

STELLA LABS

WVS

WOMENS VENTURE SUMMIT

2019

GET TO EVEN

Digital Marketing
Report





DIGITAL MARKETING OVERVIEW

6 week project goals

- Use Google Ads to create display and search ads, plus remarketing ads to target 'warm audience' that has already visited the Stella Labs website.
- Create Facebook and Instagram 10-day ad cycles to preserve ad budget: running brand awareness, traffic and then conversion ads.
- Be a stronger resource for Stella Labs, providing quick turnarounds on digital strategy and execution, allowing staff more time for other projects.
- Increase event registrations for both the Stella Labs Women's Fast Pitch and the Women's Venture Summit.

KEY ACCOMPLISHMENTS

August 1 - September 13, 2019

INCREASED WEBSITE TRAFFIC

- 110,268 website impressions
- 868 clicks
- 3,152 new users

MORE DIVERSE DEMOGRAPHICS

- 6% non-native english speakers
- 70% women, 30% men
- 45% of visitors 34 years old or less

FACEBOOK AND INSTAGRAM AD IMPRESSIONS & CLICKS

- 27,900 total impressions on Facebook and Instagram
- 66g ad clicks

STAFF TIME REALLOCATED

- Staff can spend time on other projects such as programming, events and new business development, rather than digital marketing.

CHALLENGES AND RECOMMENDATIONS

FOCUS ON ONE GOAL AND START ADS EARLY

- With such a short time frame, 6 weeks, send traffic to register for 1 event only.
- Start new campaign earlier, 12-14 weeks prior to event.

FINE TUNE DATA ANALYTICS AND TRACKING

- Improvements were made, however we recommend continued fine-tuning for successful conversion tracking.

CREATE 2020 MARKETING STRATEGY

- Develop complete 2020 marketing strategy to stay on track and be more efficient with social media posting, emails and advertising.

AVOID AUDIENCE FATIGUE AND EVENT COMPETITION

- To avoid audience fatigue, diversify ad spend to new networks, ex: LinkedIn.
- Avoid hosting the event on a day that competes with holidays, school/work, busy weekends, etc.

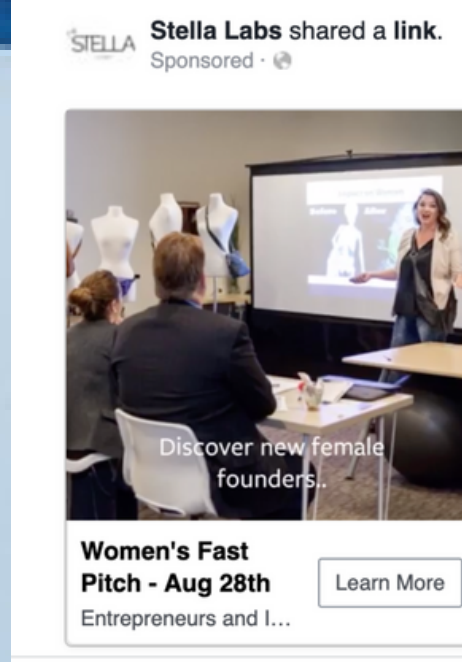
DIGITAL MARKETING IMAGERY



Women's Fast Pitch Event | Founders & Investors Welcome

www.eventbrite.com

Women-led startups to present innovative new ideas. 100 applicants. 10 Founders to Pitch. Discover new female founders who are creating solutions and turning ideas into reality. 6-8pm. Women's Venture...



DIGITAL MARKETING IMAGERY

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