



the brand storytellers

# Who is Jarbo?

## what we do

*We find the people* that buy what you sell and help you *tell the story* they need to hear.

## why we do it

To help good folks become the company they've always wanted to be. Everything we do centers around helping them *find* and *tell* their story.

# Who is Jarbo?

**over 20 years in business**

Brad and Joan Justus, started Jarbo in 1999, and each have 25+ years experience in marketing and design.

**clients – both small and large**

Over the years, Jarbo has worked with both private and public sector companies, for profit and non-profit organizations.

**indiana veteran-owned small business**



# What is INSPIRE?

## Lifelong Learning Library for Hoosiers

INSPIRE, Indiana's online learning library, provides Hoosiers *free access* to a collection of academic databases and trusted resources for research, test prep, continuous learning, and Indiana history.

[INSPIRE.in.gov](https://inspire.in.gov)

# Why are we doing this?

## To create awareness

specifically within our emphasis areas:

Information Resource & Research, Test Prep & Continuing Education,  
and Indiana News & History.

## To cause increased engagement

with our target audiences: Parents of H. S. Students, Traditional & Homeschool Educators, Adult Learners, Reporters/Producers, Tourist Bureau, Town Steering Committees, and more.

## To provide resources to our partners

# So...what is it we're doing?




# Quarterly Communications Packages

## APR-JUN 2021

### Social Posts Package


# INSPIRE

Lifelong Learning Library for Hoosiers



**Suggested caption:**  
INSPIRE, the lifelong learning library for Hoosiers, is free to all Indiana residents. Visit [inspire.in.gov](https://inspire.in.gov) to learn so

#LEARNMOR



## Communicating INSPIRE

### New Messaging Campaign for INSPIRE

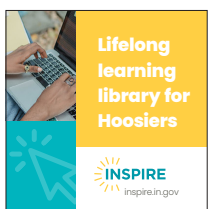
The INSPIRE online resource library is not new. Established in 1998, INSPIRE is a collection of online academic databases and other information resources for research, test prep, continuing learning, and providing resources for Indiana history that can be accessed for free by all Indiana residents. More importantly, INSPIRE is a trusted source of research information. With the prevalence of non-vetted internet content, now it is more important than ever for researchers to have access to reliable scholarly, peer-reviewed information.

The INSPIRE team along with their partners at the Indiana State Library are reintroducing INSPIRE to the Indiana public with a new positioning statement of "Lifelong learning library for Hoosiers." This reintroduction will include updates to the website navigation, a social media push and continuing marketing of all the features and databases that are offered to Indiana residents through the INSPIRE online library.

### Lifelong learning library for Hoosiers.

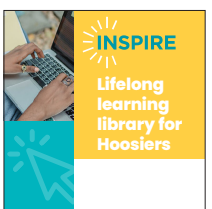
### How can you promote INSPIRE to your audience?

Many of you already incorporate the INSPIRE databases or landing pages within your local library websites. We want to help you promote these great resources, so we are providing you a set of social posts for use on your website or social media pages. You can choose to use the original set, or choose to add your own organization's logo to the co-branded posts to enhance both the INSPIRE and your own brand. We've also provided a suggested caption with each post.




**Suggested caption:**  
INSPIRE, the lifelong learning library for Hoosiers, is free to all Indiana residents. Visit [inspire.in.gov](https://inspire.in.gov) to learn something new today.


#LEARNMORE #GETINSPIRED




**Co-branded posts**  
Add your organization's logo to promote both the INSPIRE and your brand




**Suggested caption:**  
INSPIRE offers a variety of resources for Indiana residents. Visit [inspire.in.gov](https://inspire.in.gov) to learn more



**Suggested caption:**  
INSPIRE has a variety of resources and tools for Indiana residents. Visit [inspire.in.gov](https://inspire.in.gov) to learn more





**Suggested caption:**  
INSPIRE has a variety of resources and AP test practice tests. Visit [inspire.in.gov](https://inspire.in.gov) to learn more



**Suggested caption:**  
Did you know? INSPIRE has a digital history collection. Discover the manuscript collection. Visit [inspire.in.gov](https://inspire.in.gov) to learn more

### Follow us on social media

INSPIRE has recently launched their own Facebook and Instagram pages. Please follow us and share posts to your own social media pages.

[inspire.in.gov](https://inspire.in.gov)

The image displays two side-by-side promotional banners for the 'Inspire' program. Both banners feature a blue cursor icon in the bottom-left corner and a small inset photograph in the top-right corner showing hands typing on a laptop. The left banner has a solid yellow background with the text 'Lifelong learning library for Hoosiers' in white. The right banner has a solid white background with the same text in blue. The word 'INSPIRE' is prominently displayed in a larger, bold font above the main text on both banners.

