

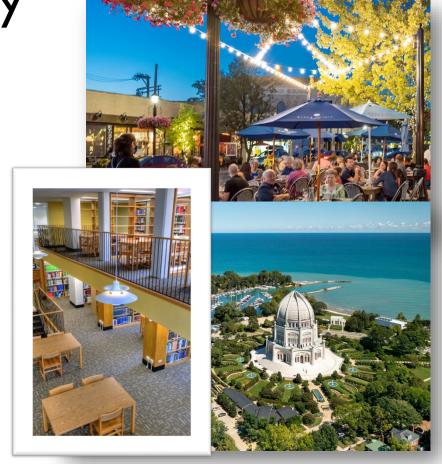
Strictly Business: Building a Business Services Brand

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About our library & community

- Two neighboring affluent bedroom communities, Wilmette & Kenilworth, pop. ~32,000
- 16 miles north of downtown Chicago in the "North Shore"
- Service-sector dominant
 - Restaurants/Entertainment
 - Lifestyle Businesses
 - Financial Services
 - Professionals



*2021 est.



The Challenge

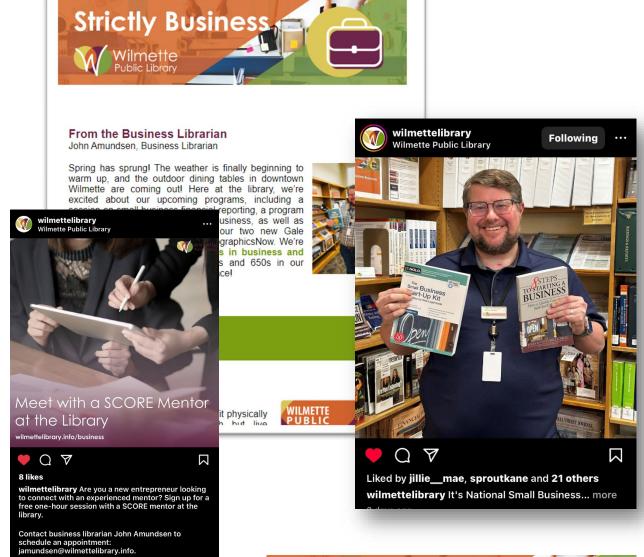
- Common refrain: "The best-kept secret in Wilmette!"
- Establish awareness
- Drive use of collections & engagement
- Measure progress





Tactics

- Listen
- Engage internal & external partners
- Library communications
- Direct communications
- Network, network, network





Results...(so far)

- Increases in:
 - Business reference appointments
 - SCORE mentorship appointment requests
 - Subscriptions to our e-newsletter
- Increased access of business resources
- Next steps
 - Needs assessment
 - Reaching the underserved



