

The Queset House

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Team: The Hype

Market Information System: Defining The Problem

- Flyers are wordy
 - The flyers they passed around in class are very wordy with few graphics, many will not read the whole article
- Weather gets treacherous in the winter
 - People that go to the Queset house reported that the unpaved driveway is very dangerous in snow
- Does not appeal to all generations
 - Parents usually take younger children to the Queset house, but spreading awareness would attract people from all different generations
- The Queset house can be easily overlooked because it is behind the library
 - Paving the driveway communicates a more inviting atmosphere
- Not enough awareness raised for the Queset house
 - Help the Queset house in becoming more active with social media and making the public aware of the various events

Market Information System: Develop Plan

- Balance both new and traditional forms of media in order to capture all generations
- Construct questionnaires and hand them out at Queset house to gain customer insight
- Get the Queset house more recognition by getting them socially involved with the community
 - That way they can keep the community updated on live events
 - I.e. Stonehill Students

Market Information System: Implement

- Accumulate information by asking employees, janitors, etc.
 - They have told us when they are most busy, when the best events are, and took us on a tour
 - They offer a wide range of services, the public just doesn't know that yet
- Make observations while walking through the house
 - Upon first inspection, the house is very old, but the aged architecture is beautiful which should attract a lot of people
 - They sell articles of jewelry and crafts, but no form of advertisement
- Go to Queset house and hand out surveys
 - We have gathered customer insights as to better operate the house

Marketing Information System: Interpret Findings

- Even people who go there regularly aren't even fully aware of the extent of the Queset houses resources
 - Simplifying flyers and using mostly graphics that market resources that are seldomly used
- Majority of people who go there have young children
- Socially more active and becoming more involved
 - This can be done by posting more or using hashtags to create a consumer-generated market (CGM)
- Gather all the survey results and compare
 - Identify the target market
 - The age range that typically visits the Queset house are aged 31 - 55 which are millenials and generation X

Target Market and Positioning

- Target Market:
 - Easton and the surrounding towns
 - All age groups
 - People looking to learn more
 - People looking for a place to hang out with others in the community
- Positioning:
 - The Queset House is a third home for its people in the community that offers a wide variety of resources, books, computers, games, etc., that consumers can use when wanting to learn or for entertainment. The Queset House is the best place to go for everyone no matter what one's gender, age, or race is. The Queset House's staff is always there to lend out a helping hand and provide a safe environment for everyone to make their experience one they will never forget. .

S.W.O.T Analysis

- After our group went through the tour of the Queset House, we created a S.W.O.T Analysis in order to determine it's:
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

Strengths

- The strengths of the Queset House that our group came up with include:
 - Plenty of space throughout the house for activities to be done such as speakers, kids events, knitting club, etc.
 - Plenty of open slots in order to book events (lots of time slots)
 - Host parties and company events
 - They have plenty of tutors and help for academics
 - Beautiful outdoor area to hold events during the summer
 - Free wifi and internet offered to everybody whether or not they have it at home

Weaknesses

- The weaknesses of the Queset House that our group came up with include:
 - Flyers - Too much wording on them and most people would find it boring
 - Location - The Queset House is located in a poor location, may be kind of hard to see from street view as it is much easier to see the Library itself
 - Driveway - People who visit the Queset complain about the driveway up being too rugged and not accessible in the winter time
 - Not enough people even know that the Queset House exists, so getting the name out is a big thing to think about
 - Not enough representation on social media
 - Instagram, Twitter, etc.

