

CNY WOMEN'S
NETWORK

DIGITAL MARKETING

Audit

CAITLIN, ALI,
JARED, SIMBA

OUR COMPETITORS



THE WOMENS NETWORK

FOLLOWER COUNT



11.8K

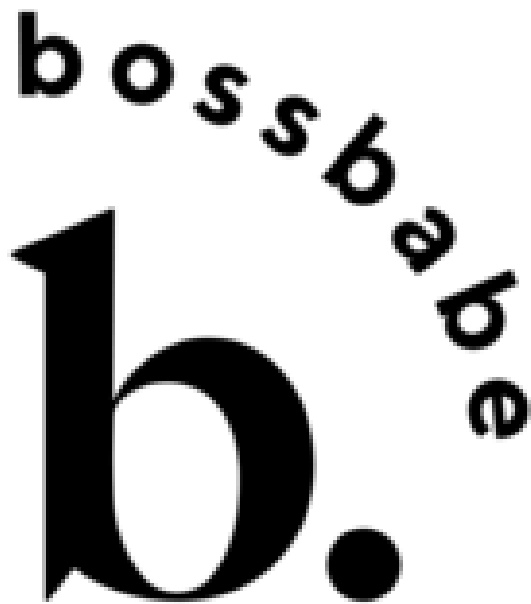


6.3K



5,131

The largest collegiate women's networking organization in North America – cultivating and celebrating women's ambition by connecting members to industry leaders, professional development resources, and career opportunities.



BOSS BABE

FOLLOWER COUNT



3.4M



403K



41.8K

A freedom-based business combines the power of social media and digital marketing to tap into the online space – one that you can run from anywhere, anytime.



ALMOST 30

FOLLOWER COUNT



208K



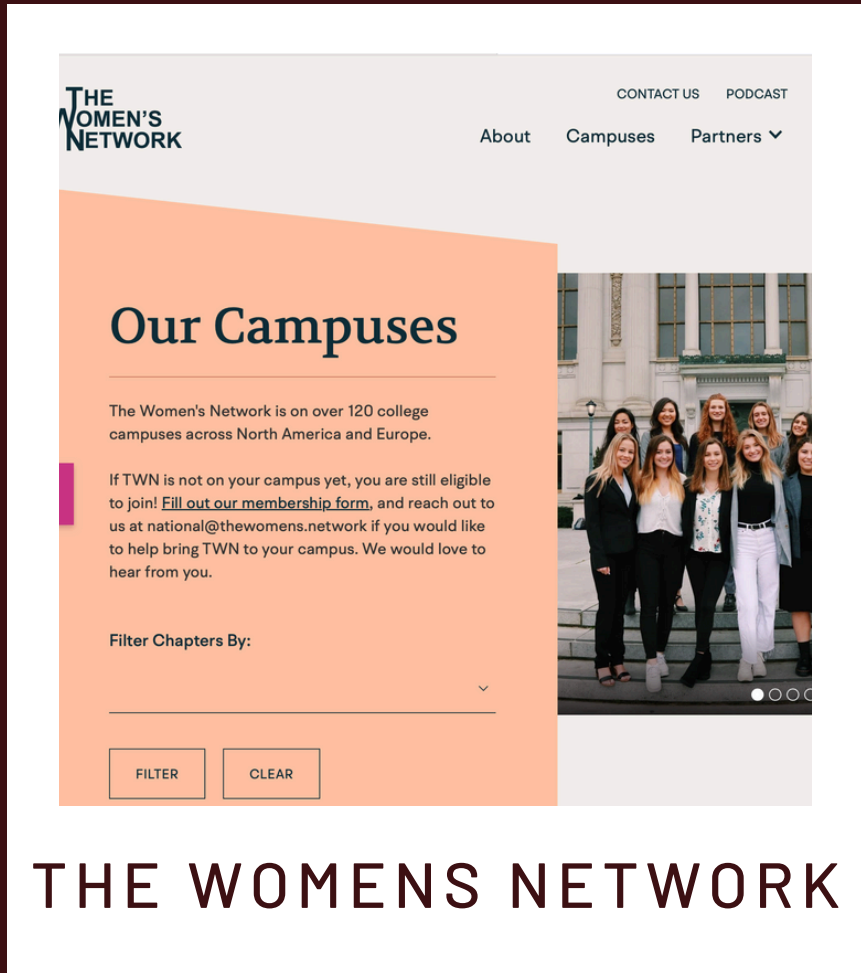
15K



73.3K

Almost 30 is a top wellness, spirituality, and self-development podcast for women. Oh, and we're also a global community, supportive Membership platform, creator of comprehensive courses and programs, and vortex for growth, expansion, and connection.

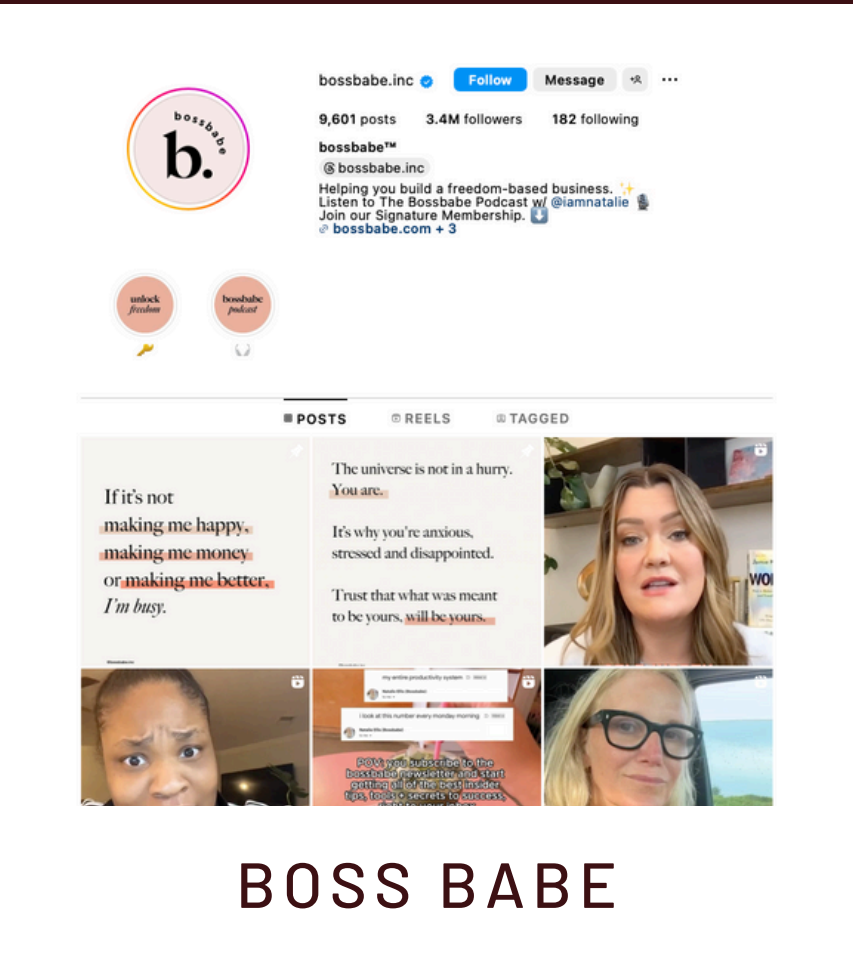
BEST PRACTICES



THE WOMENS NETWORK

INDIVIDUAL CAMPUS SOCIALS

The Women's Network Campus program featured prominently on their website and social media, is the standout strength of the brand. Originating as a Syracuse chapter, TWN has evolved into a national collegiate organization dedicated to supporting its members. The campus page not only aligns with the brand image but also establishes smaller touchpoints- fostering connections that attract members.



BOSS BABE

INSTAGRAM

Boss Babe outshines CNY's competitors with the highest follower count, particularly excelling on Instagram. Beyond impressive numbers, their outstanding engagement sets them apart. Posting diverse content, from trending topics to reels and aesthetics, each elicits a response. The brand maintains an organic feel, consistently aligning with chosen colors and logos to uphold a cohesive image.



