

LevelUp Marketing Strategy

Summary

The LevelUp space aims to position the Downtown Library in a new direction that gives SPL customers an area to cultivate small business ideas. With the three main areas of the space: a high tech classroom, a coworking area, and private study or collaboration rooms, LevelUp can fit a variety of needs SPL customers may have when brainstorming or working on their company. In order to communicate to customers what LevelUp will offer in terms of resources and technology customers need to be reached in multiple ways both during the construction process and after completion to create excitement and anticipation for the space.

LevelUp's three spaces:

High Tech Classroom:

This space will feature an interactive whiteboard, state-of-the-art video conferencing equipment, and flexible furniture options that will allow the room to be utilized for any number of activities. It will be a great meeting space for small businesses as well as an excellent classroom for all manner of instruction. Users will be able to video conference at the touch of a button as well as record presentations for future use.

Coworking Space:

This space will feature large, custom-made community tables equipped with power and USB plugs and a long laptop bar to provide individuals and groups with a comfortable and attractive space to work, collaborate, and learn. The space will include a lounge area with a sofa and club chairs. 2 iMac computers, loaded with creative software will be available for use as well as access to a high quality color printer. Last, but definitely not least, the space will house a Bloomberg Terminal that will give Spokane residents access to an enormous wealth of finance and industry research. The Bloomberg Terminal analyzes 60 billion+ new pieces of information from the market each day. SPL will be just the 2nd public library in the country to offer this service.

Private Study/Collaboration Room:

Equipped with a wall-mounted, flat screen monitor to allow users to connect their computers and devices and share their screens with a small group (5-8). This room will feature a floor to ceiling glass wall and door to separate it from the rest of the space. The room can be utilized from everything from private study to interactive small group projects and presentations.

Space opening October 24th

- Press release
 - Soft open to be sent out Oct. 10
- Social media
 - Teasers leading up to the opening
 - 2 FB posts a week, 2 tweets a day, 1 Instagram every other day

Open House, Friday, November 4th

- Press release to be sent out Oct. 24

- Open house
 - Invite media, local business owners, entrepreneurs, college business departments, other partners – send emails or phone calls
- Social media
 - Post photos of finished center & information
- Page on website
- Collateral, counter flyers
- Signage introducing new space

LevelUp Social Media Ideas –

Facebook (2 per week):

10/2 – 10/8: [Picture of electrical outlet with something plugged in] “We’ve got something new coming to the Downtown Library! We’ll plug you in Oct. 24!”

[Picture of construction] “We are working hard at the Downtown Library to build something new for you! Visit us Oct. 24!”

10/9 – 10/15: [Picture of carpet in space] “We have something big planned at the Downtown Library! We would love for you to join us Oct. 24 to experience the changes.”

[Picture of meeting space] “We are excited to meet you at the Downtown Library on Oct. 24! Come see what we have been working on.”

10/16 – 10/22: [Picture from within space but looking outside windows] “We can see the future of library services and resources in our new space at the Downtown Library. We can’t wait for you to see it as well on Oct. 24!”

[Picture of classroom] “Learn more about our renovations at the Downtown Library Oct. 24!”

10/23 – 10/29: [Picture of computers] “We’re updating our technology at the Downtown Library to get ready for our new space to better serve you! Learn more Oct. 24!”

10/24: [Picture of entire space] “LevelUp is now open on the third floor of the Downtown Library! We are excited to have a space for customers to cultivate small business ideas in LevelUp’s three spaces: a high tech classroom, a coworking area, and private study or collaboration rooms. LevelUp also provides technology and instructional classes as resources to anyone interested in growing or starting a business. Visit us to see the space and learn more during our Open House on Nov. 4!”

10/30 – 11/5: [Picture of customers in LevelUp] “We couldn’t be more excited to open LevelUp in the Downtown Library! Learn more about the technology resources and how LevelUp can assist your small business during our Open House on Friday, Nov. 4.”

Twitter (2 per day):

10/5: [Photo of television screen] “We’ve got something big planned for the Downtown Library on Oct. 24, stay tuned!”

10/5: [Picture of LevelUp door] “Visit the Downtown Library Oct. 24 to see the changes we have in store!”

10/6: [Picture of LevelUp carpet] “We’re making changes at the Downtown Library! Learn more Oct. 24”

10/6: [Picture of outside of space] “We are working hard to bring you a new space in the Downtown Library!”

10/7: [Picture of general construction] “We are constructing something new for you at the Downtown Library!”

10/7: [Picture of power strip] "We'll plug you in soon on the updates to the Downtown Library!"

10/8: [Picture of cabinets] "We've got something big in store for you at the Downtown Library! Learn more Oct. 24!"

10/8: [Picture of remote control] "Stay tuned for more information on our new Downtown Library space!"

10/9: [Picture of classroom in space] "Come learn more about our new space at the Downtown Library on Oct. 24!"

10/9: [Picture of outside of DT] "Visit us Oct. 24 for a new update to the library!"

10/10: [Picture of green painted area with SPL colors] "Our updated area is looking like it fits the Spokane Public Library already!"

10/10: [Picture of plants in area] "Something big is growing at the Downtown Library!"

10/11: [Graphic of lightbulb] "We've got some big ideas for the Downtown Library!"

