BYCNYM

Digital Market Hrategy



MEET THE TEAM









ALI BARNARD

Tunios.

SIMBA CHEN

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CAITLIN LYDON

Olenior

JARED EDSELL

Penior



OVERVIEW

INDUSTRY TRENDS

A SOUND STRATEGY
STARTS WITH
OBSERVATION!

OBS +
STRATS

LAYING OUT OUR
DIGITAL GOALS AND
STRATEGIES!

COMPETITIVE LEARNING

TAKING
INSPIRATION AND
WAYS TO
IMPROVE!

TACTICS

IDEAS TO
IMPLEMENT AND
WHAT THEY CAN
DO!

BUYER PERSONA

INTRODUCING YOU TO RHYLEE AND YOUR NEW CLIENTS!

MEASUREMENT PLAN

GETTING DOWN TO THE
NUMBERS AND
MEASURING FOR
SUCCESS!



CORPORATE WOMEN NETWORKS ARE ON THE RISE

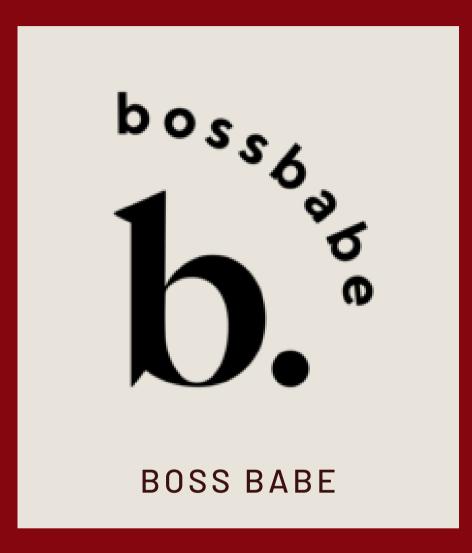


- The emergence of corporate women networks reflects a growing commitment to gender diversity and inclusivity in the workplace.
- These networks provide platforms for women to connect, support each other, and advance their careers collectively.



- While mentorship is widely recognized as a key driver of business growth, only 28% of women have access to mentors and actively engage with them.
- Increased mentorship opportunities and cultivating supportive mentorship relationships unlocks the full potential of women in the workforce, leading to enhanced professional development and organizational success.

TAKING INSPIRATION



FOLLOWER COUNT





403K







72k

A multimedia company with a mission of supporting and educating women entrepreneurs; creating content that supports ambitious women on their journey to create lives that they love.



FOLLOWER COUNT









208K

73.3K

16.6k

Almost 30 is a top wellness, spirituality, and self-development podcast and global community for women. It comprises a supportive Membership platform and comprehensive courses and programs, aimed at providing growth, expansion, and connection.

"Having accountability when it comes to mindset, planning business goals, as well as meeting like-minded entrepreneurs allows me to see the success of others and why it's possible for us all to succeed!"

- Member of Bossbabe

"I love having a safe space to talk about what's on my heart... I love that it's a judgment-free zone where we can explore topics on our mind and learn together in the workshops." - Member of Almost30



WEBSITE OPTIMIZATION PROMOTES CONSUMER ENGAGEMENT Clear CTA "

Almost 30s website

Clear CTA "Listen Now"

Gives the user an easy way to further experience the brand and learn more



User-friendly menu bar -

Caters to first time visitors and decreases website bounce rate

Flome About Podeast Membership Courses Morning Microdose Sign in Listen Now D

A chart-topping lifestyle podcast that covers everything from modern spirituality to health and wellness, aliens to entrepreneurship, sex to self development.

With 600+ episodes and more than 100 million downloads, the Almost 30 Podcast has been hailed as "The Best Wellness Podcast to Listen To Right Now" by Covetuer and nominated for "Best Wellness Podcast" and "Best Spirituality Podcast" by iHeart Radio. We're proud to be one of the top podcasts for women and inspirational podcasts. We're here to be your next can't-stop-listening podcast obsession.

CHECK IT OUT



"These ladies offer endless insight, host fascinating guests, and are relentlessly funny."

Sleek design & information rich

Makes for a more visually appealing and informative experience keeping users engaged, and guiding them throughout the site where they can learn all to know about the brand, its founders, and what it has to offer



SOCIAL MEDIA ENGAGEMENT IS DRIVEN BY CONSISTENT AND RELEVANT CONTENT

Bossbabe boasts the highest engagement among CNYWNs competition with Instagram exceeding **3.4million** followers



> What do they do well?

Relevant content

Relevant content leads to greater engagement when the content ties back to the brand



pop culture & celebrity references



lifestyle and professional advice



membership

Consistent branding & messaging

Customers must be able to recognize a brands unique messaging before they can trust it





Paired with a consistent posting schedule



CONSISTENCY + CLARITY IS KEY

Consistent branding Consistent posting schedule Consistent website design Clear CTAs
Clear messaging
Clear value proposition

The Ambitious, But Anguided

OUR TARGET AUDIENCE IS DEFINED OF WOMEN OF COLOR WHO ARE BUSINESS PROFESSIONALS

THESE WOMEN ARE SEEKING OUT A COMMUNITY THAT NOT ONLY SUPPORTS THEM IN THEIR CAREER GOALS, BUT UNDERSTANDS THEIR BACKGROUND AND SHARES SIMILAR EXPERIENCES

AUDIENCE

WE THINK THAT CNYWN'S THE COLLECTIVE CAN REACH THIS AUDIENCE AND SOLVE GOALS AND CHALLENGES THEY ARE HAVING IN AND BEYOND THEIR PROFESSIONAL LIVES



WHO ARE THEY?

22-65 years old; women of color; full-time & part-time workers

Challenge Themselves

> 65.1% 133.2i

Ambitious

Career-Focused

> 69% 244.1i

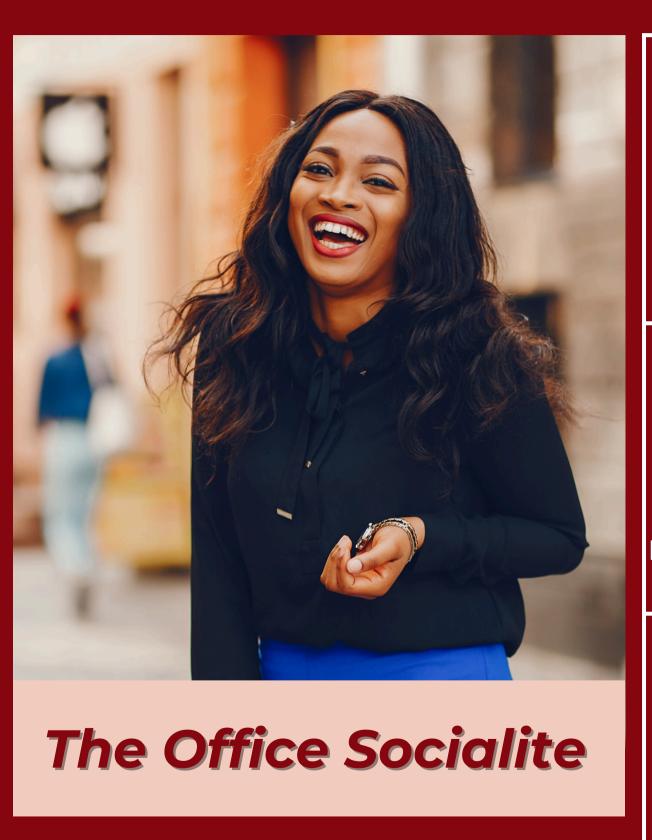
73.4% 199.5i

Outgoing /Social

48.4% 132.4i



MEET RHYLEE HUDSON!



BIO:

Meet Rhylee, a 32-year-old ambitious business professional who's looking for a community of like-minded individuals to learn and grow alongside as she transitions to a new role as a leader at Butler Till!

BEHAVIORS + HABITS



Personal Development





Beauty

BRANDS+PLATFORMS









Age: 32

U.S. Region: North East

Socioeconomic Status:

Upper Middle Class

Family Status: Just

Married

Job: Director of

Analytics for Butler/Till in Syracuse



The Ambitious but Unguided are open to finding communities through social media that will expand their network.

44.8%

Use social media to find like-minded communities.

110i

64.9%

Find information about products and brands on Instagram. 136.8i

43%

Use the Internet for business-related networking. 120.9i



WHY THE COLLECTIVE?

An Antapped Audience

Women of color in business seek supportive platforms that understand their unique experiences and connect them with like-minded professionals to empower them to excel in their careers.

70% say they want to have a network to achieve organizational goals such as winning new business, implementing new frameworks or models, leading successful projects, improving processes, and saving money for their team or organization.



AWARENESS> CONVERSION> RETENTION

DIGITAL MARKETING GOAL #1

INCREASE AWARENESS FOR THE COLLECTIVE

DIGITAL MARKETING GOAL #2
PROMOTE CONVERSIONS
FOR THE MEMBERSHIP.

DIGITAL MARKETING GOAL #3
KEEP THEM INVOLVED IN
CNYWN.

DIGITAL MARKETING STRATEGY

UTILIZE SOCIAL MEDIA
PLATFORMS TO DRIVE
BRAND AWARENESS AND
PURPOSE.

DIGITAL MARKETING STRATEGY

INCREASE WEBSITE
AND IN-PERSON
EVENT TRAFFIC TO
PROMOTE
MEMBERSHIP PERKS

DIGITAL MARKETING STRATEGY

STRENGTHEN
RELATIONSHIPS ONCE
THEY JOIN AND
CELEBRATE
MILESTONES WITH
THEM



EXPANDING EMAIL MARKETING

Recommendation:

Build out email marketing sequence/flow to encourage conversions for The Collective.

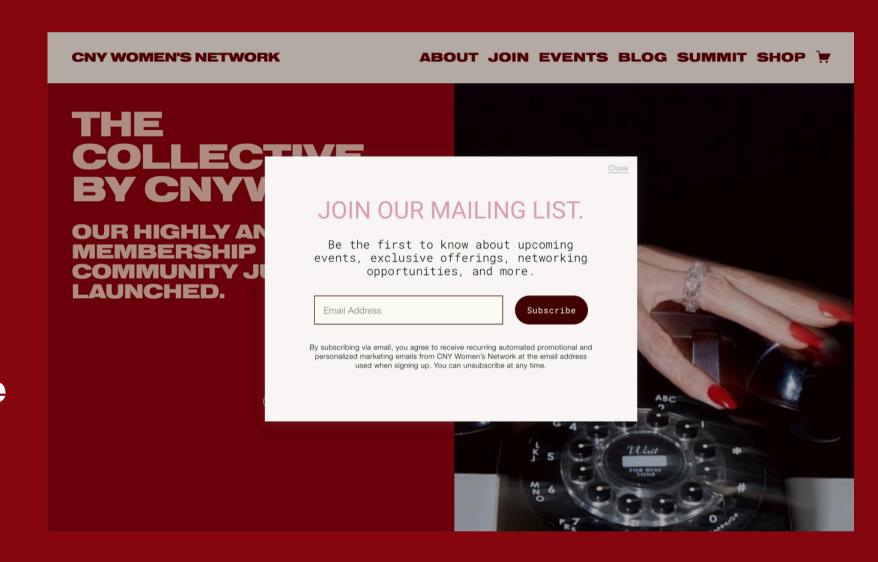


Our audience responds well to emails from brands. In fact, they are 81.6% more likely than the average individual to be influenced to purchase from branded emails (181.6i).