ALMOST 30

WEBSITE

Almost 30's website boasts a sleek, aesthetic design that guides users seamlessly. The prominent podcast link and user-friendly menu bar cater to first-time visitors. The landing page is information-rich, featuring details about the brand, founders, programs, and convenient links. With a neutral and pleasing aesthetic, the site is both easy to comprehend and visually appealing.

BRAND NAME AND LOGO

BRAND NAME AND LOGO IS VERY CONSISTENT THROUGHOUT

CNY Women's Network has a very clear brand and name across all platforms. Their URL and usernames are consistent throughout the web and their social media accounts. They also use the same logo.

Can be found as

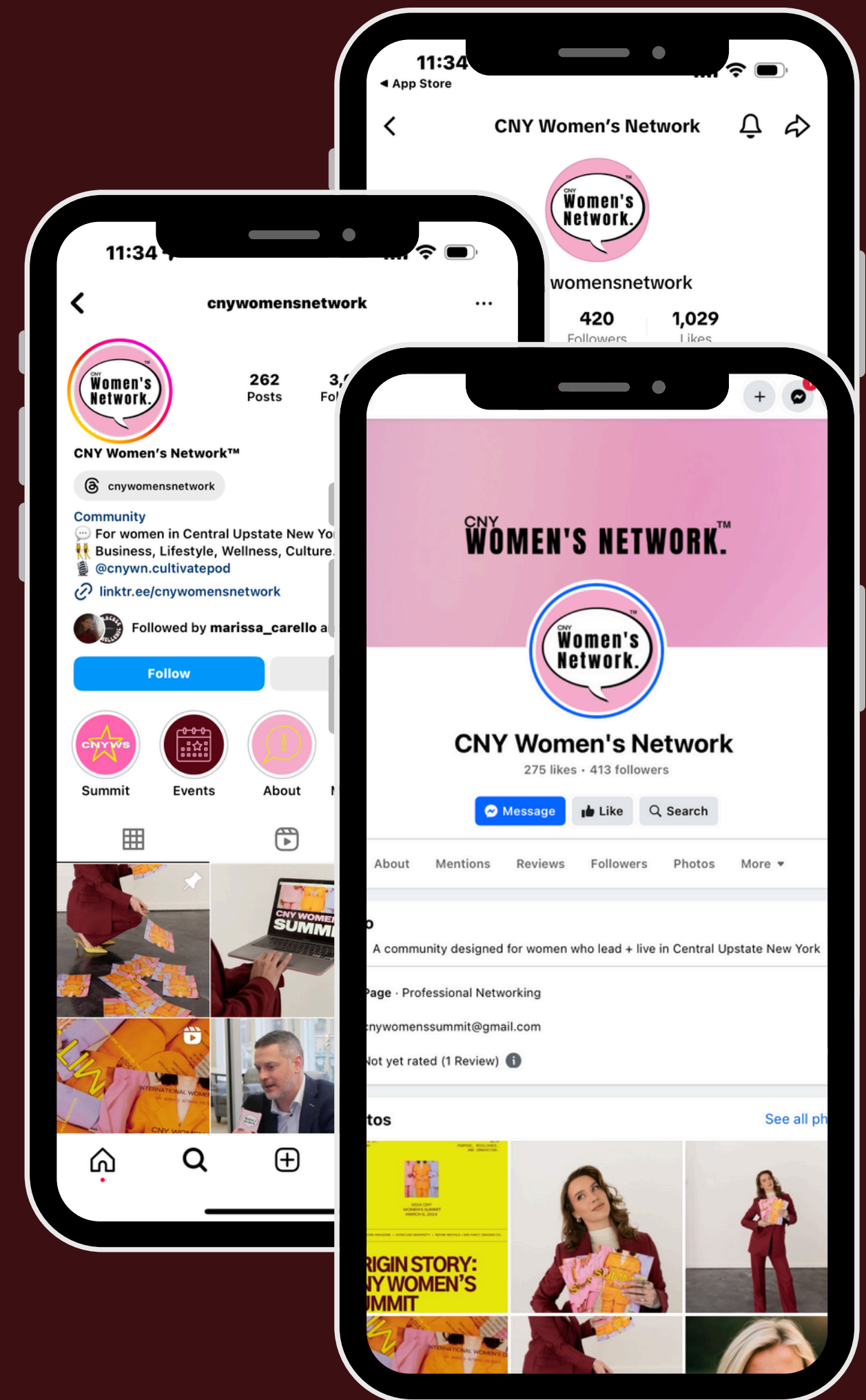
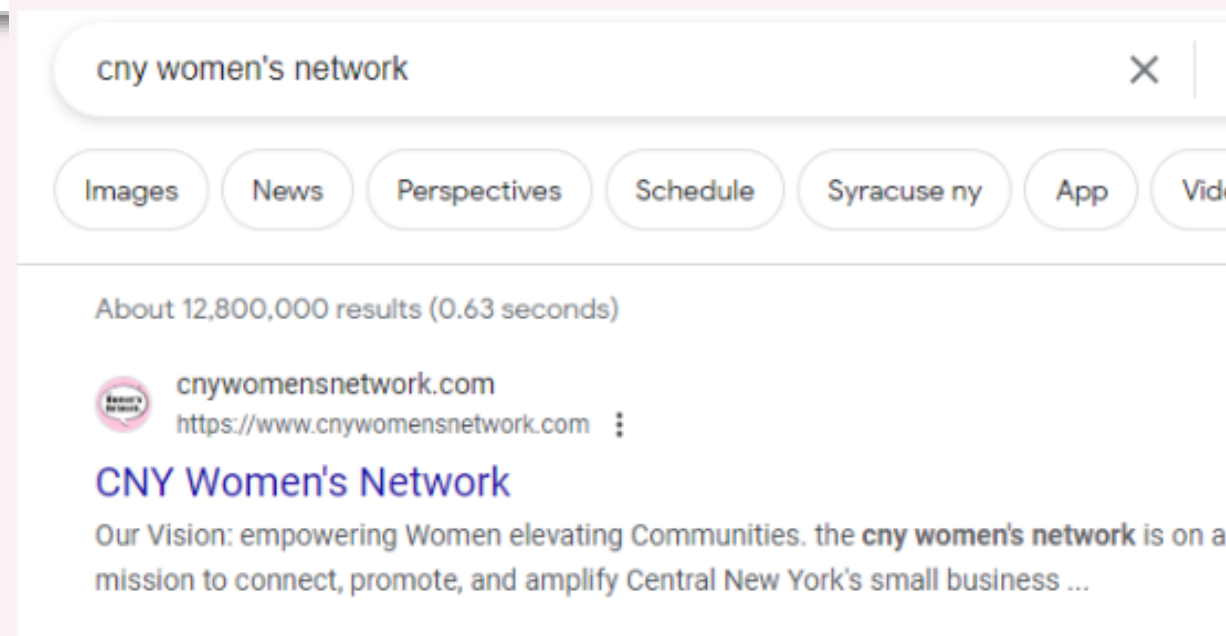
@cnywomensnetwork or **CNY Women's Network**

EXAMPLE: URL + SEARCH RANKINGS



URL is consistent with brand name.

