

The logo consists of two large, stylized letters 'W' and 'M'. The 'W' is red and the 'M' is green. They are positioned side-by-side, with the 'W' on the left and the 'M' on the right. The letters are thick and have a slight shadow effect.

Week

#WMW16

RESULTS

Women's Money Week
March 7-11, 2016

www.WomensMoneyWeek.com

National Women's Money® Week 2016



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National Women's Money® Week 2016



Summary

Women's Money® Week is about encouraging women to speak up about money, take control of their finances, and reshape their financial futures.

With just one topic per day during the Week, the national campaign encourages hundreds of amazing bloggers, businesses and government agencies to take on the "Mission of Message" by spotlighting both financial education, as well as the awareness of the financial lives of women.

History

Women's Money® Week started with a first annual event running from March 5th-11th, 2012 — coinciding with International Women's Day. We had over 50,000 visitors in one week and over 100 of the best and brightest in women's personal finance come together to share their knowledge and experience. Each day they tackled a new topic as it uniquely affects women.

Founders, Elizabeth Sanberg and Jackie Beck, donated Women's Money Week to Women's Money® in February 2016. We are grateful to them for allowing us to carry the torch of this valuable and influential program.

National Women's Money® Week 2016



Participants



Northern Cheap skate



Carrie Rocha



Women's Business Development Council



Mikolann Valterra



The Dream Big Club



Barbara Friedberg



Gary Weiner, Super Savings Tips



Cathy Denus



Heather Shue - Simply Save



Little Miss Moneybags



YWCA of Metropolitan Phoenix



Jill Salzman, Founding Moms



Young Adult Money



Samirian Hill



Money Crashers



Gerrt Detweller



She Gets Results

17

Registered Participants

72

Organic Participants

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Testimonials

It challenged and inspired me to think more about my relationship with money. I discovered some new sites I had not visited before.

I also appreciated the extra traffic that found it's way to my site.

I think it really brought traffic since one of the post were picked up by The Consumerist.

[Women's Money Week] brought traffic to my site and helped expose it to new readers.

My blog is all about helping people save money. I think there were some great resources for my readers.

The post that I did for womens money week had more comments on it than most of my others. I also got quite a bit of traffic to my site.

I got additional traffic from the posts and am still receiving visitors from the site daily. Thank you!

I really loved this opportunity to help keep women in the financial know how. It was great to read so many other bloggers voices and how they covered different writing prompts.

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Social Media



#WMW16

March 7-14 (8 days)

- **872,455** impressions
- **145,135** accounts reached
- **59** mentions
- **48** retweets

Source: tweetreach

@WomensMoneyWeek

March (28 days)

- **60** tweets
- **13,800** tweet impressions ↑ 5,731.6%
- **573** profile visits ↑ 634.6%
- **18** mentions
- **832** followers ↑ 28

Source: twitter analytics

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Social Media







Posts: March 1-28, 2016

(increase measured from March 2015)

- **4,106** reached ↑ 1009.7%
- **260** post engagements ↑ 1525%
- **15** page likes ↑ 7.6%
- **17** video views ↑ 100%

Source: facebook

Top 4 posts

	People Reached	Likes, Comments Shares	Post Clicks
 Can you make 6 figures & still un deream? #WMW16 http://www.w	665	19	6
 What Should a Freelance Consul tant Charge? #WMW16 http://ww	640	72	25
 THE FINANCIAL CONFIDENC E GAP #WMW16 http://www.wo	625	22	5
 Was Saving for College a New Y ear's Resolution? #WMW16 neva	453	21	2

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Increasing the Reach

Acquired in February 2016, the program very quickly has been invigorated.