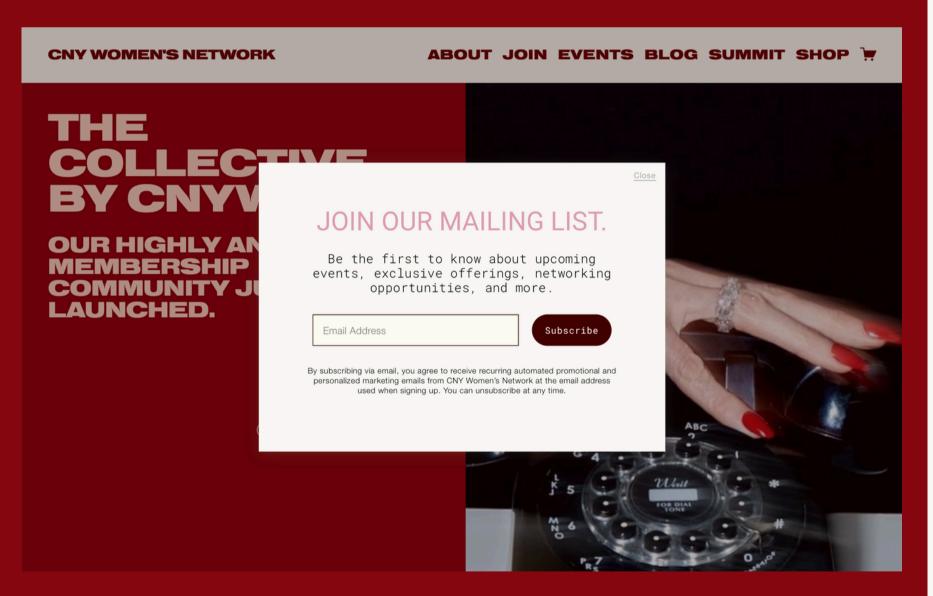
As a reward for signing up for the mailing list, we want to offer a free class so that these new consumers can be fully exposed to what The Collective has to offer.

Following this class, they will be emailed with more information on The Collective and the payment packages.





New pop-up on the website mentions the free event.



JOIN OUR MAILING LIST

And get one **free** event on us!

Be the first to know about upcoming events, exclusive offerings, networking opportunities, and more.

Email Address

Subscribe



CONTENT STRATEGY + PLAN

Recommendation:

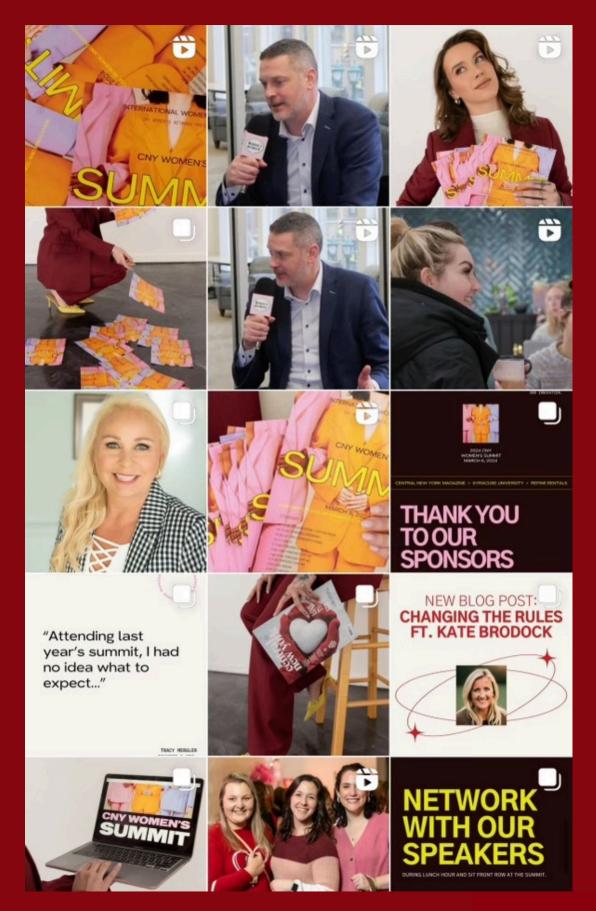
Mapping out a platform-specific content strategy for CNYWN and The Collective. To ensure the correct content is posted on each platform.



The Ambitious, but Unguided use each social media platform for different reasons.

Understanding that and how to utilize the features of each platform allows for more reach.

23.9% (110i) reported Instagram being their favorite platform to find branded content.





	INSTAGRAM	TIKTOK	LINKEDIN
PURPOSE	Community/Mentorship	Community & Inspiration	Networking/Information
VIBE	Personal: you chose to follow people	Experimental: New, FYP different algorithm	Informational: Connections, updates, learning
FORMAT	Carousels, Reels or Videos <1m, Stories.	Short videos <30s, aesthetically pleasing.	Long-form informational posts.
CONTENT TYPE	Photos from events, polls, videos from events, updates, inspirational content.	DIML videos, podcast clips, event clips, aesthetic videos.	Speaker features, after big events, business updates.
SCHEDULE	Once a day - Post/Reel Multiple Times - Stories	Multiple times a day.	Occasionally.
EXAMPLE	Highlight reel of an event Repost Reel to story Interactive story asking what was their fav part	Short aesthetically pleasing clips "POV: you found a community of strong women" Podcast clips of highlights	Pictures and a post summarizing the highlights of an event.

MEMBERSHIP GIVEAWAY

Recommendation:

Biannual giveaway posted on social media for a chance for followers to win a month free of The Collective.



Doing this twice a year allows for people who may be curious about the collective a chance to win a trial.

It also allows for earned media reach through people tagging and reposting the giveaway post as entries.

49% (103i) of our target advocate for brands on social media that giveaway products.



THE COLLECTIVE. BY CNYWN



Enter to win one month free of our exclusive membership.



AMBASSADOR PROGRAM

Mhat Moure Already Done...

- Created a trial run of your ambassador campaign at the Galentines @SavorCuse & @SheFancyGrazingCo Event!
- Created Collaborative Posts like Mentoring Monday with Ambassadors like @Elena Nicole

Mhat Me're Reccomending

- Expand your campaign to feature more diverse audiences and groups
- Show them off and utilize these members in creating content, promoting events, and even creating minispeaker series or coffee chats!





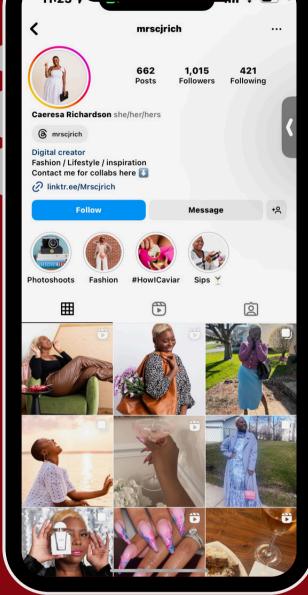
Tennijer

Hasha

Caeresa









"Therapist helping with identity & intersectionality"

14.1K

"Frelance Content Creator & Social Media Manager" 1K

"Fashion / Lifestyle / Inspiration"



- While Elena's Spotlight on Instagram is easy to find, it's difficult to differentiate Member Spotlights and Ambassadors
- Creating mutually beneficial relationships and collaborative posts like the ones you have built with vendors like @ThePartyCrowd and @SavorCuse will promote the visibility of different identities, backgrounds, and allow you to reach audiences you might not have been able to before!

Mow?

- Find WOC within the Syracuse Community like Jennifer, Sasha, and Caeresa!
- Create collaborative posts and a highlight showcasing your ambassadors on the CNYWM's Collective Instagram
- Plan ambassador invite-only events that show off these influential women and give them reasons to promote the Collective



MEMBERS...



AMBASSA...

MEASUREMENTPLAN

BUSINESS OBJECTIVE:

CREATE AN INSPIRING, INFORMATIVE, AND COMMUNITY-DRIVEN MEDIA BRAND.

CREATE THE LARGEST BUSINESS & WELLNESS MEMBERSHIP COMMUNITY FOR WOMEN IN CNY.

DRIVE \$75K IN ANNUAL (2024) REVENUE

MARKETING OBJECTIVE:

DRIVE AWARENESS AND MEMBERSHIP GROWTH FOR THE COLLECTIVE BY CNYWN.

INCREASE BRAND AWARENESS

KPI:

- INCREASE REACH
 - INSTAGRAM: 114% TO 160%
 - TIKTOK: INCREASE TO 5%
 - LINKEDIN: INCREASE TO 6%
- INCREASE FOLLOWER COUNT OVER THE NEXT 6 MONTHS
 - INSTAGRAM:90% FROM 3,349 TO 6,363
 - TIKTOK: 50% FROM 522 TO 1,305
 - LINKEDIN: 50% FROM 1,035 TO 1,553
- INCREASE CONTENT INTERACTIONS BY 75% OVER THE NEXT 6 MONTHS FROM 9,603 TO 16,804

INCREASE CONVERSION

KPI:

- ACHIEVE AN EMAIL OPEN RATE OF 20% BY THE END OF THE NEXT 6 MONTHS
- ESTABLISH AN EMAIL AND WEBSITE CONVERSION RATE; INCREASE IT BY 10% MONTH-OVER-MONTH
- LOWER BOUNCE RATE FROM 62.84% TO <40% FOR ALL WEBSITE PAGES

INCREASE RETENTION

KPI:

- ESTABLISH A GOAL MONTHLY RENEWAL RATE AT THE END OF THE 6 MONTHS GOAL OF 80%. ESTABLISH A YEARLY RENEWAL RATE AT THE END OF THE YEAR-LONG TERM.
- INCREASE ORIGINAL CONTENT AND MENTIONS/TAGS OF CNY WOMEN'S NETWORK MEMBERS
- INCREASE REPOSTS ON LINKEDIN FROM 17.6% TO OVER 30%



Mhy this will work:

The Ambitious but Unguided recognize the importance of having a network where their identities are supported and their careers are amplified.

CNY+ The Collective is that network... but we need to reach them.

Through **inspirational**, **engaging**, and **informational** content, we are showcasing a **strong community** full of women from different backgrounds and hitting on all of the **necessary** pillars making our community **irresistible** to our target audience.

With our campaign, our target will finally be introduced to the **network** that can **guide** them.