Top search result on Google when looking up “CNY Women's Network”



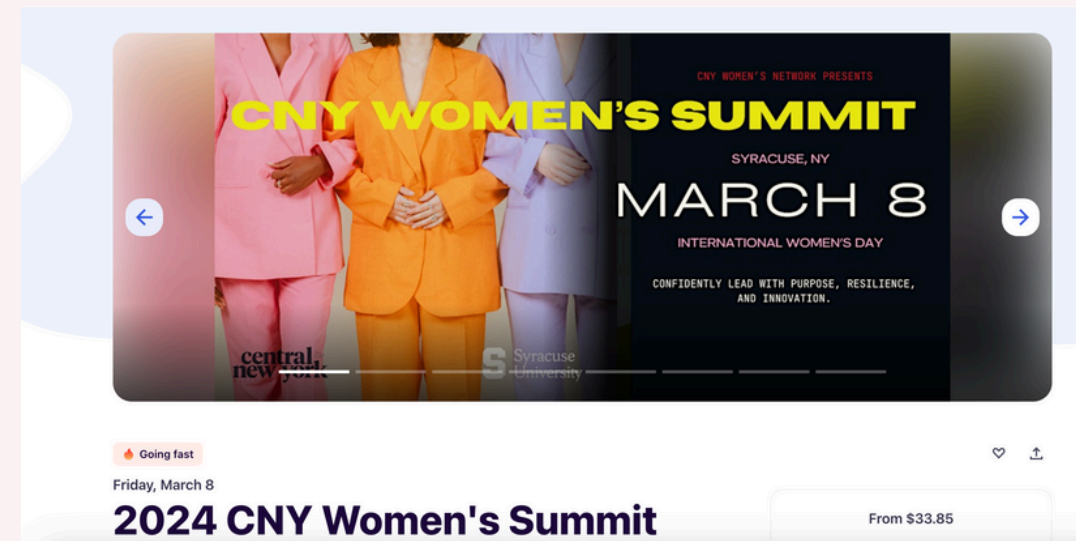
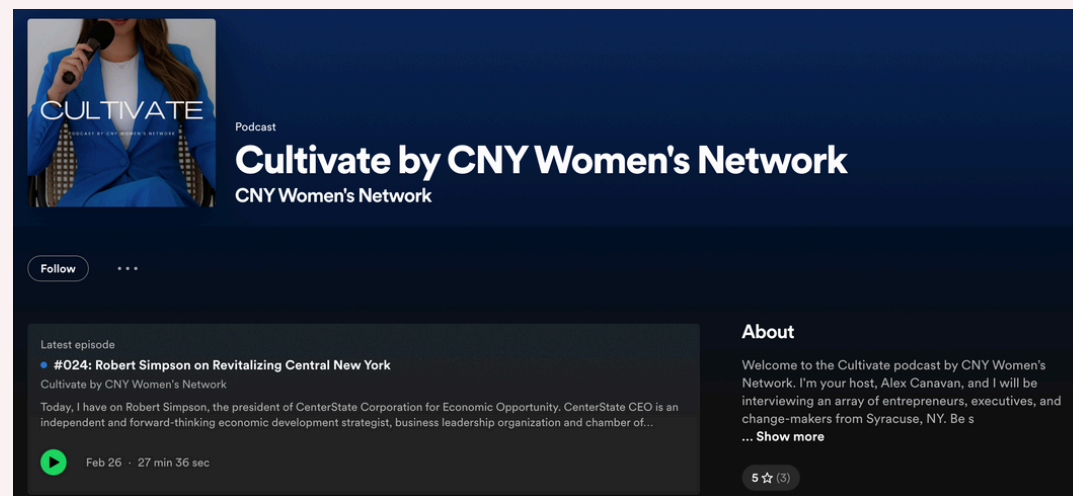
DIGITAL CONTENT

DIGITAL CONTENT IS UNIFORM ACROSS PLATFORMS

Content across Website, Social, and Eventbrite are all on brand with the same key words and brand kit used.