10/11: [Graphic of question mark] "The Downtown Library has something new coming up on Oct. 24, visit us then to find out!"

10/12: [Picture of USB plugins in table] "We've got all the equipment to plug you into our new space on Oct. 24!"

10/12: [Picture of graphic of blueprints] "We've got something big planned for Oct. 24 at the Downtown Library!"

10/13: [Picture office supplies] "The Downtown Library's new space will have all the supplies for you to work on your ideas and projects!"

10/13: [Picture of part of room at this point in construction] "We're working every day to bring you something new at the Downtown Library!"

10/14: [Graphic/picture of construction tools] "We've got all the right tools to bring you an updated area in the Downtown Library!"

10/14: [Calendar graphic] "We are ten days away from unveiling our new space in the Downtown Library! We can't wait for you to come visit."

10/15: [Picture of computer bar] "We'll have enough space for everyone to work in our new space in the Downtown Library on Oct. 24!"

10/15: [Picture of window in LevelUp space] "We can see the future of library services! We want you to see them Oct. 24!"

10/16: [Picture of mouse and keyboard] "We are building a new space for you to learn and work on projects! Visit the Downtown Library Oct. 24."

10/16: [Picture of Mac computers] "Need the technology to release your creative ideas? We'll have them in our new Downtown Library space!"

10/17: [Picture of presentation room] “We can’t wait to present you with our updated Downtown Library area and all the resources we can offer!”

10/17: [Graphic of calendar] “Get ready for Oct. 24! We’ve got something exciting at the Downtown Library!”

10/18: [Picture of television or video conferencing equipment]: “We can’t wait for you to see what we’ve been working on at the Downtown Library!”

10/18: [Picture of lounge seating] “We hope to see you in our new area at the Downtown Library on Oct. 24!”

10/19: [Picture of printer] “We’re increasing and updating our services at the Downtown Library with a colored printer in our new space.”

10/19: [Picture of computer monitor] “We’ve been monitoring the progress of the new space at the new Downtown Library, and everything looks great! Get ready for Oct. 24!”

10/20: [Picture of smart board] “Technology for all to use is coming to the Downtown Library! See what you can do with the new space Oct. 24.”

10/20: [Picture of classroom in space] “We have so many classes to offer you in our new space! Come to the Downtown Library to always learn and discover!”

10/21: [Picture of ladder] “We are moving up in the world of technology and want to bring that all to you! Visit our new space Oct. 24!”

10/21: [Picture of construction] “We’re finishing up the details to bring you something exciting at the Downtown Library!”

10/22: [Picture of computer] “We’ve got the computers installed in our new space at the Downtown Library! Are you ready for Oct. 24?”

10/22: [Picture of paint] “We’ve putting the final coat of paint on our new space at the Downtown Library!”

10/23: [Picture of table/chairs] “Have a big idea and need a place to work? Visit the Downtown Library Oct. 24!”

10/23: [Picture of door, possibly peeking inside] “Tomorrow is the day! See our new space unveiled at the Downtown Library.”

10/24: [Picture of LevelUp space] “Visit our new LevelUp space at the Downtown Library! Ready to serve entrepreneurs with new technology and resources!”

10/24: [Picture of customers in LevelUp] “LevelUp is open to all customers at the Downtown Library! Open House on Nov. 4.”

Instagram (1 every other day):

10/6: [Picture of painted walls] "We're making some updates to the Downtown Library! Come visit us October 24 to see the new space."

10/8: [Picture of classroom] "Come learn more about the exciting changes we are making at the Downtown Library on Oct. 24!"

10/10: [Picture of smart board] "We've got some innovative changes coming to the Downtown Library!"

10/12: [Picture of computer] "We're bringing new technology and creative resources to the Downtown Library that can help any idea grow."

10/14: [Picture of open area of main room] "Our new area in the Downtown Library will have plenty of workspace for everyone! Begin working on your new ideas Oct. 24."

10/16: [Picture within space, but showing view outside window] "We are enjoying the view from our updated space and we cannot wait to share it with you! Visit the Downtown Library Oct. 24 to see the newly renovated space."

10/18: [Picture of table/chairs or meeting area] "We are getting everything set up to meet you in our new space at the Downtown Library. We have a spot and resources for everyone!"

10/20: [Picture of television monitor] "We can't wait to show you our new space in the Downtown Library! We have been working hard to bring you a new area to work and use Library resources."

10/22: [Picture of door leading into space] "October 24 is right around the corner! Stop by the Downtown Library on Monday to see our new technology and collaborative centered space."

10/24: [Picture of space as a whole, or one element that should be highlighted] "The wait is over! The final lightbulb has been screwed in and the paint has dried just in time for our brand new LevelUp space to open for you in the Downtown Library. #LevelUp #smallbusiness #hightech"

11/1: [Picture of customers in LevelUp Space] "Customers have been enjoying the new tools and technology our LevelUp space offers. Did you know LevelUp provides meeting spaces and work places for entrepreneurs to develop their business plans while utilizing a wide range of research and technology resources? Learn more about LevelUp at our Open House event on Friday, November 4 at [insert time] at the Downtown Library! #Librarytech #Spokane #LevelUp"