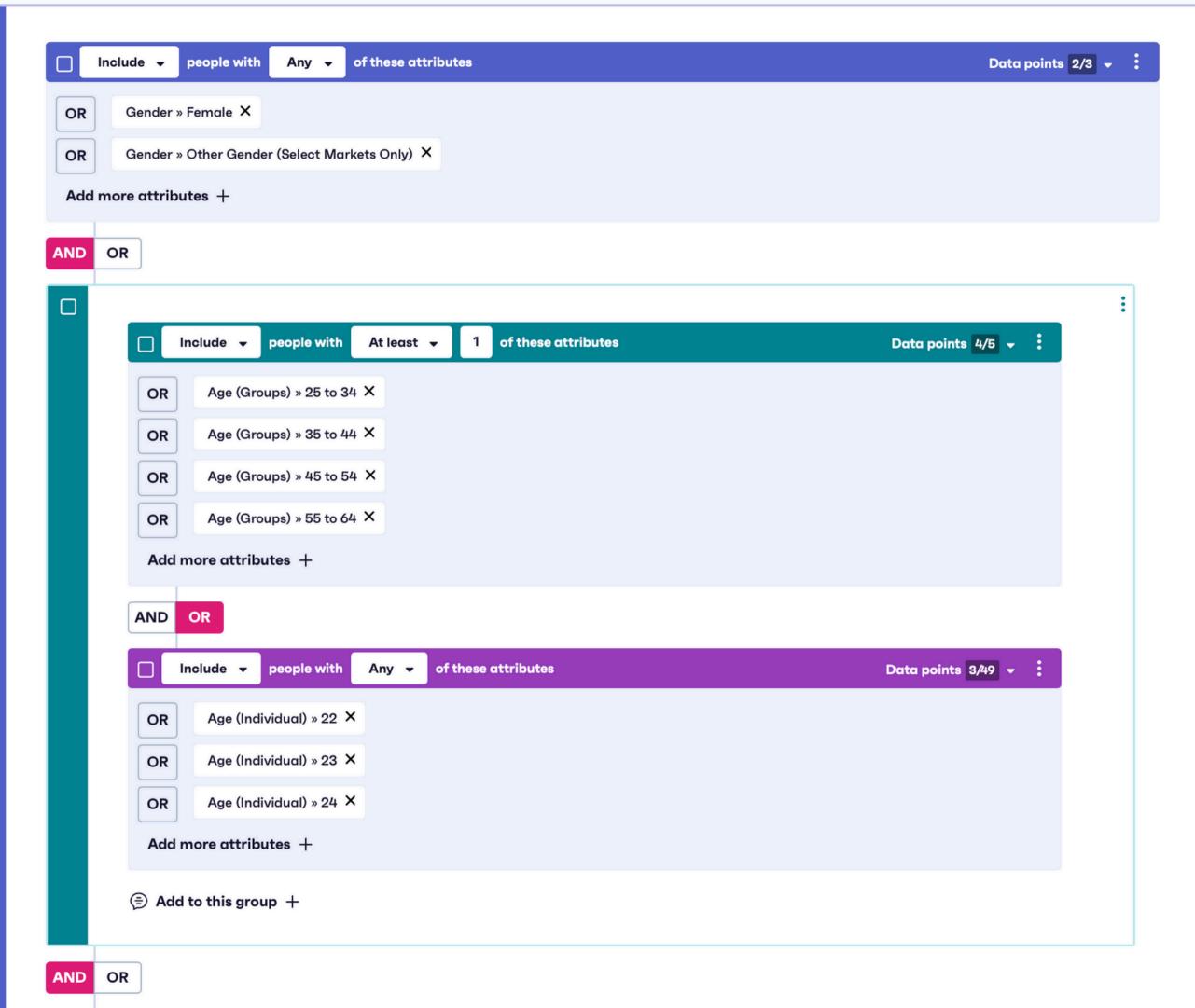




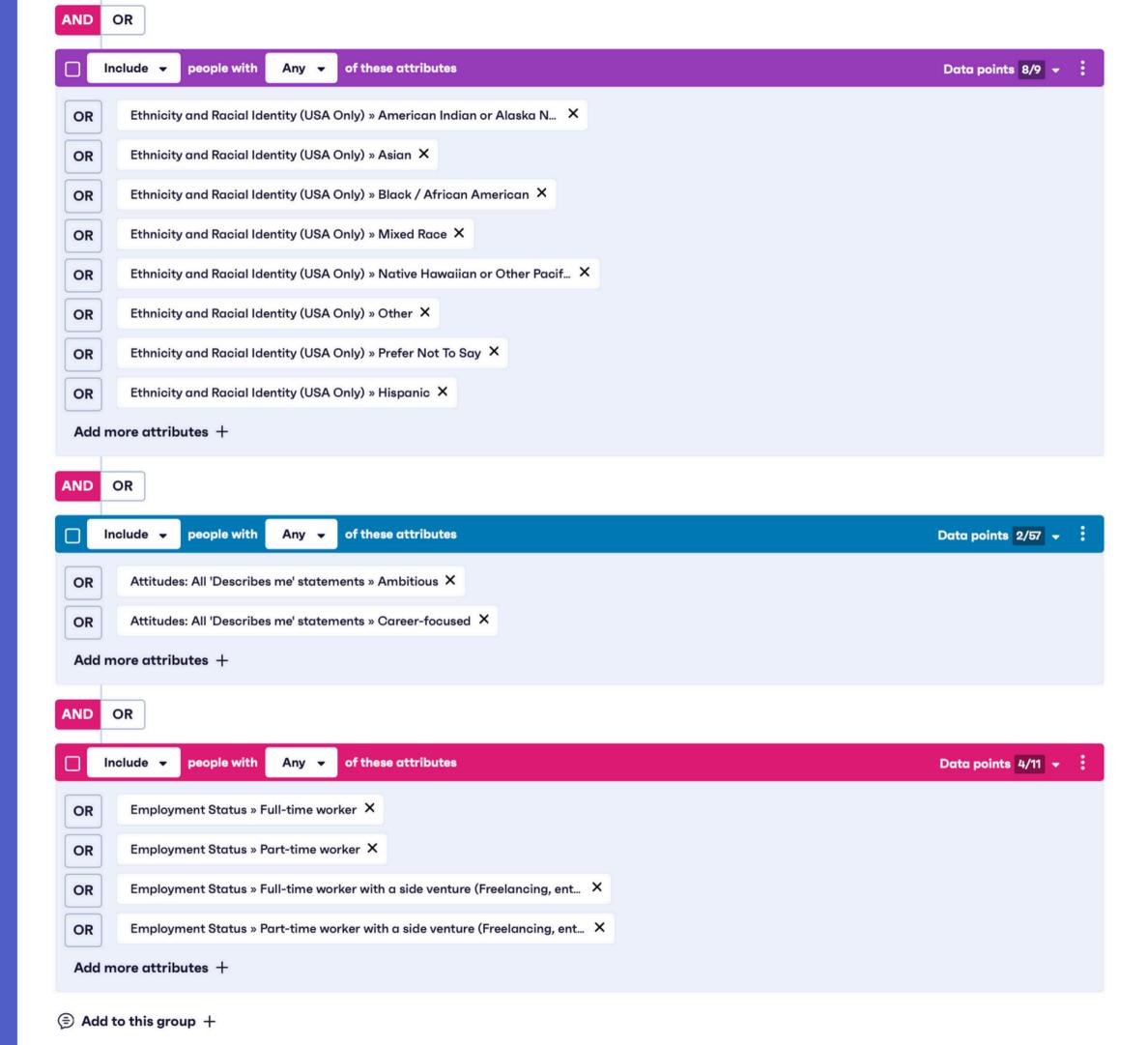


APPENDIX

Mources + Charts



GMI BASE



GMI BASE

🐣 Sample size: 4,463 🕒 Waves: Q1 2023, Q2 2023, Q3 2023, Q4 2023 🚳 Locations: Argentina, Australia, Austria, Belgium and 49 more..

Persona

Parenting
Focused Workers

Female

Age Group

25 to 34

Country (Living Area)

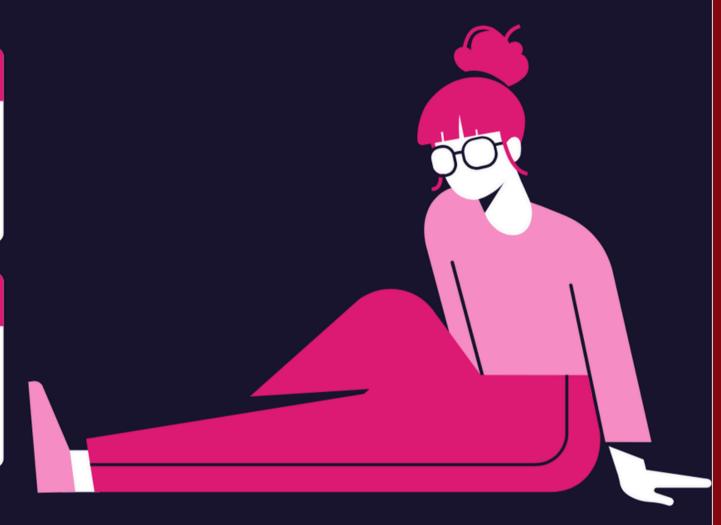
USA (suburban)

₾

Education

Undergraduate degree (ie. Bachelor)

Full-time worker



GWI

Sample size: 4,463 🖰 Waves: Q1 2023, Q2 2023, Q3 2023, Q4 2023 🚳 Locations: Argentina, Australia, Austria, Belgium and 49 more...

- 75% describe themselves as <u>open-minded</u> and 83% value <u>being</u>
 financially secure
- They are most interested in <u>music</u> and <u>cooking</u>
- 31% are thinking of buying <u>travel tickets (e.g. a flight)</u> in the next
 3-6 months

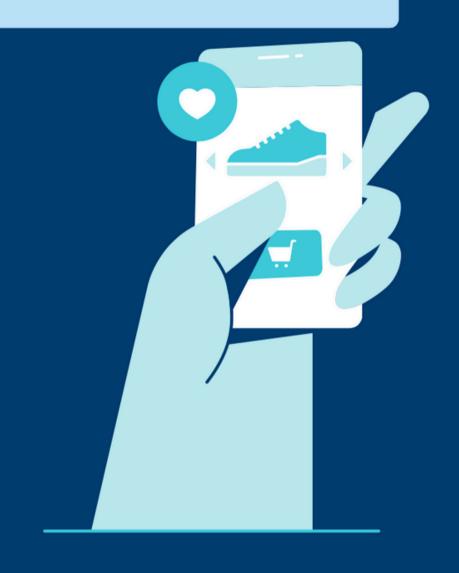


🖧 Sample size: 4,463 🖰 Waves: Q1 2023, Q2 2023, Q3 2023, Q4 2023 🛭 🖰 Locations: Argentina, Australia, Austria, Belgium and 49 more..

- 36% typically find out about new brands and products through ads seen on social media
- 51% expect brands to listen to customer feedback
- Reach them on Instagram 44% use it more than once a day
- In the last week, 93% went online and watched any video