Eventbrite

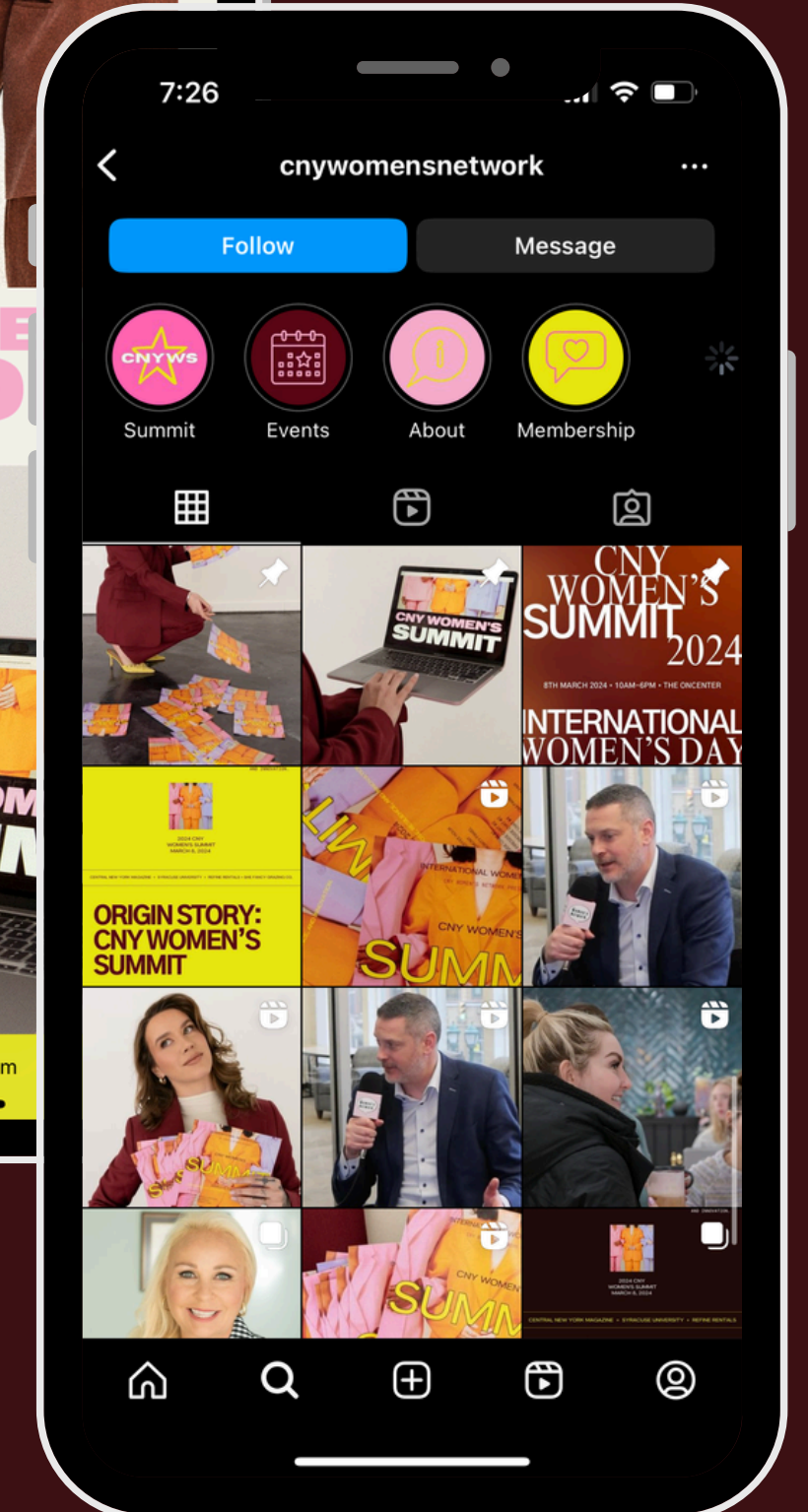
Podcast



Website

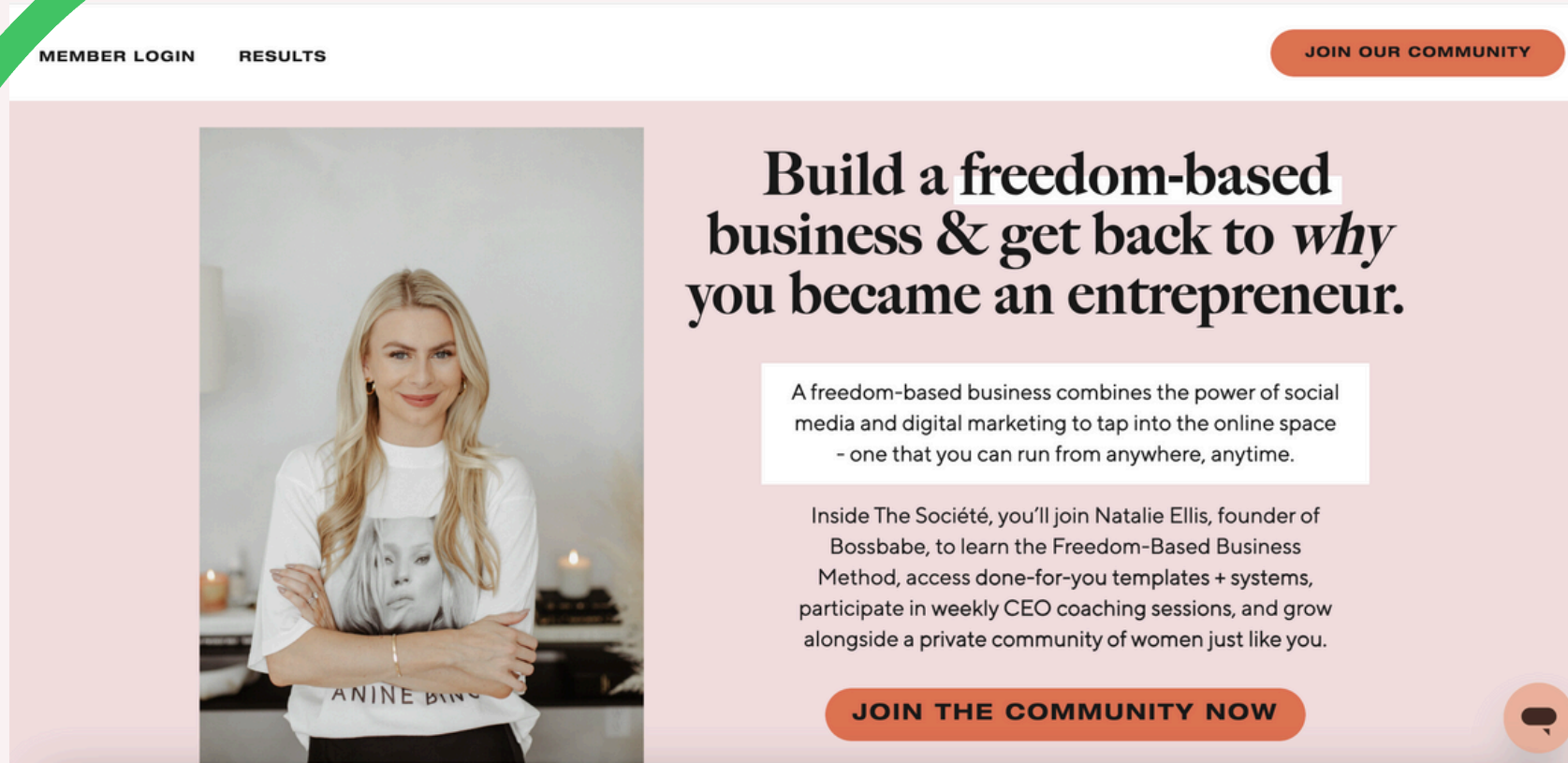
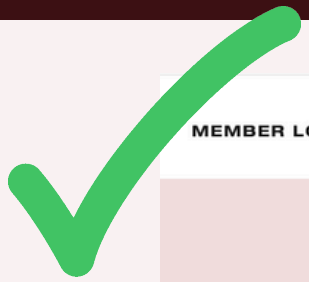
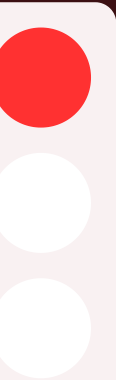


Social



The only outlier is CNY's Cultivate Podcast which still contains the old blue visual branding on streaming services. We recommend that this be updated to fit the new brand kit.

LANDING PAGE LACKS IMPORTANT CHARACTERISTICS FOR GROWTH



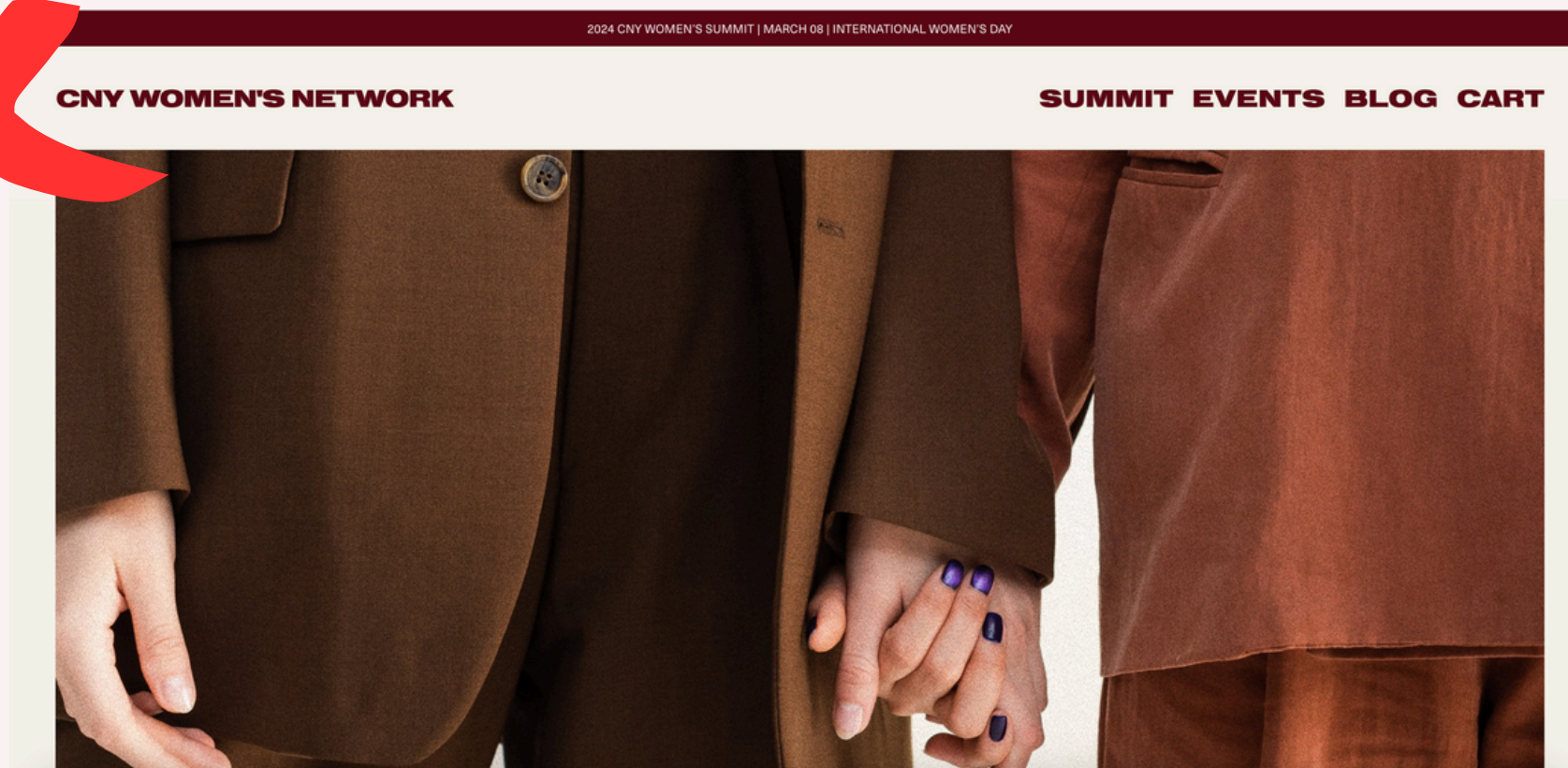
Bossbabe.com

CALL TO ACTION

All of CNY's top competitors have a call to action somewhere on the landing page, whether that be to "join the community", "become a member", or "listen now". CNYWN lacks this fundamental prompt.

COMPANY DESCRIPTION

CNYWN has no description of what they are and what they do when the user first enters the site. While this does ensure that the viewers want to learn more, it deters people who are more top of the funnel who may have just stumbled on CNYWN.



CLUTTERED USE OF IMAGES AND TEXT DISTRACTS THE USER

IMAGES COMPLEMENT THE BRAND BUT ARE SPORADICALLY THROWN IN AND SPAN ACROSS MULTIPLE PAGES

The competition ensures that the page view on desktop is broken up so that each piece of content fits the page fully but is not cut off. CNYWN's experience is more up to standards on mobile.