Opportunities

- The opportunities of the Queset House that The Hype came up with include:
 - Host events that can be very beneficial to all ages for different reasons such as academics, leisure, etc.
 - We think as a group that a good idea for the house would be to open a recording studio in one of the rooms in the upper area of the Queset House that is not heavily used
 - This will give local musicians the opportunity to create their music
 - Also will attract a big portion of the target audience with teens and folks in their early 20's

Threats

- The threats of the Queset House that our group came up with include:
 - Some People do not have to leave the confines of their home in order to access a study area
 - People have internet in their homes
 - Kids will also study at their schools
 - Overall, not too many threats as long as good programs continue to be offered and new ones continue to come about, such as the recording studio

Connect with the Hill

- A great way in which the Queset House can connect with its target audience is by connecting with Stonehill Students
- As far as we can tell, not a lot is being done to connect with the students at Stonehill
 - Many students would be interested in some of the everyday activities that go on at the Queset house such as
 - The speakers that come and teach people how to do certain crafts
 - Tutors
 - Outdoor gatherings during the warm weather

How to Connect with Stonehill

- The Queset House should get in touch with Stonehill's Father John Denning or anyone in charge of the student body
- The Queset House should discuss the possibilities of obtaining a student email list and including the Stonehill Community as part of their weekly newsletter
 - Every Stonehill Student gets a library card, in order to stay in touch with the Queset House and the Easton Library
- If this is done, students can receive the weekly newsletters sent out by the Library and students can decide whether or not they want go to certain events taking place at the Queset House

Outcomes

- The outcomes of adding Stonehill's student body to the Queset House Newsletter include:
 - A bigger population of visitors in the target audience (Teens and People in their 20's)
 - More students will be apart of the library system and may come visit the library more often
Ex: A Library Card for every Stonehill Student
 - More people know about what goes on every week at the Queset House
 - More awareness of the Queset House itself
 - Stonehill Students tell their parents about the events, resulting in more awareness and visitors to the Queset House

Idea of Marketing Intern

- Introducing a marketing internship program will help generate new and creative ideas to market the Queset House
- Responsibilities:
 - Monitor and update social media pages
 - Create flyers
 - Help the team brainstorm new ways to market the Queset House
- Intern can teach the staff what to post and how to manage the social media websites.

Integrating Creativity: Instagram

- By making an account for the Queset House, there's a possibility to garner attention from those of a younger audience
 - Providing bold and colorful posts within the account will help catch the attention of others while they are scrolling through their feeds
- Tagging the location
 - Those who decide to search Easton within the app will stumble across the posts that are provided on this instagram
- Becoming interactive with your audience
 - If there are comments within the pictures posted on the account, responding to them will help create a bond between your audience and the Queset House
- Creates an outlet where you can post relevant information for the Queset House



Queset House

FOLLOW

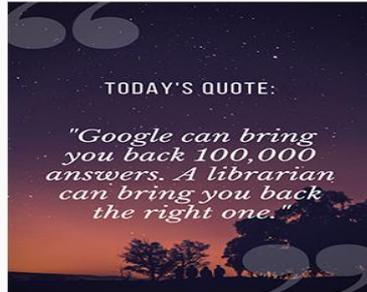


A hidden gem located in Easton, MA

481 posts

1.6K followers

263 following



Mock-Up Instagram Account



THE QUESET HOUSE

There's a
place for
everyone.

Come check us out!



WE TRAVEL NOT TO
ESCAPE LIFE BUT FOR LIFE
NOT TO ESCAPE US.

ANONYMOUS

TODAY'S QUOTE:

*"Google can bring
you back 100,000
answers. A librarian
can bring you back
the right one."*

Instagram Example Posts

Twitter page to reach teens or young adults

- Reply to people on twitter that is around the area.
- Make tweets promoting other businesses around town
- Promote other social media pages
- Tell people about events