## Social Posts




# INSPIRE

Lifelong learning  
library for Hoosiers!


inspire.in.gov



Information  
& Research



Test &  
Career Prep

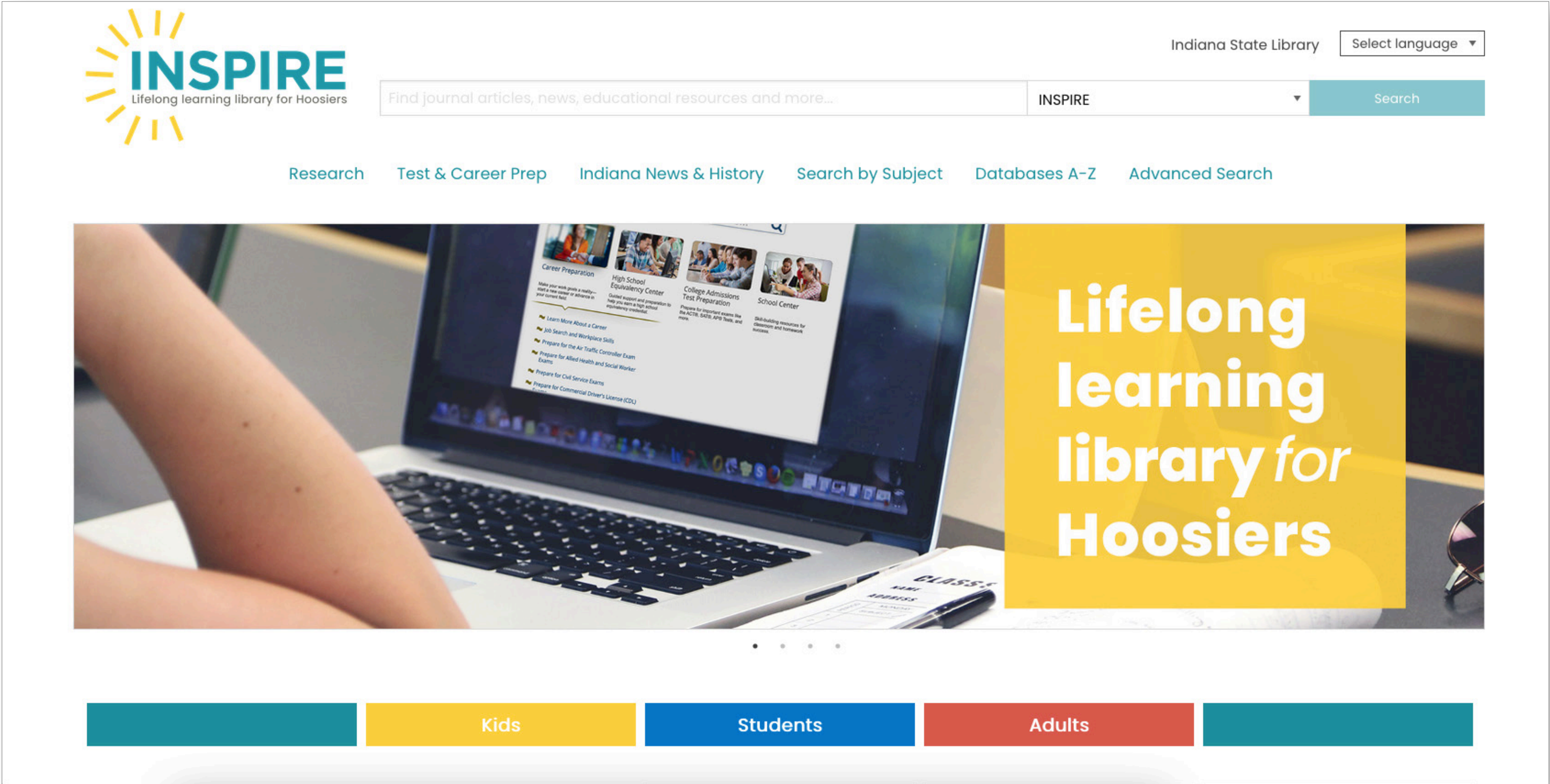


Indiana News  
& History

*FREE to all Indiana residents!!!*



# Website





# Print Materials



**Get inspired today!**

INSPIRE, Indiana's online learning library, provides Hoosiers *free access* to a collection of academic databases and trusted resources for research, test prep, continuous learning, and Indiana history.

Find out more about how to encourage patrons to take advantage of this resource.