THE COMPETITION USES NEUTRAL-COLORED TEXT AND COLORFUL BACKGROUNDS TO BETTER BREAK UP SECTIONS OF CONTENT

CNYWN does the opposite, making it hard to discern between different areas of content. However, the new brand kit is a good start at making the site more uniform and professional.



If you're struggling to build a consistent sales engine, or build a community around your brand, or go viral on demand, or delegate effectively ...
... be encouraged.

**YOU CAN FIND FREEDOM
(AND GREATER PROFIT).**

**YOU JUST NEED PROVEN STRATEGY SO YOUR HARD WORK
WILL PUSH YOU IN THE RIGHT DIRECTION.
THAT'S EXACTLY WHAT YOU'LL GET IN THE SOCIÉTÉ.**

GOOGLE BRANDED KEYWORD RESULTS

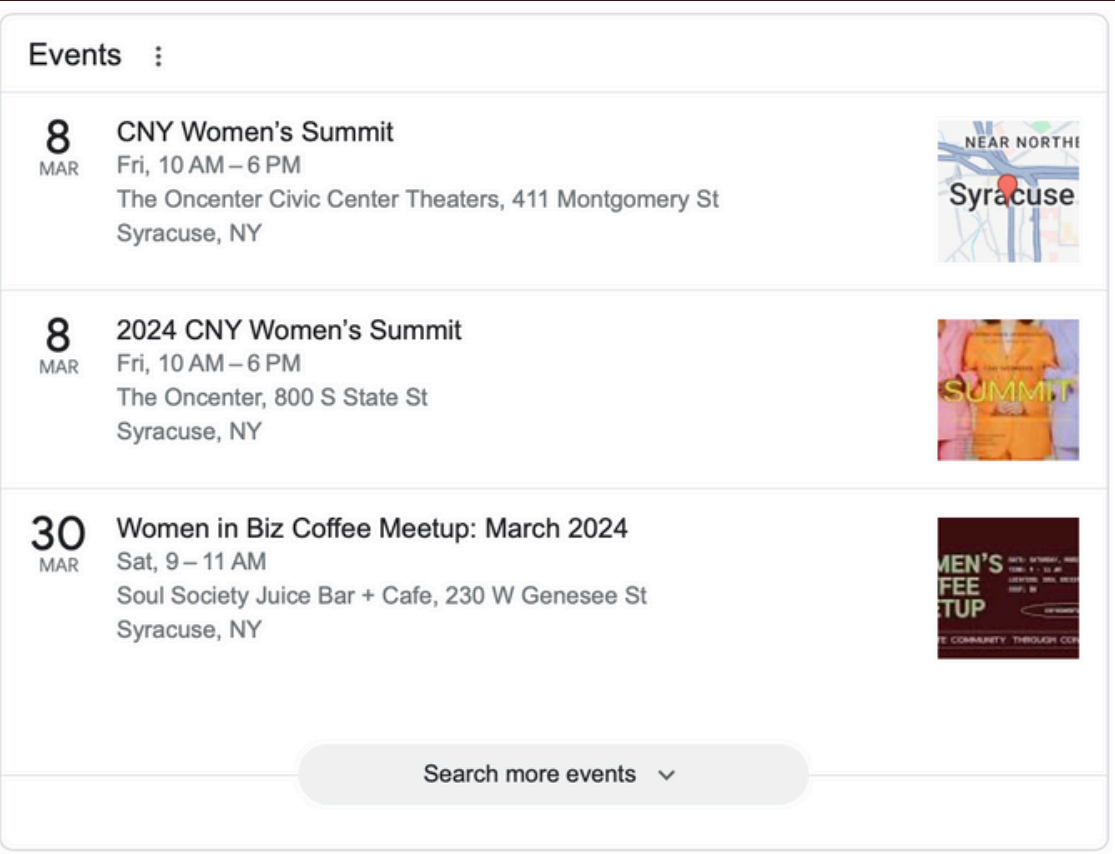
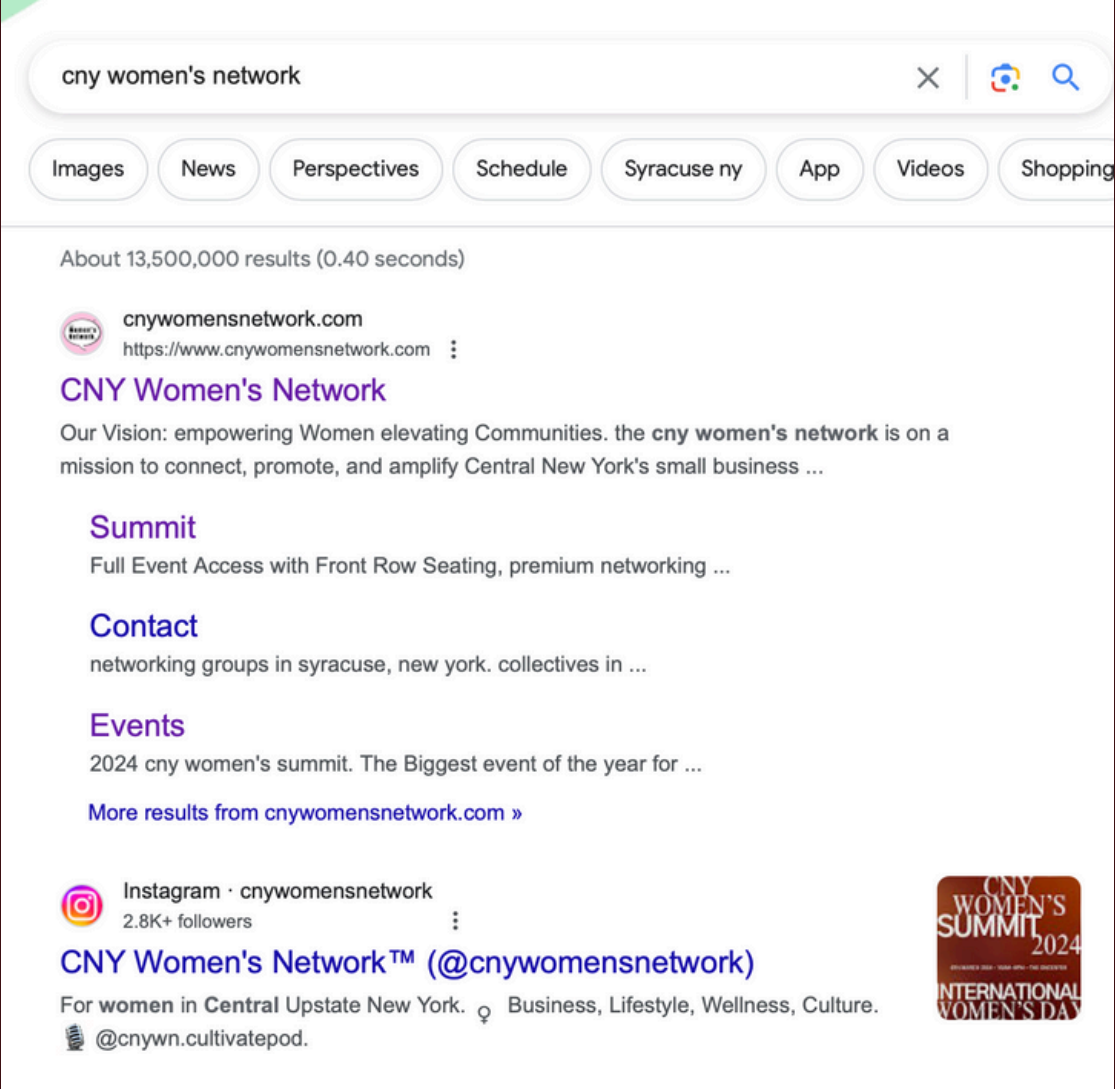
TOP RESULTS ARE ALL RELATED TO CNYWN

When employing branded keywords in a Google search, the entirety of the first page showcases sites closely affiliated with CNYWN, featuring its events and LinkedIn page prominently displayed.

EVENTS ARE ALSO SHOWN ON GOOGLE

EVENTS

On the first page of Google results, not only were CNYWN-related events prominently featured, but also convenient links to Eventbrite for ticket purchases, providing clear details such as dates and locations.