Who do they follow? Friends, family or other people they know

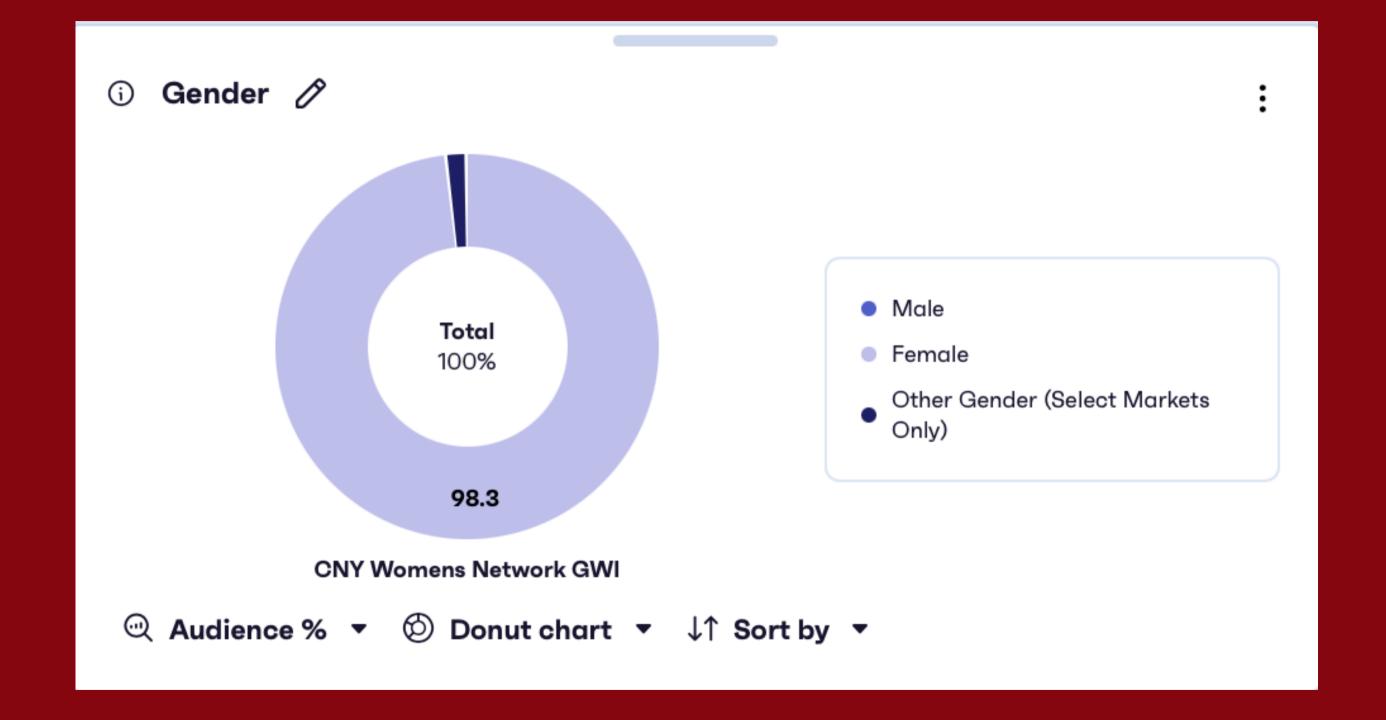
Luse discount codes or coupons

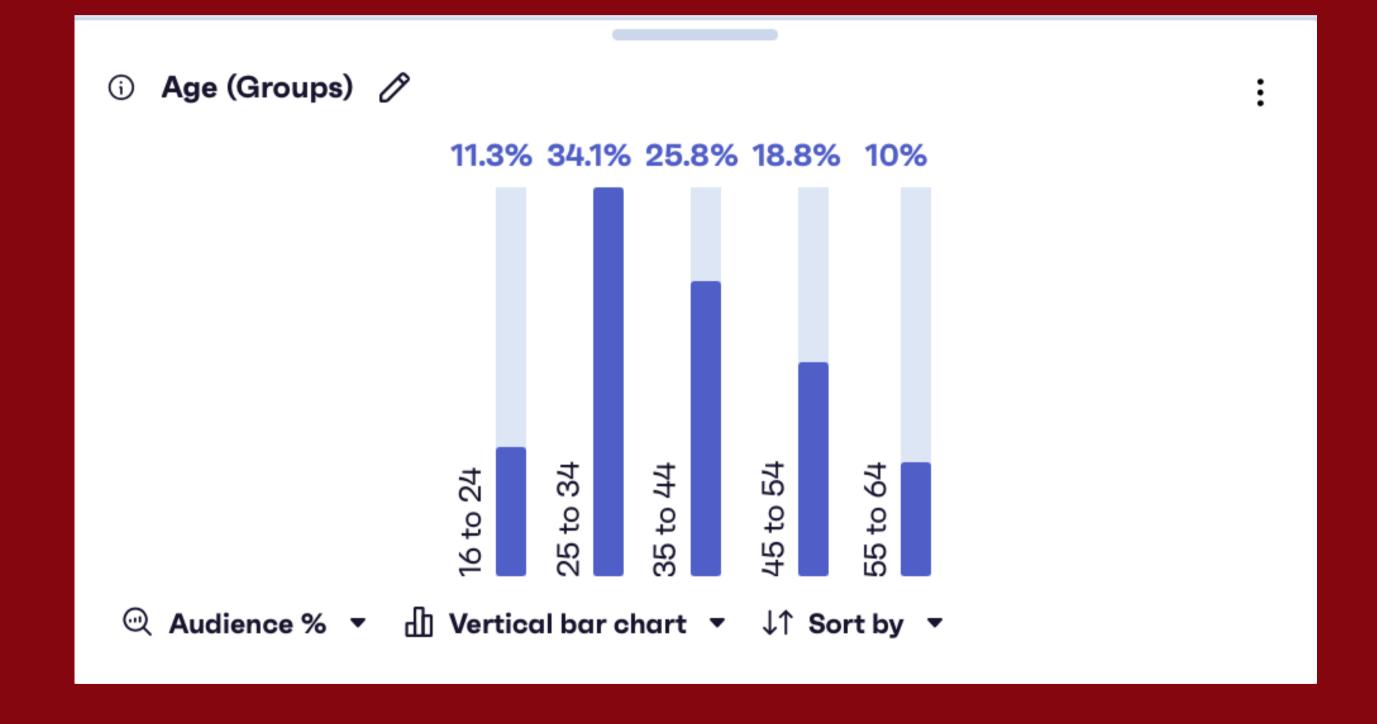


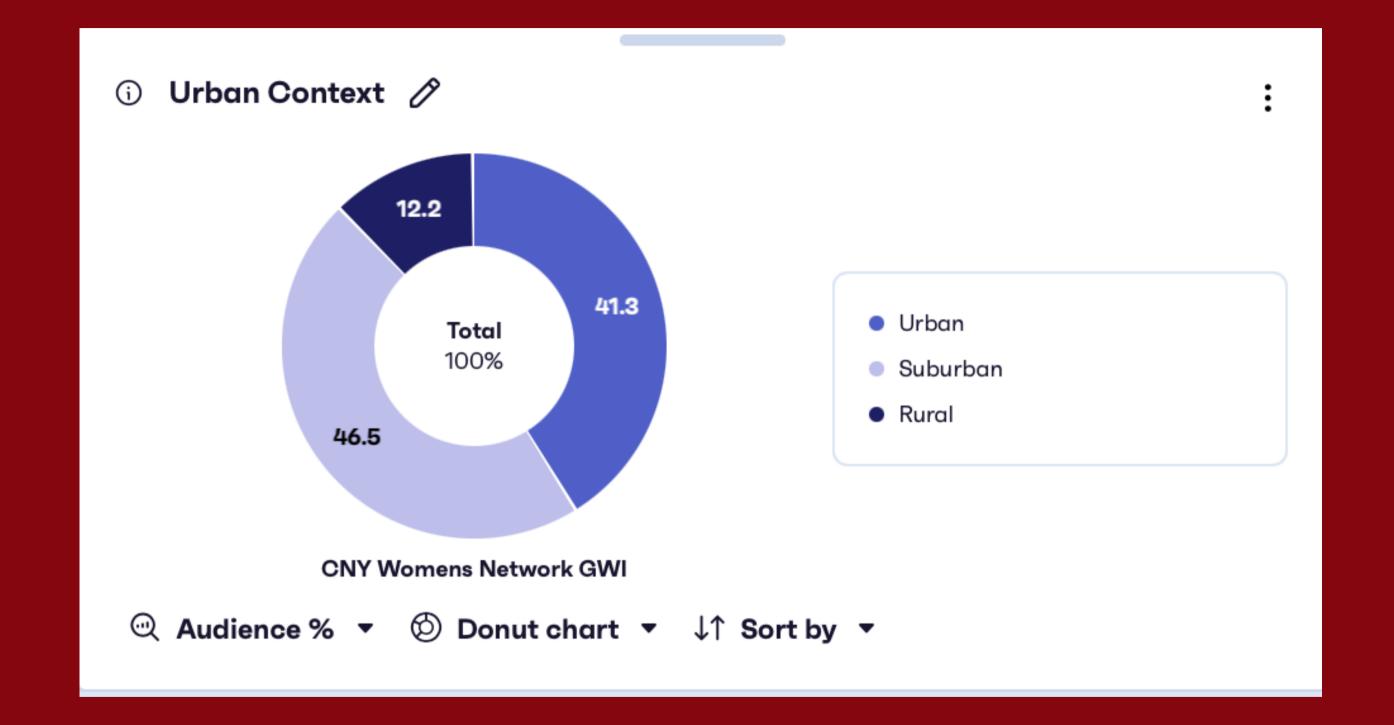
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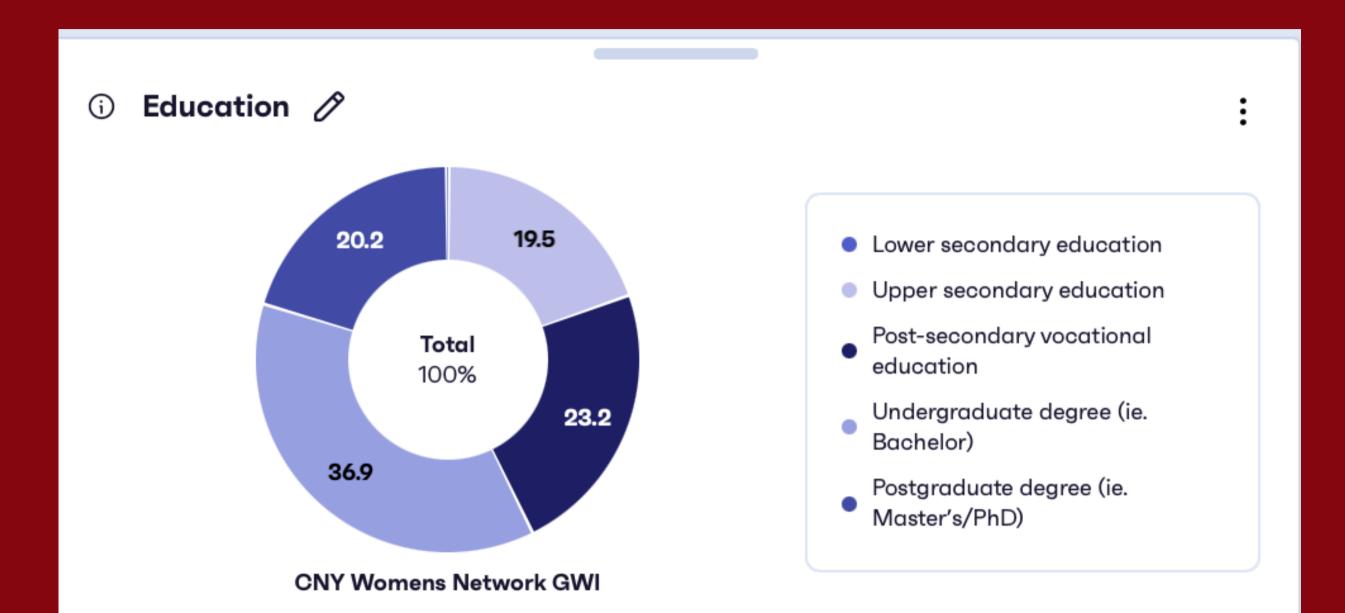
- 46% spend more than 4 hours a day on online on PC/Laptop/tablet
- They mainly use the internet for finding information