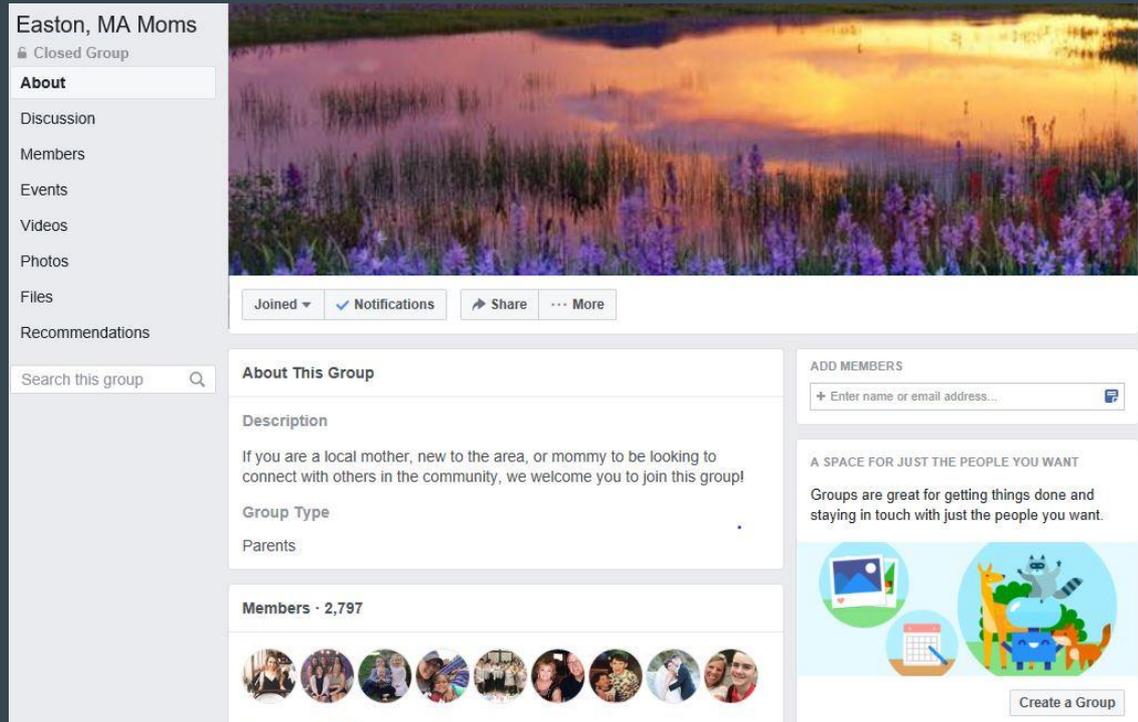
- In the search bar:
“Place:009abfd544f2578d”

- (you could get your student intern to be in charge of the social media because they’re young and understand trends)



Facebook Group

- Joined the facebook “Easton, ma mom” page, easily accepted
- Promote anything easily
- A lot of members read it everyday
- Very active



The screenshot displays the Facebook group interface for "Easton, MA Moms". The group is a closed group with 2,797 members. The page features a large cover photo of a sunset over a field of purple flowers. The left sidebar includes navigation options such as "About", "Discussion", "Members", "Events", "Videos", "Photos", "Files", and "Recommendations", along with a search bar. The main content area shows the group's description, which is welcoming to local mothers, and the group type, which is "Parents". On the right, there is an "ADD MEMBERS" section with a search input field and a "Create a Group" button. The bottom of the page shows a row of member profile pictures.

Easton, MA Moms
Closed Group

About

Discussion

Members

Events

Videos

Photos

Files

Recommendations

Search this group

Joined Notifications Share More

About This Group

Description

If you are a local mother, new to the area, or mommy to be looking to connect with others in the community, we welcome you to join this group!

Group Type

Parents

Members · 2,797

ADD MEMBERS

Enter name or email address...

A SPACE FOR JUST THE PEOPLE YOU WANT

Groups are great for getting things done and staying in touch with just the people you want.

Create a Group

Survey Monkey

OPEN

Ames Free Library Survey

Created: 10/10/2017 | Modified: 10/14/2017

50

Responses

100%

Completion rate

1 min

Typical time spent

Decided to join the facebook group called “Easton Ma Moms”. Even though the results will be a little bias because of them being women and adults.

<https://www.surveymonkey.com/r/82GXQDH>

Link to survey