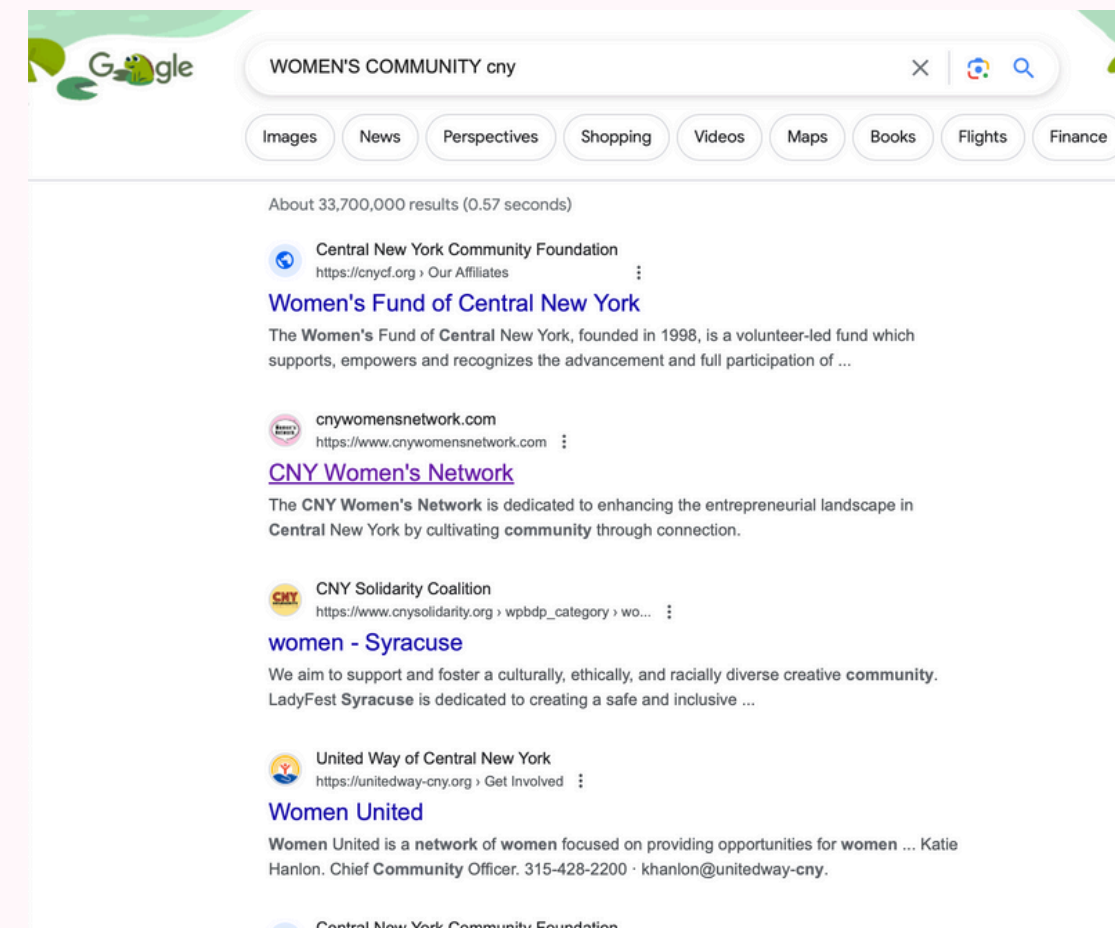
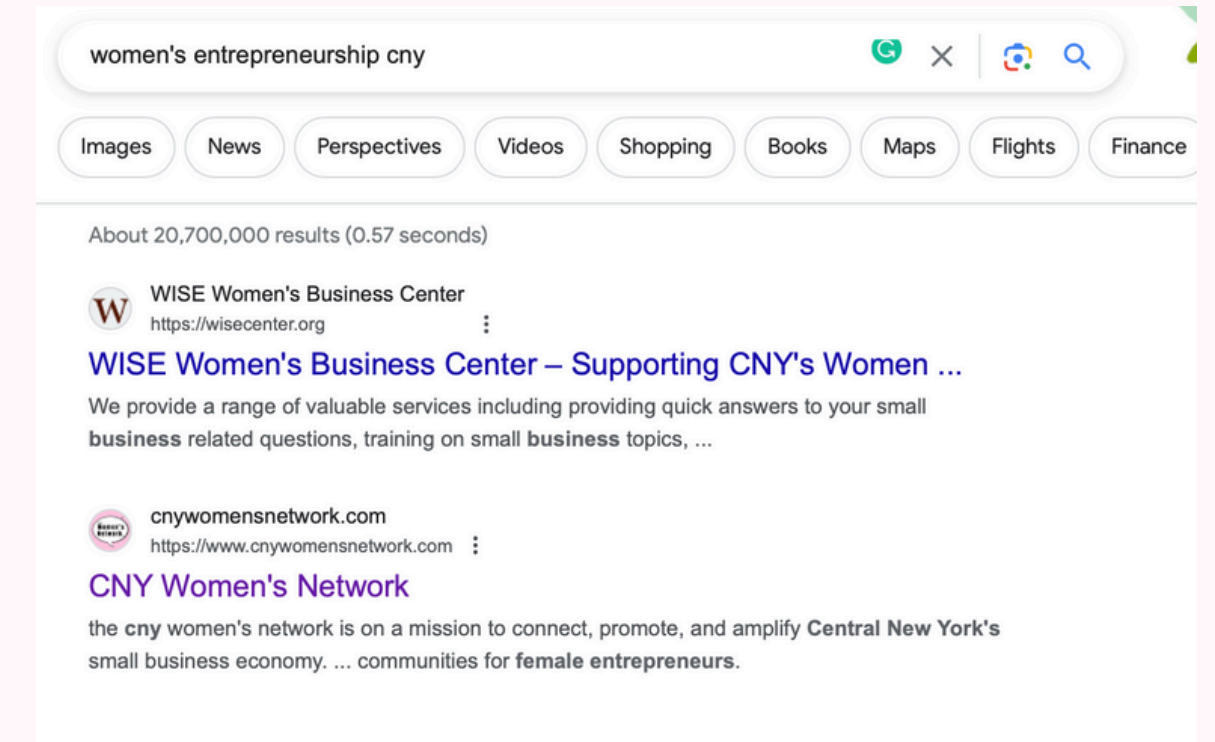


GOOGLE UNBRANDED KEYWORD RESULTS:

WOMEN'S ENTREPRENEURSHIP CNY

WOMEN'S COMMUNITY CNY

When searching for women's communities in CNY CNYWN emerges as one of the prominent results, positioned among the top contenders, albeit not clinching the number one spot.



SOCIAL MEDIA: CONTENT

CONTENT STRATEGY:

No clear content strategy across all social media platforms. There is an opportunity to make a more aesthetically pleasing theme for Instagram, but it is not executed well. Additionally, reposting the same content across all platforms is not a good strategy as it is not using content-specific features.

