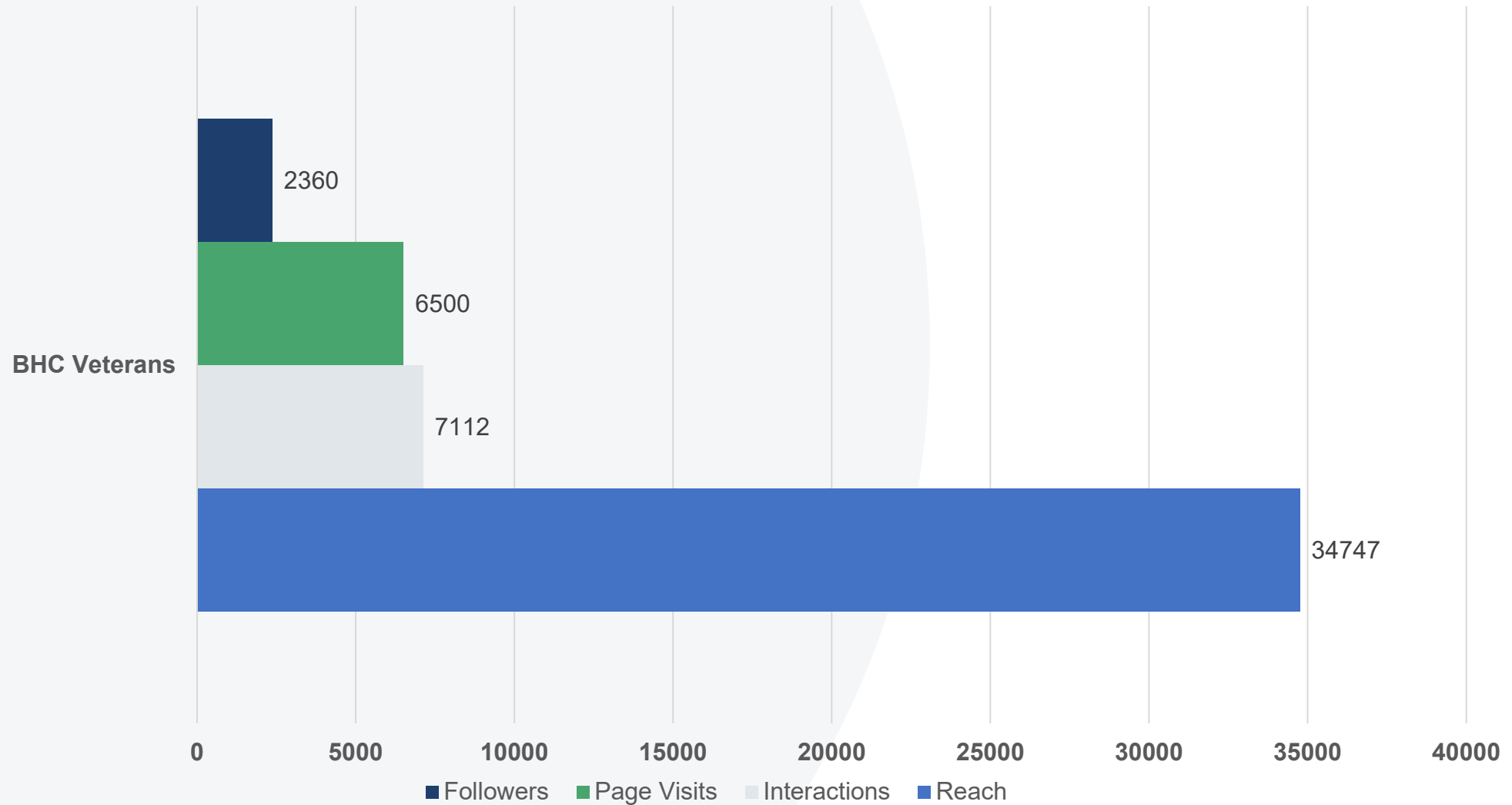
**bh****hc**  
Black Hawk  
County  
Veterans Affairs