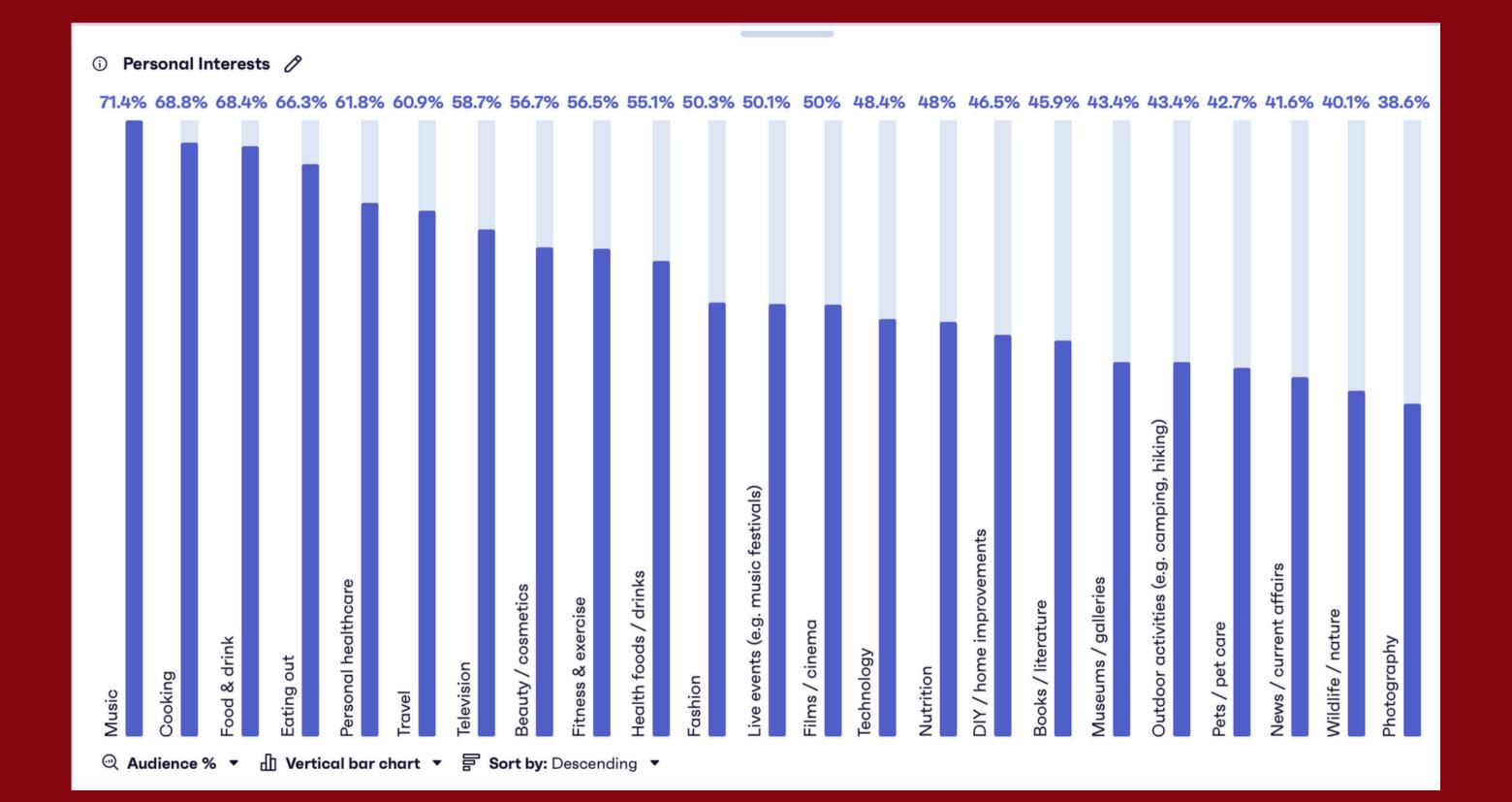


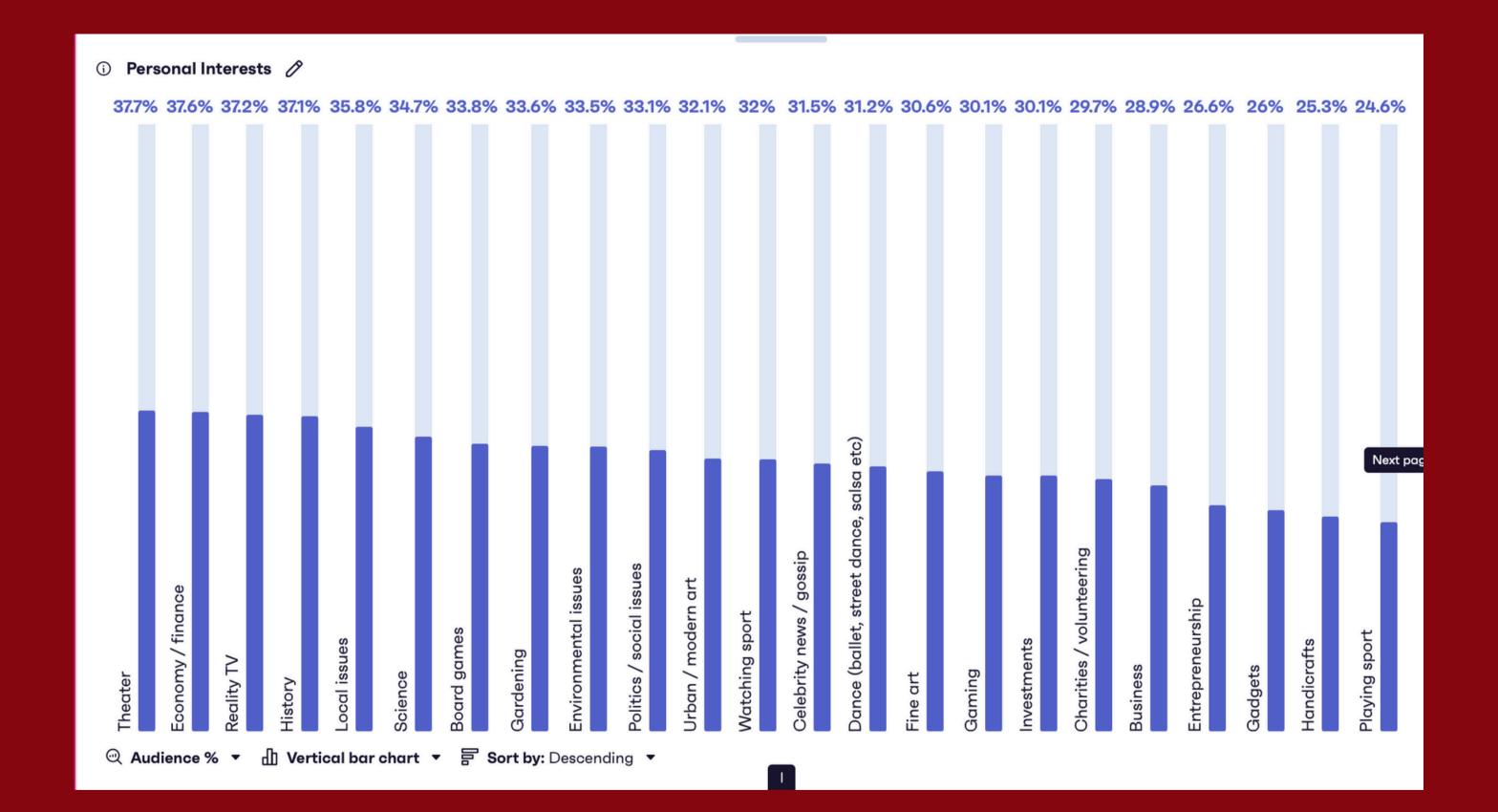


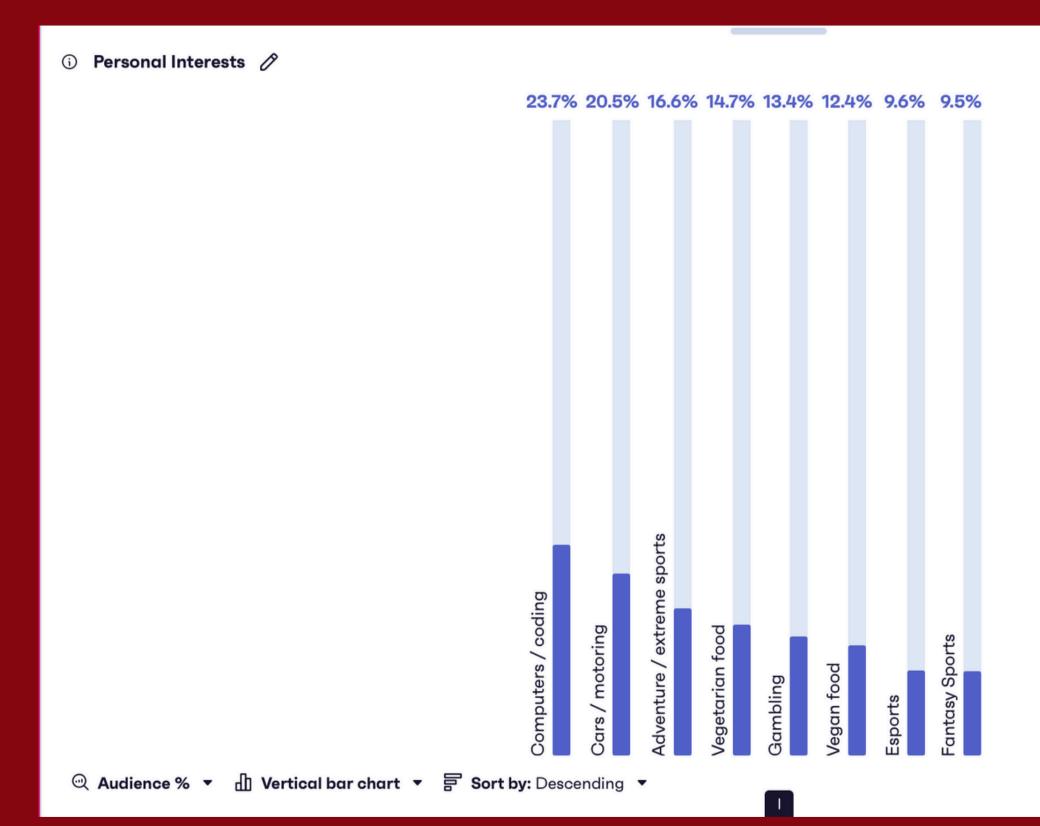


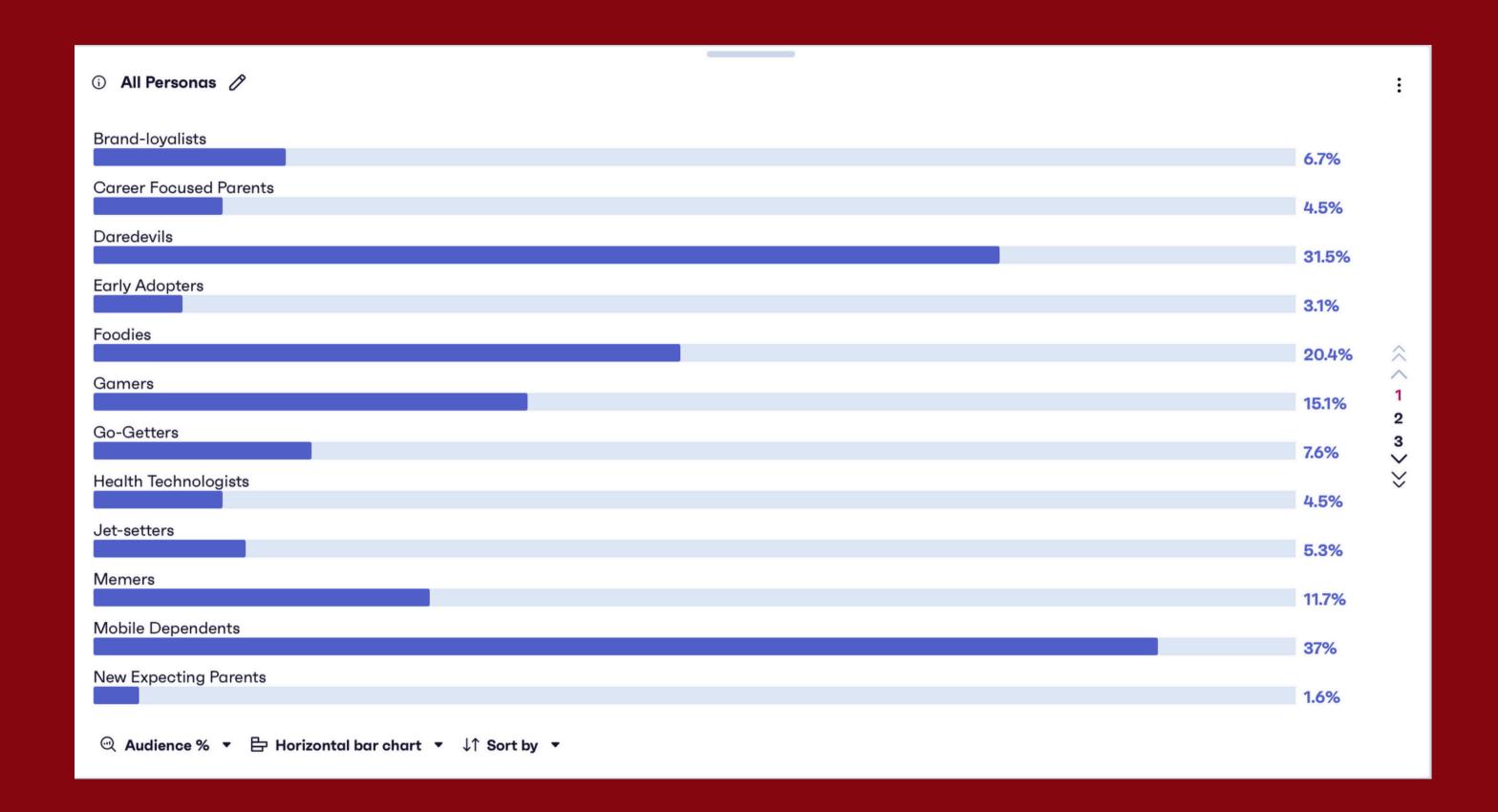


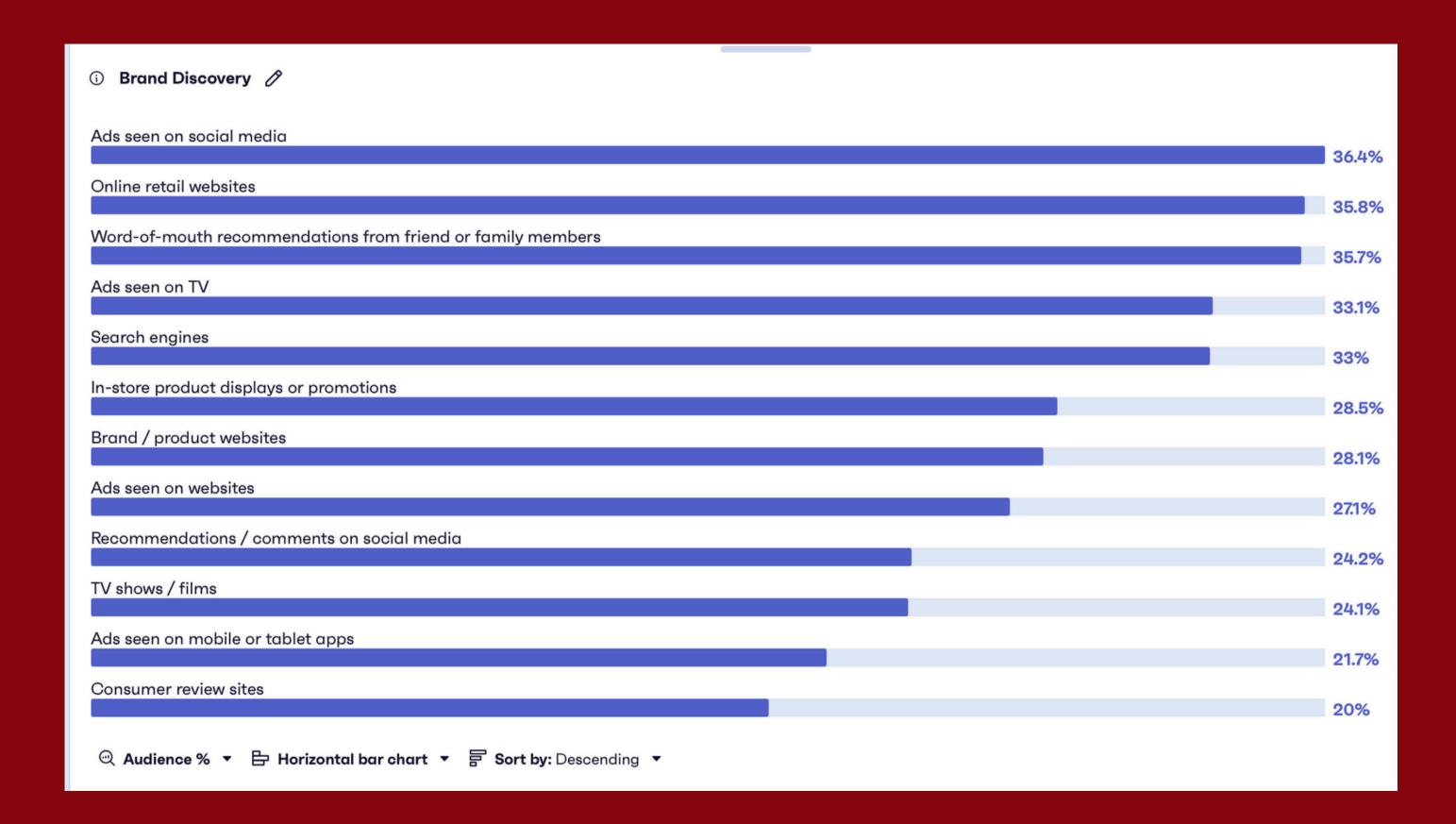
Full-time worker	
	81.2%
Full-time worker with a side venture (Freelancing, entrepreneurship)	60/
	6%
Part-time worker	
	14.6%
Part-time worker with a side venture (Freelancing, entrepreneurship)	
	2.1%
Self-employed / Freelancer	
	0%
Full-time parent / stay-at-home parent	
	0%
Student	
	0%
Unemployed	
	0%
Retired	
netired	0%
Othor	
Other	0%
F	0 70
Freelancer (To Q4 2016)	09/
	0%