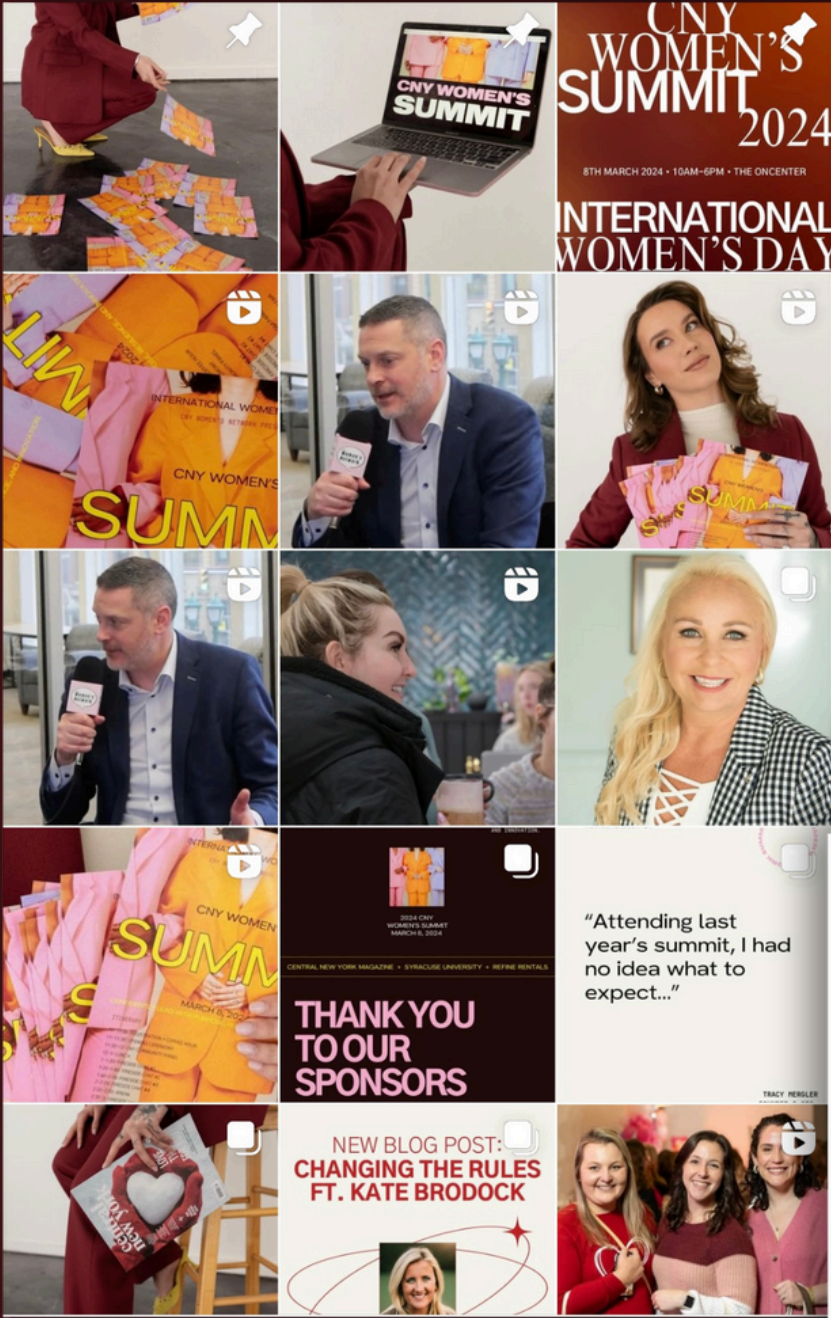
ex. TikTok uses different text than Instagram reels and should be finding audio specific to each platform.

FORMAT VARIETY:

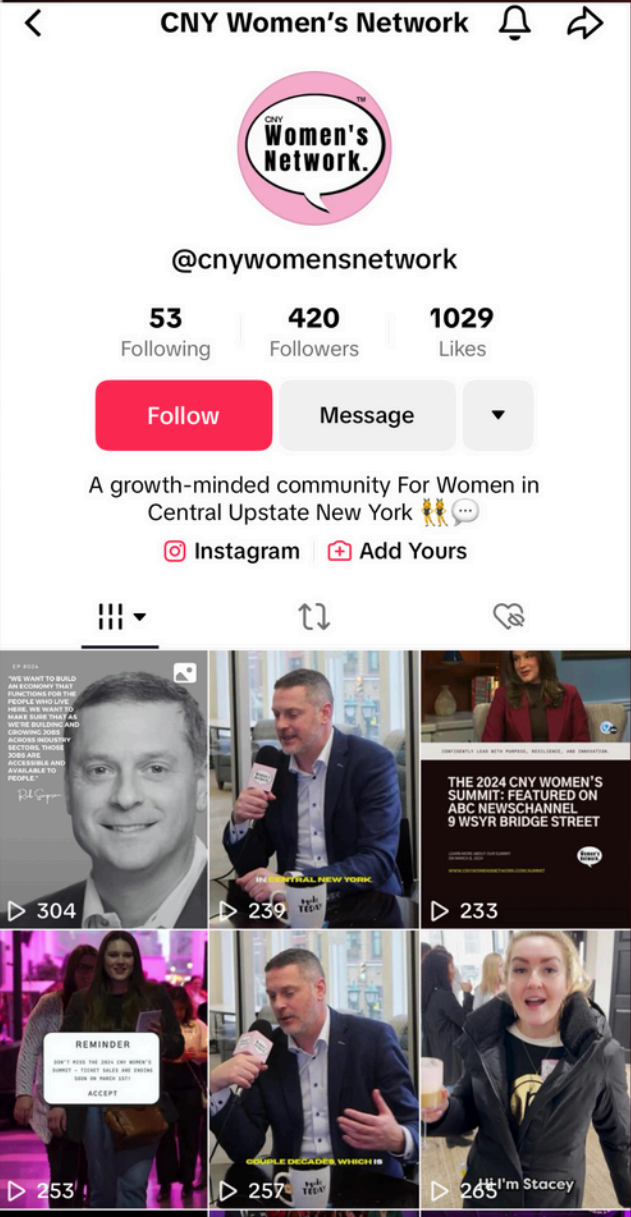
Very good format variety across all platforms. Use of reels/videos, carousel posts, and stories is all equal.

FREQUENCY:

Frequency has improved drastically on Instagram and Facebook. Could be more consistent on TikTok.



Instagram feed has the opportunity to be very aesthetic, but is lacking.



Videos posted on TikTok should be different from IG Reels in terms of formatting.

SOCIAL MEDIA: MERCHANDISING

MERCHANDISING STRATEGY:

Most of the posts are currently focused on promoting the Summit. They use many different forms to showcase the Summit, the people coming, and how to buy tickets. They also post about the Podcast and Events whenever relevant.

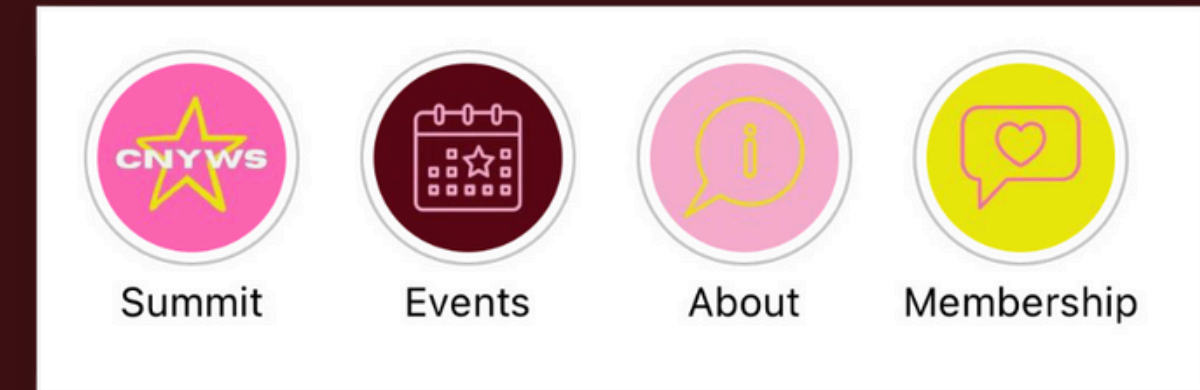
INSTAGRAM HIGHLIGHTS:

They do a great job of promoting the Summit and events through Instagram stories and highlights. The Summit and events each have their own highlight -- updated regularly. Podcast should have its own highlight.

INTERGATION OF EVENTBRITE:

The integration of Eventbrite across all platforms could be a little stronger. Adding their info in the Instagram bio or adding a link to their Eventbrite page in their Link Tree could be helpful so people can view different events.