- Sign up for a free account
- Request a laptop or tablet
- Follow INSPIRE on social media

**Sign up today!**

Postcard

**Get inspired today!**

INSPIRE, Indiana's online learning library, provides Hoosiers *free access* to a collection of academic databases and trusted resources for research, test prep, continuous learning, and Indiana history.

**Lifelong learning library for Hoosiers**


Follow us on   @INSPIREIndiana



 **INSPIRE**

**INSPIRE.in.gov**  
*INSPIRE is a service of the Indiana State Library*

Table Tent



**collection of online academic resources**

**INSPIRE**

INSPIRE, Indiana's online learning library, provides Hoosiers *free access* to a collection of academic databases and trusted resources for research, test prep, continuous learning, and Indiana history.

**INFORMATION & RESEARCH**

- World Languages
- Education
- Literature
- STEAM

**TEST & CAREER PREP**

- LearningExpress Library
- Adult Core Skills
- Careers

**INDIANA NEWS & HISTORY**

- Historic Newspapers
- Digital Collections
- Genealogy
- Indiana Memory

**INSPIRE.in.gov**

*Lifelong learning library for Hoosiers*

Rack Card



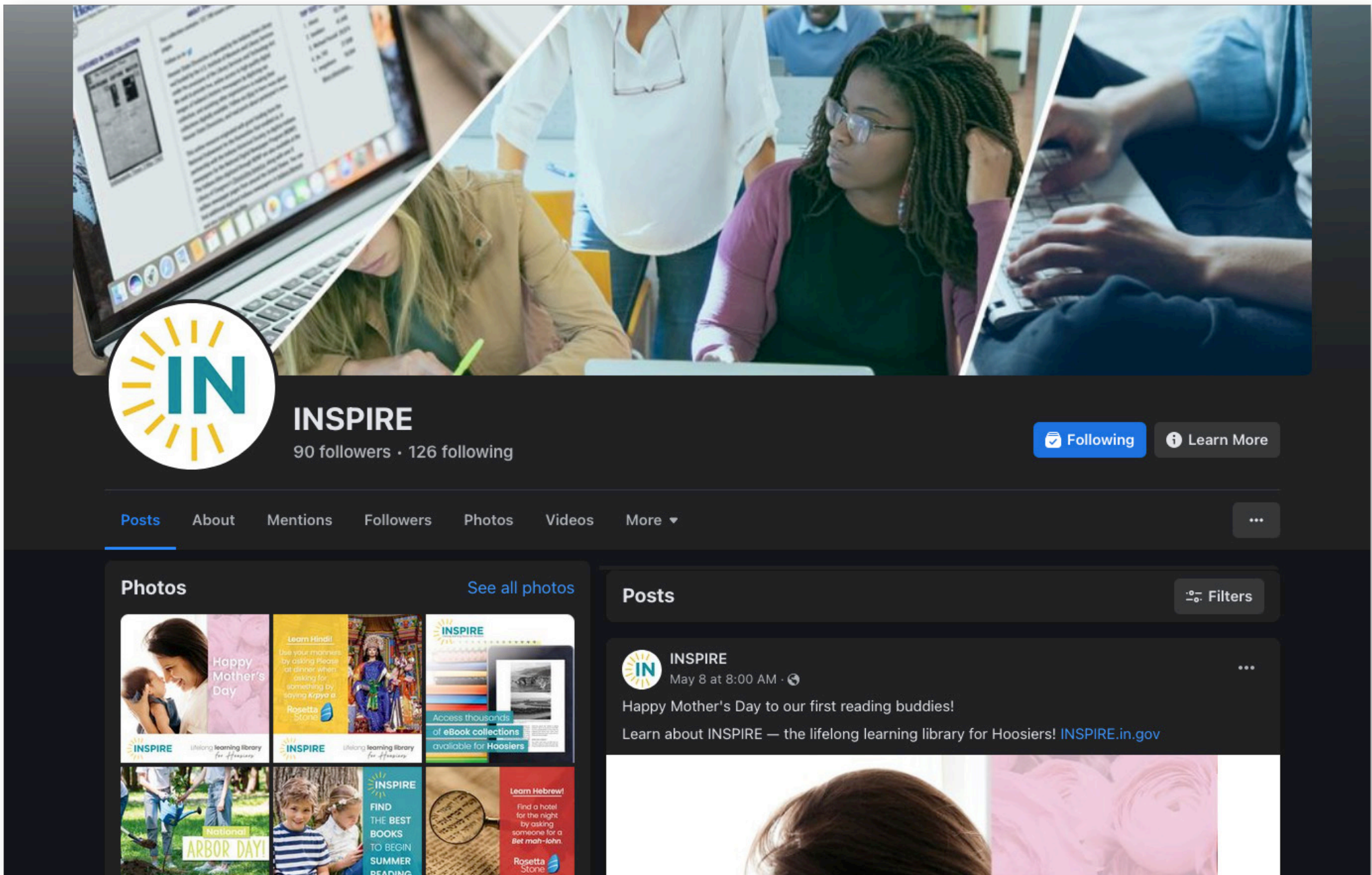
# Promotional Items



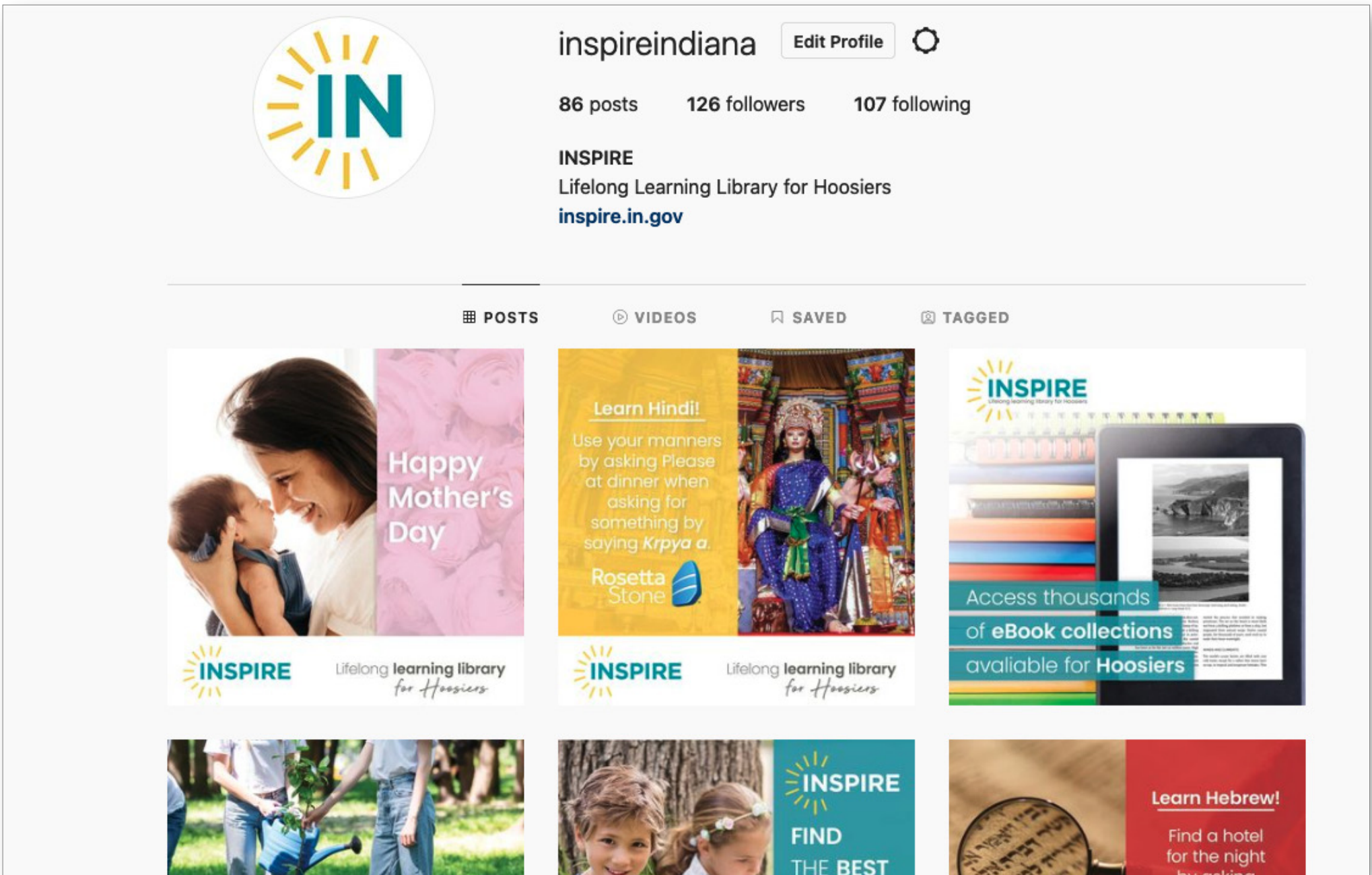
Request promotional items, visit [INSPIRE.in.gov/help-inspire](https://inspire.in.gov/help-inspire)



# Social Media



Facebook



Instagram

Search for **@INSPIREindiana**



# Old Logos



Request new logo package, visit [INSPIRE.in.gov/help-inspire](https://inspire.in.gov/help-inspire)

# INSPIRE.in.gov/help-inspire

