



## **Waverly Welcome Home**

### **Brand Integration with Community Business Marketing**

#### **Overview**

Waverly Welcome Home is a community branding and marketing initiative that serves three purposes:

- To respond to the needs of Waverly employers to recruit workers to fill job openings.
- To attract new residences to move to Waverly.
- To create a sense of place that encourages visitors to experience Waverly and see how the community welcomes them and makes it feel like home.

#### **Positioning Statement**

Whether you want to relocate to Waverly or simply experience our amazing hospitality and events, our community creates a safe, welcoming place for you to call home for a day, a year, or a lifetime. Waverly is home to great schools, diverse job opportunities, amazing recreation, and a nearby metro of amenities without the hassles of big-city living.

#### **We Need Your Help: Messaging Expansion & Integration**

For the Waverly Welcome Home marketing campaign to be most successful, we need help from our businesses and community organizations. Using the consistent messages of Waverly Welcome Home will exponentially increase the exposure of Waverly and its quality of life to new audiences who may not be familiar with our community. Feel free to use prepared materials and messaging wherever possible in your own recruitment campaigns as appropriate.

Below are a few simple ways to use these resources effectively:

- Post your company's job openings on the job board using this link: <https://www.waverlywelcomehome.com/work-here/job-search/>
- Link to [www.waverlywelcomehome.com](http://www.waverlywelcomehome.com) from your website, especially those pages for employee recruitment or events put on by your organization.
- Download the guide from our website and share with new and current employees as well as refer to it in your recruitment activities.
- Like, follow, and share our social media posts on your social media.
  - Facebook: <https://www.facebook.com/WaverlyWelcomeHome/>
  - Instagram [www.instagram.com/waverlywelcomehome](http://www.instagram.com/waverlywelcomehome)
  - YouTube <https://www.youtube.com/channel/UCnxefj5xDp3peC35ugeuVPw>
- Place the Waverly Welcome Home logo on your website or in print materials as appropriate. Use the "Tools and Resources" tab at [www.waverlywelcomehome.com](http://www.waverlywelcomehome.com) to download the official logo and style guide.
- Embed Waverly Welcome Home video testimonials on your website. These can also be found on the "Tools and Resources" tab.
- When marketing your own events, remember to use messaging that ties in with the Waverly Welcome Home brand. Examples can be found on the Tools and Resources tab as well.