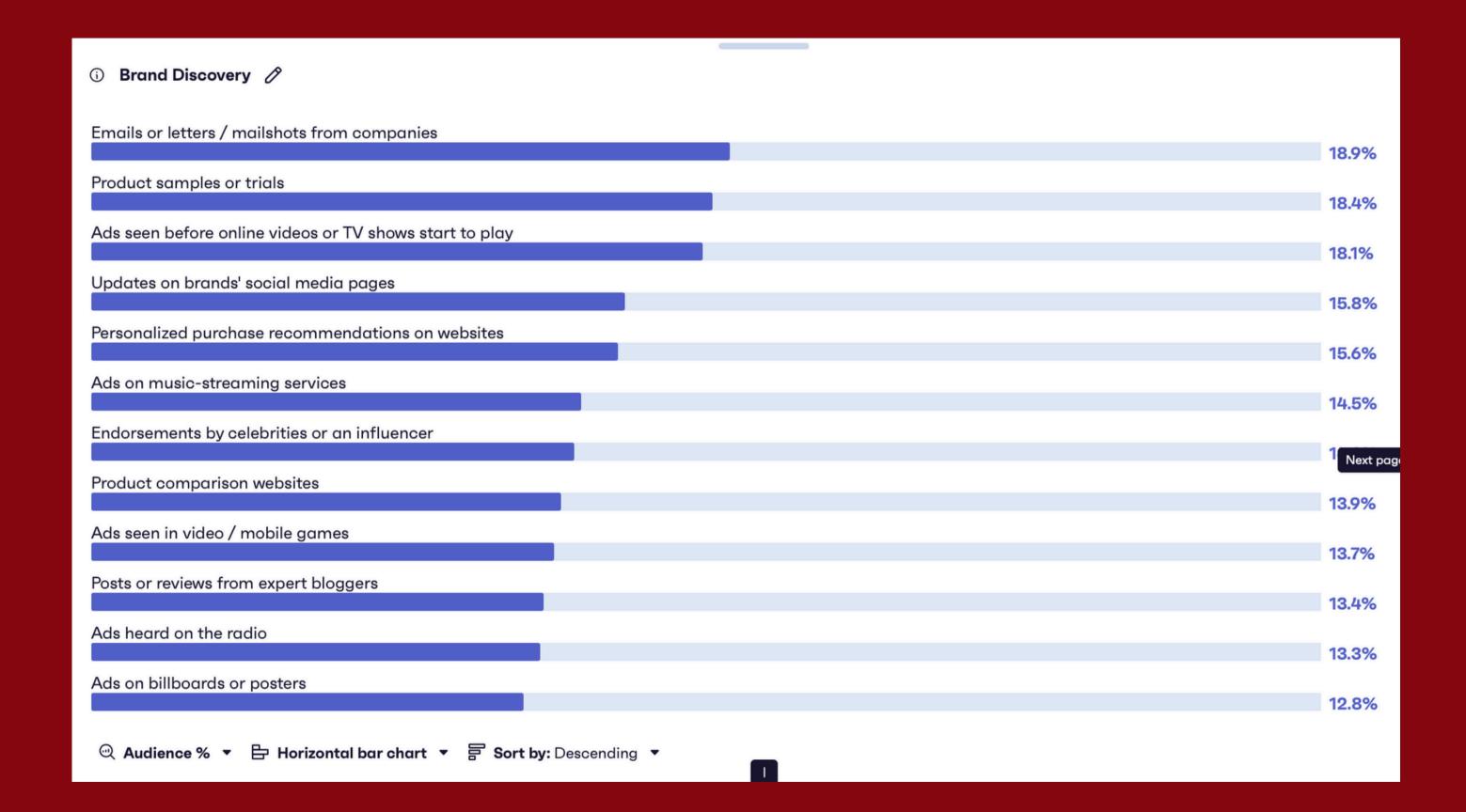




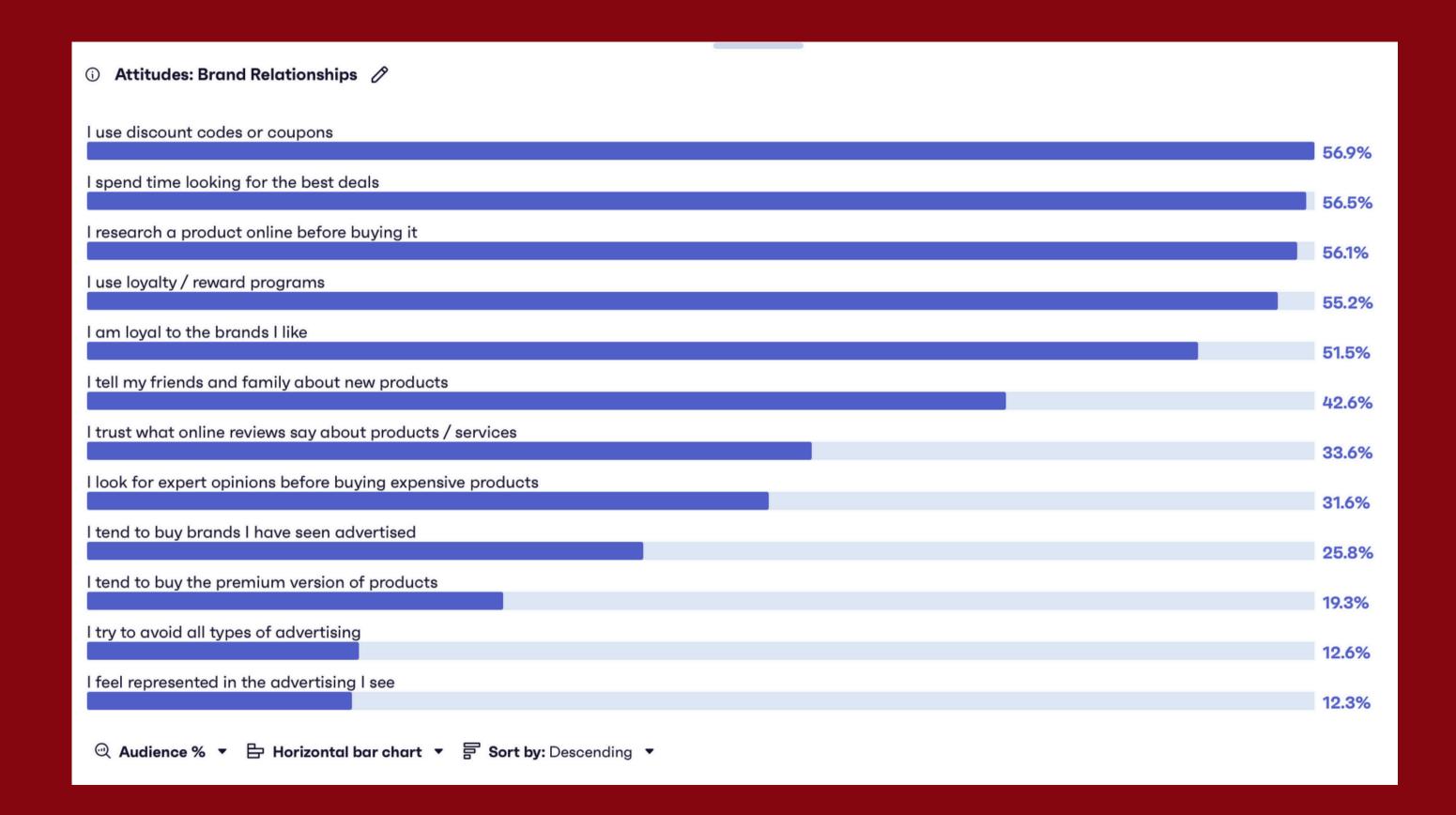




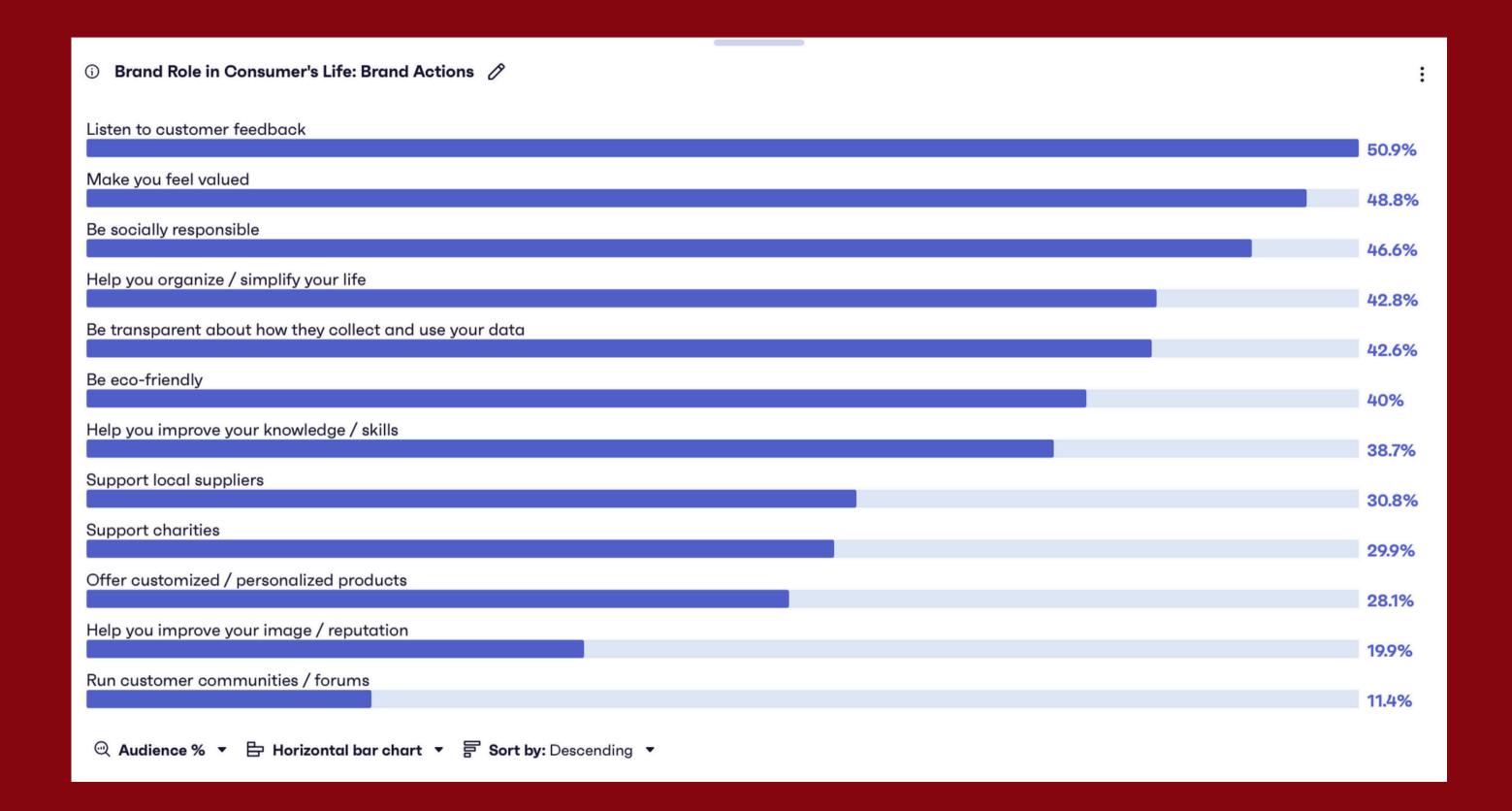


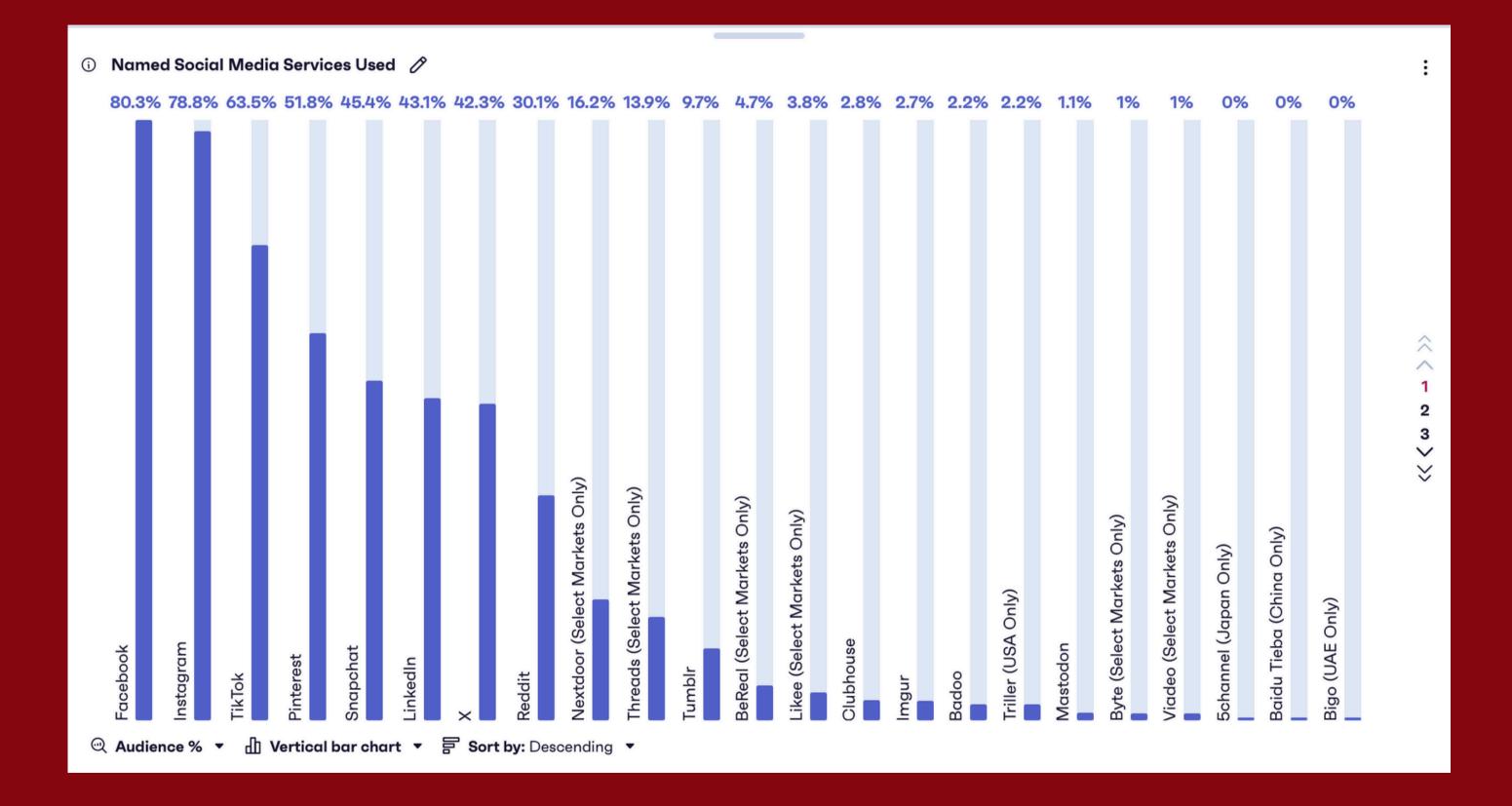


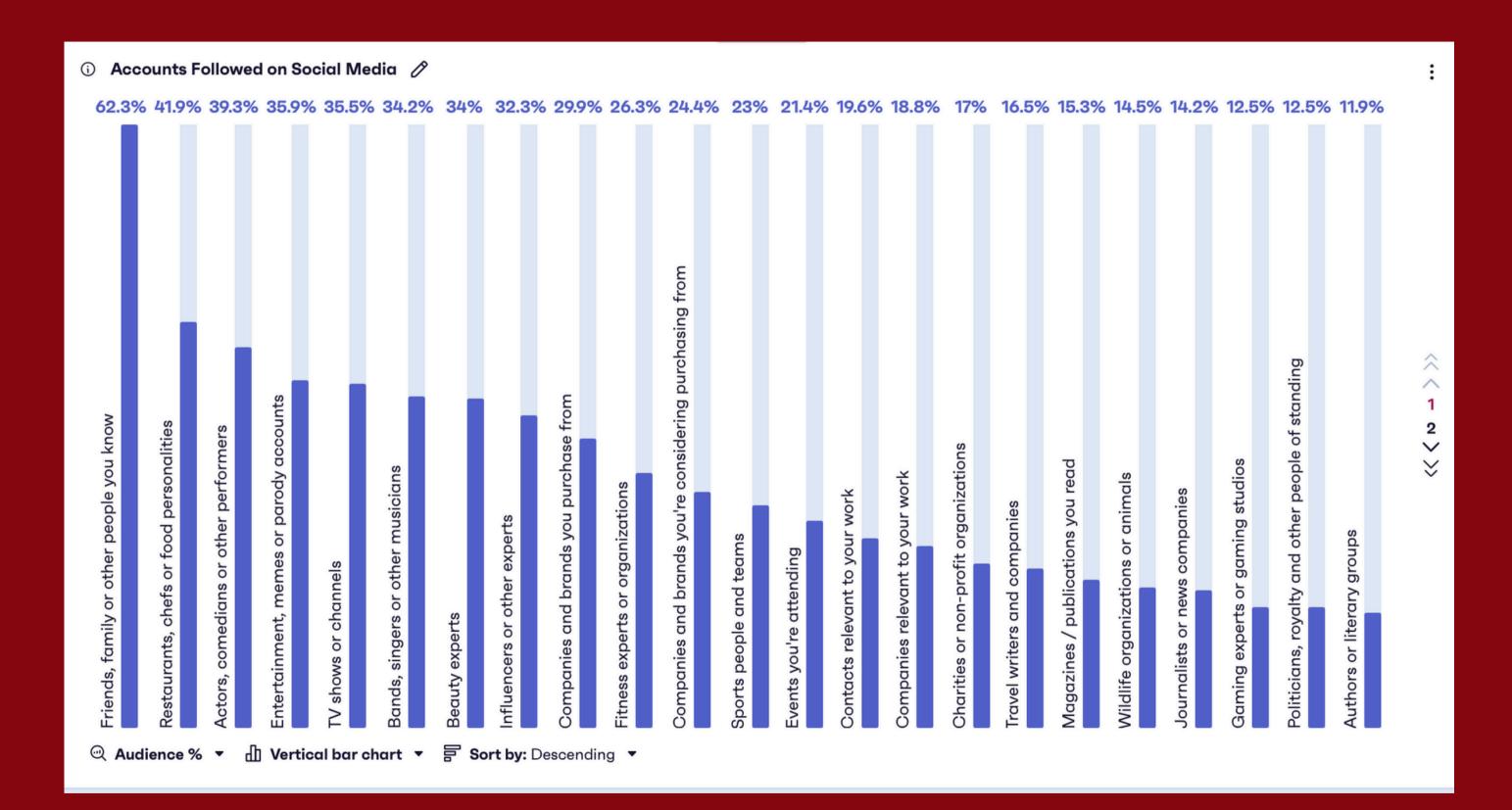
Brand Discovery Ø Ads in magazines or newspapers 12.7% Stories / articles on newspaper or magazine websites 12.4% Ads / sponsored content on podcasts 12.3% Product brochures / catalogues 11% Vlogs 9.5% Stories / articles in printed editions of newspapers or magazines 9.4% Ads seen at the cinema 8.3% Ads seen on public transport 8.1% Ads seen in virtual spaces (e.g VR/AR) 5.3% Forums / message boards (to Q3 2022) 0% Ads on messaging apps (to Q3 2022) 0% Deals on group-buying websites (e.g. Groupon) (To Q2 2019) 0%

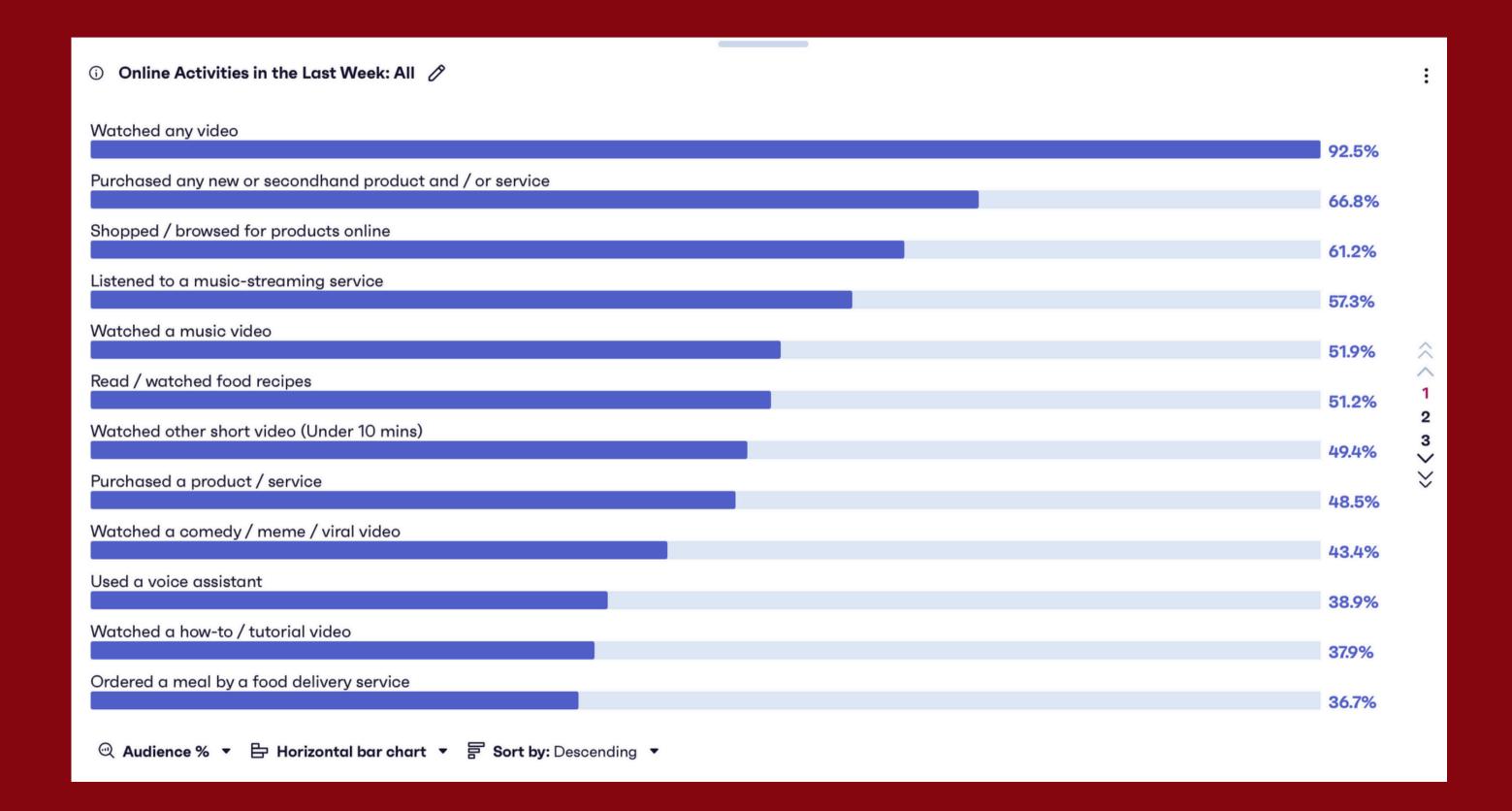


Attitudes: Brand Relationships Ø I buy products / services to access the community built around them 11.4% None of these 4.1%









Online Activities in the Last Week: All		፥
Ordered groceries	07.507	
Attended a conference / video call	36.5%	
Attended a conference / video call	33.7%	
A beauty / make-up tutorial		
Listanad to a padaget	32.2%	
Listened to a podcast	32.1%	
Watched other long video (10 mins+)	000/	^
Used a voice assistant (e.g. Siri, Alexa) to find information	32%	^
Osed a voice assistant (e.g. oin, Alexa) to find information	31.5%	1
Checked health symptoms	06 70/	2 3
Watched a live video stream	26.7%	××
vatorica a rive video stream	26.7%	•
Watched an educational video	25.8%	
Watched a vlog / influencer video	25.6 %	
	25.6%	
Watched a product review video	25.5%	
Translated text into a different language	20.070	
	24.2%	
@ Audience % ▼ 🕒 Horizontal bar chart ▼ 📴 Sort by: Descending ▼		

① Online Activities in the Last Week: All 🗷		፥
Written a review of a product / service	22.8%	
None of these		
Used a voice assistant to complete an action (e.g. play a song)	22.8%	
Listened to a radio show / station	22.6%	
	21.4%	
Used a price comparison tool	19.1%	^
Watched sports highlights / clips	18.3%	2
Watched a gaming video	17.6%	3 4