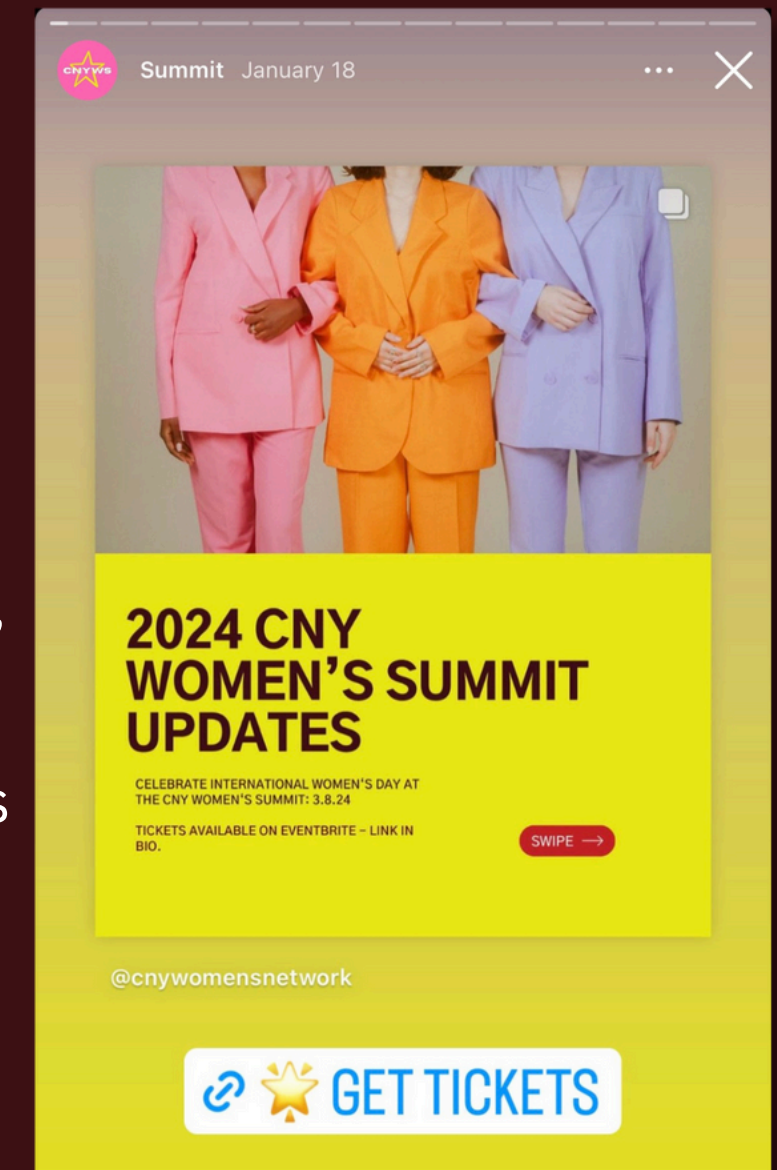
IG HIGHLIGHTS



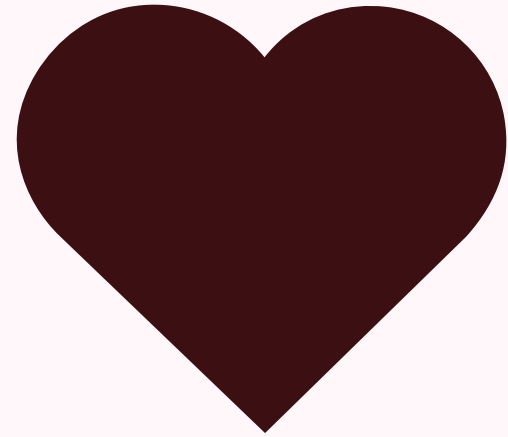
Despite the podcast having their own account, a podcast highlight would be helpful.

EXAMPLE:

Story from the “Summit” Highlight, showcasing a post and a link for tickets for the Summit!



SOCIAL MEDIA: ENGAGEMENT IS LOW



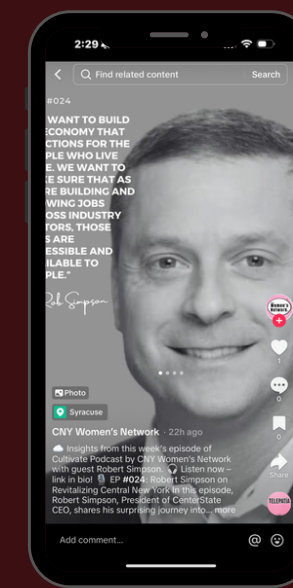
LIKES ARE VERY LOW ACROSS
ALL PLATFORMS WITH THE
HIGHEST ENGAGEMENT BEING
ON INSTAGRAM

SHARES AND ENGAGEMENT IS
NON-EXISTENT ACROSS
ALMOST ALL PLATFORMS



THE LAST 3 TIKTOKS POSTED
ALL HAVE GOTTEN NO
COMMENTS, FACEBOOK ONLY
HAS HAD ONE, INSTAGRAM
PERFORMS THE BEST

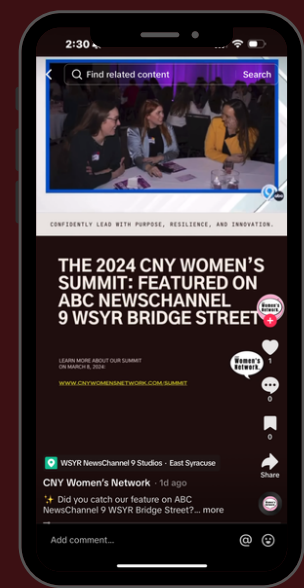
*THE BRAND'S SOCIALS DO NOT ENCOURAGE ENGAGEMENT
AND THE AUTHORS THEMSELVES DO NOT ENGAGE WITH
RESPONSES AND COMMENTS POSTED TO THEIR SOCIALS



2.4%

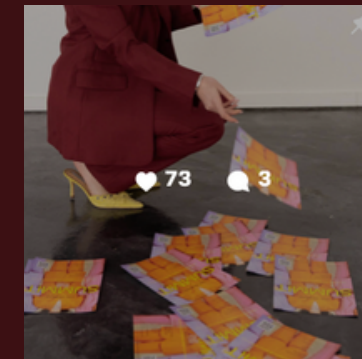


2.8%

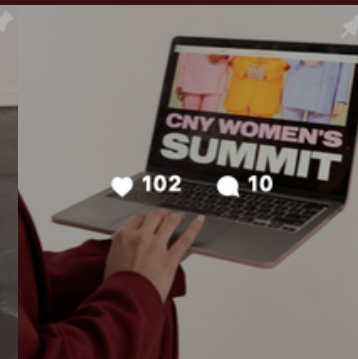


2.4%

AVERAGE TIKTOK FREQUENCY: 2.5%



2.5%

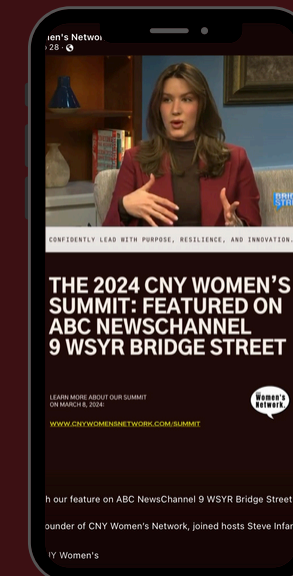


3.7%

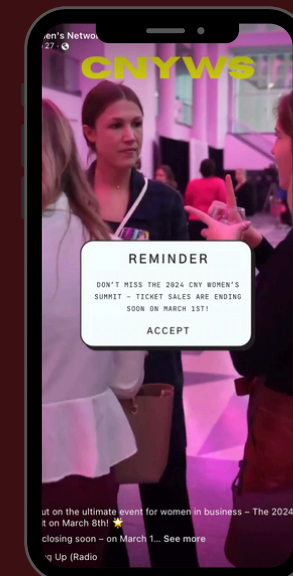


2.2%

AVERAGE INSTAGRAM FREQUENCY: 2.8%



.24%



.73%



1.9%

AVERAGE FACEBOOK FREQUENCY: 0.96%



Client **FEEDBACK**

“

The issue isn't the consistency of the brand across platforms, rather CNY needs to focus on creating engaging content that her viewers want to see.

”

“

Focusing on finding the right niche and leaning into it would help CNY become a more successful and captivating brand.

”

“

CNY needs to focus on pushing the value of their membership and events across platforms, making it front and center for potential new community members looking at their pages.

”

THANK YOU

for your attention !