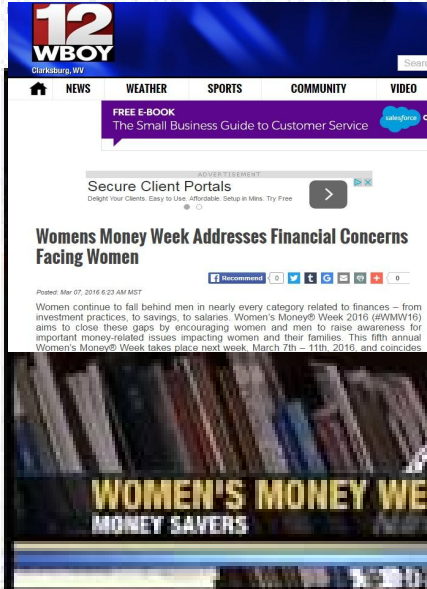
March 1-28		#WMW16	#WMW15	#WMW14	#WMW13	#WMW12
Twitter performance @WomensMoneyWeek <small>Source: Twitter Analytics</small>	Impressions	13,800	2,300	6,100	n/a	n/a
	Retweets	71	10	26	n/a	n/a
	Mentions	18			n/a	n/a
	Likes	123	3	12	n/a	n/a
Hashtag performance #WMW__ <small>Source: Tweetreach, Twubs</small>	Impressions	872,455	n/a	n/a	n/a	46,732
	Reach	145,135	n/a	n/a	n/a	16,570
	Mentions	59	n/a	n/a	n/a	33
	Retweets	48	n/a	n/a	8	n/a
Facebook performance @WomensMoneyWeek	Reach	4,106	370	310	n/a	n/a
	Engagement	260	16	23	n/a	n/a

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Total Media Mentions

1 TV / Radio 5 Print / Online



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Website Traffic Overview

March 1-28 Annual Traffic Metrics

2016

Sessions: 5,933 Page Views: 13,294 Users: 5,163

2015

Sessions: 819 Page Views: 707 Users: 1,389

2014

Sessions: 1,255 Page Views: 1,008 Users: 2,176

2013

Sessions: 2,911 Page Views: 1,981 Users: 6,858

2012

Sessions: 11,610 Page Views: 8,091 Users: 31,177

Despite a website transfer one week prior to the launch of #WMW16, the short timeline of acquisition of this initiative, and rebranding, the 2016 campaign saw the highest website engagement and interaction of page content per unique user than in any of the previous years.

WomensMoneyWeek.com serves as the homepage of WomensMoney.org during the campaign week.

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Looking Back: Lesson's Learned

Receiving ownership of Women's Money® Week in February, gave us little time to prepare; however, the timing turned out to be a blessing in disguise. With little historical data, we had to go with what seemed like the most effective path given the limited time frame for preparation, and this gave us an opportunity to compare apples to apples. Here's what we've learned.

- Participants (bloggers) seem to want to engage more in multiple financial topics vs. one focused financial-social issue during the week. When the focus of moved from a financial focus each day to one financial-social issue (like parental leave) for the week, there was a significant drop in participation, traffic, and social buzz.
- Participants want more. They desire longer engagement opportunities in Women's Money® Week to keep the momentum up. More lead time and clear direction to participants is required to increase engagement and build momentum.
- The initiative may be well-served with value-targeted social media campaigns such as twitter parties and sponsored blog campaigns.

National Women's Money® Week 2016



Women's Money Week is Moving!

Women's Money Week is moving to the first week of January. **JANUARY 1st through 7th.**

Advantages to moving Women's Money® Week from March to January:

- International Women's Day and Women's History Month take center stage when it comes to media attention thus giving Women's Money® Week less opportunity to get noticed.
- January is national Financial Wellness Month and national Mentoring Month both of which do not get a lot of attention, but play nicely into Women's Money® programming.
- January is one of those times when people are seeking solutions and tools to start the new year differently. They are not doing that as much in March.
- January 1st is a time when many experts (finance, organizing, lifestyle) report receiving the most inquiries from people motivated to make changes in their lives.
- Women's Money® Week can kick participants off into a 90 day activity and mentoring journey that peaks at Financial Literacy Month (April), and utilizes collaborative partners hosting other financial initiatives occurring after #WMWeek.

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Planning #WMWeek17

Strengthening:

- ★ Create a solid action statement.
- ★ Convert to more unique hashtag from #WMW__ to #WMWeek__ .
- ★ More advance notification and engagement with bloggers and influencers.
- ★ Continual blogging and social media management all year long.
- ★ Greater value to participants.

New Additions:

- Offer sponsorships.
- Create Women's Money® Week curriculum.
- Live, in-person Women's Money® Week events and activities with corporate and organizational partners.
- Twitter chat/party on each daily topic.
- Video and written pledges from influencers and leaders as to the importance of taking action during Women's Money® Week.
- Utilize Google Advertising for non-profits for campaign promotion.