Used a buy now, pay later service (e.g. Klarna, LazyPlus, Addi, Fen Fu)	16.5%	š
Visited a neighborhood / community forum		
Listened to an audio-book / E-book	16.2%	
Shared your own blog post or video	15.9%	
	15.6%	
Taken a fitness class	14.3%	
Audience % ▼		

Datasets: GWI Core, Nove Zeitgeist, February 2024 Ze Cells: 670 of 10,000 used + Add an attribute	AR Instagram: Follow / find information Social Media Actions by Platform		Companies and brands you purchase from Accounts Followed on Social Media		Companies and brands you're considering Accounts Followed on Social Media		Seeing updates / content from your favorite Reasons for Using Social Media			Recommendations / comments on social media Brand Discovery			ork-relate etworking a search easons for b ocial Medic	/ Using	netwo	ns for Using	my c	AY cributing to ommunit ortant to u udes: Valu	TikTok: Find funny / entertaining Social Media Actions by Platform							
Totals	Universe Responses % Column % Row Index	68M 32k 100% 32.7% 100			49.6M 24k 100% 23.9% 100			38.7M 19k 100% 18.6% 100			39M 19k 100% 18.7% 100			40.4M 20k 100% 19.4% 100			28.5M 14k 100% 13.7% 100				74.4M 36k 100% 35.8% 100			84M 41k 100% 40.4% 100		
CNY Womens Network GWI 2	Universe Responses % Column % Row Index	6.1M 2.2k 9% 48.4% 148		⚠	3.8M 1.3k 7.6% 29.9% 125.2		⚠	3.1M 1.1k 7.9% 24.4%	,)	⚠	3.4M 1.2k 8.7% 27.1% 144.4		⚠	3M 1.1k 7.5% 24.2% 124.7	Δ	2.4 84: 8.3 18.8 137:	8% 8%	⚠	3.3M 827 8.6% 26.8% 145	⚠	5.9M 2.1k 8% 47.1% 131.6		⚠	6.7M 2.5k 8% 53.4% 132	2	↑

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	27.4M 13k 100% 13.2% 100		7.9k 100 7.9%	16.5M 7.9k 100% 7.9% 100			50.9M 24k 100% 24.5% 100			24.3M 11k 100% 11.7% 100			25.4M 12k 100% 12.2% 100			88.6M 42k 100% 42.6% 100			52.2M 25k 100% 25.1% 100				16.8M 7.9k 100% 8.1% 100			
⚠	2.1M 758 7.6% 16.5% 124.8	Δ	1.4N 483 8.29 10.8 135.	3 - % 8%	⚠	2.8M 982 5.6% 22.5% 91.9		⚠	2.2M 777 9.1% 17.6% 150.9		⚠	2.4M 827 9.4% 19% 155.2		⚠	7.1M 2.5k 8% 56.4% 132.4		⚠	4.5M 1.6k 8.6% 35.9% 142.9		-	2.5M 840 9.1% 19.6% 149.5	⚠	1.5N 523 8.9% 11.9% 147.2	6	⚠	