# Facebook Followers

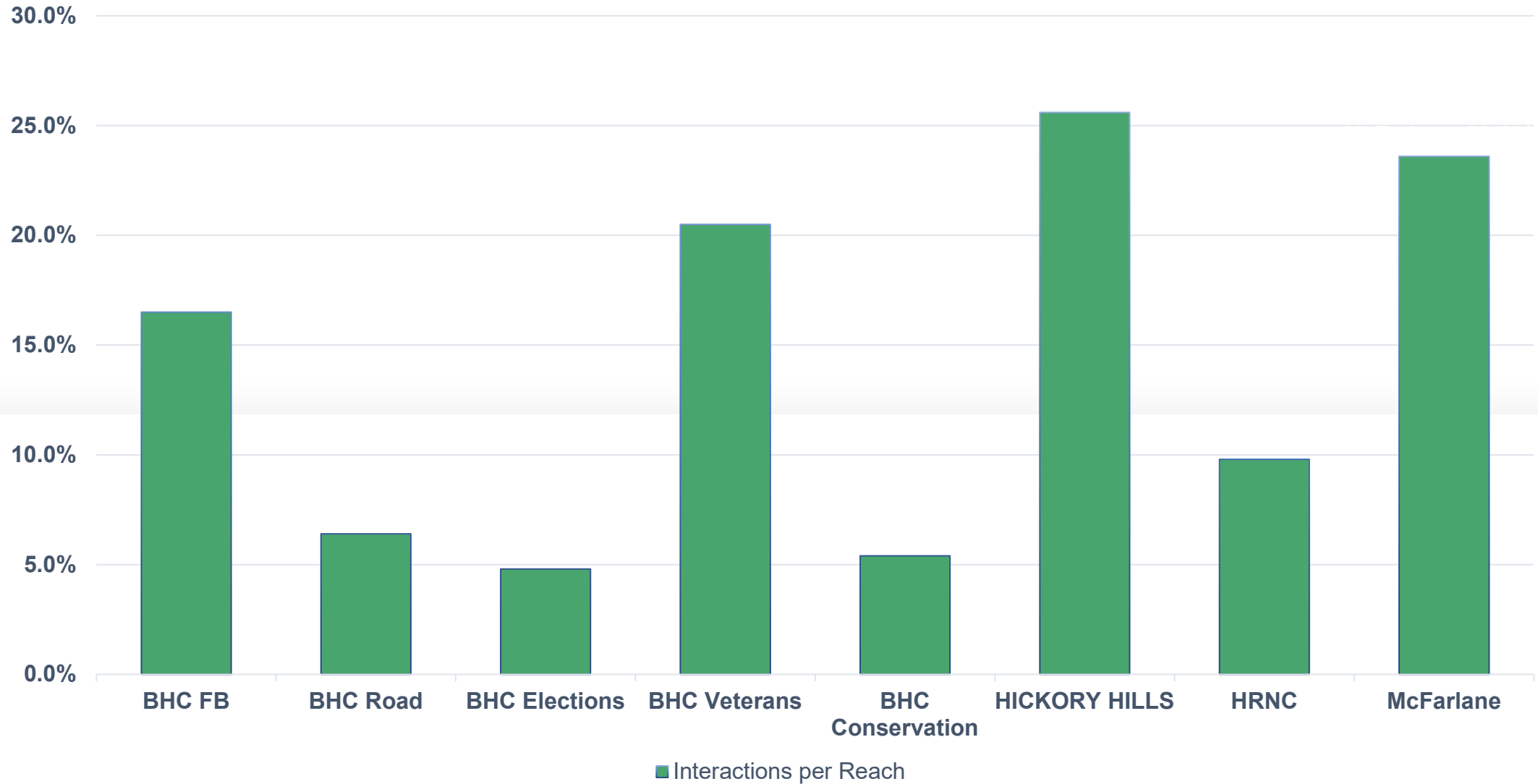




# Engagement



# 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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