

WoW Marketing Packages

An overview of social, PR & promotional packages for WoW members

A/I *2021*
special



Helping your company reach greater heights



Package Options

We offer several service packages to suit your business needs.

MARKETING & PROMOTION ITEMS		GOLD £550 PER MONTH	SILVER £480 PER MONTH	BRONZE £350 PER MONTH
SET UP	Induction & WoW website profile (one-off)	£350	£350	£350
WEBSITE	Partnership announcement blog (one-off)	✓	✓	✓
WEBSITE	Monthly blog	✓		
EMAIL MARKETING	Monthly feature in WoW newsletter	✓	✓	
INSTAGRAM	Weekly partner showcase Grid post	✓	✓	MONTHLY
INSTAGRAM	Unlimited Stories	✓	✓	✓
INSTAGRAM	Unlimited Reels	✓	✓	
INSTAGRAM	Page Highlight - Stories saved as a dedicated 'highlight' on WoW IG page.	✓		
LINKEDIN	Partnership announcement post (Link to blog) (one-off)	✓	✓	✓
LINKEDIN	Monthly blog post (Link to blog)	✓		
LINKEDIN	Weekly partner showcase post	✓	MONTHLY	MONTHLY
FACEBOOK	Partnership announcement post (Link to blog) (one-off)	✓	✓	✓
FACEBOOK	Monthly blog post (Link to blog)	✓		
FACEBOOK	Weekly partner showcase post	✓	MONTHLY	MONTHLY
CONSULTANCY	Monthly Content Strategy Meeting	✓	✓	✓
CAMPAIGNS	Annual International Women's Day #WoWChallenge	£1500	£1500	£1500



WoW Champion Package

Train your business to achieve a winning brand positioning over six months.

6-month package includes:
WoW Programme* + Gold Package + WoW Challenge

=
£1,150 per month

*WoW Academy Course, PR Suite or Brand Collaboration.
Contact wow@wow-womenonwomen.com to discuss further.

Marketing & Promotion Details

We offer several service packages to suit your business needs.

SET UP	Induction & WoW website profile (one-off)	<p>Induction to WoW:</p> <ul style="list-style-type: none"> Discovery session w/ Marianna Penna Goals & Objectives of the partnership WoW Brand assets to use <p>Website profile/directory page which includes:</p> <ul style="list-style-type: none"> Company & brand profile Key contact (owner/CEO) profile Company logo & imagery Business/product description, T&C's and prices
WEBSITE	Partnership announcement blog (one-off)	Blog page on the WoW website featuring the business/brand and its key contact profile. Shared on WoW LinkedIn and Facebook.
WEBSITE	Monthly blog	Opportunity to publish a monthly blog on the WoW website. Can be an announcement, interview, opinion piece, product launch... whatever content will drive the goals and objectives of your business. Can be strategised with the WoW team during induction and/or monthly calls.
EMAIL MARKETING	Monthly feature in WoW newsletter	The WoW database is a growing network of engaged audience members, prospects and fellow WoW members. A monthly newsletter is delivered to the WoW network with partner/member news, women in business news and insights from relevant brands and topics that are of interest to the database.
INSTAGRAM	Weekly partner showcase Grid post	<p>The WoW Instagram account has a highly engaged following of Italian and UK-based audience members, $\frac{3}{4}$ female and 60% between 35 - 54 years old. The Instagram page has three pillars of content:</p> <ol style="list-style-type: none"> WoW brand (women in business, sustainability & WoW services) Members & Partner showcase Collaboration content (mutually beneficial promotions) <p>Each WoW partner will have the opportunity to be showcased on the Grid every week.</p>
INSTAGRAM	Unlimited Stories	Depending on the quality and quantity of brand content provided to WoW by members, we will produce unlimited content for Instagram Stories and Reels, which will not appear on the permanent grid, but on the 'Reels' tab (all packages) and within a dedicated 'Stories' highlight (Gold package only).
INSTAGRAM	Unlimited Reels	
INSTAGRAM	Page Highlight - Stories saved as a dedicated 'highlight' on WoW IG page.	Gold package members will have a permanent, dedicated highlight on the main Instagram account page, which will be a library of all stories dedicated to the brand. (Maximum 100 stories per highlight).
LINKEDIN	Partnership announcement post (Link to blog) (one-off)	The WoW LinkedIn account is dedicated to business-led content. Refer to point #2.
LINKEDIN	Monthly blog post (Link to blog)	Refer to point #3.
LINKEDIN	Weekly partner showcase post	Each WoW partner will have to opportunity to be showcased on the LinkedIn page every week.
FACEBOOK	Partnership announcement post (Link to blog) (one-off)	The WoW LinkedIn account is dedicated to business-led content. Refer to point #2.
FACEBOOK	Monthly blog post (Link to blog)	Refer to point #3.
FACEBOOK	Weekly partner showcase post	Each WoW partner will have to opportunity to be showcased on the LinkedIn page every week.
CONSULTANCY	Monthly Content Strategy Meeting	A 30-minute consultation with the WoW team to discuss strategy, upcoming activity and goals for the partnership. WoW will provide a monthly content plan depending on the package tier.
CAMPAIGNS	Annual International Women's Day #WoWChallenge	<p>To mark International Women's Day, WoW holds an annual, month-long campaign throughout March, spotlighting 'women in Business' from their network of members. The #WoWChallenge includes:</p> <ul style="list-style-type: none"> Feature posts on WoW Instagram Grid, Facebook & LinkedIn pages Inclusion in the campaign press release (Opportunity for media coverage) Opportunity to participate in round table discussions, available on YouTube. Inclusion in WoW Annual WoWChallenge Newsletter

Terms & Conditions

Brand Content

Members must provide proficient brand content to WoW for WoW to effectively market and promote the member/partner brand.

This includes:

- Company profile
- Brand guidelines
- Logos, images, photography
- Key contact (CEO/Owner) profile
- Key contact headshot
- Product/service information

Payment Terms

By purchasing a monthly WoW membership, you agree to a reoccurring subscription fee and accept responsibility for reoccurring charges until you cancel your subscription.

Payment must be made in advance of the subscription start date and monthly DD confirmed.

Any delay in monthly payment will result in a hold on planned activity.

Cancellation

You may cancel your contract by giving us one calendar month's written notice by emailing wow@wow-womenonwomen.com.

Final termination date to be established upon cancellation confirmation.

Minimum membership term 6 months.

WOW NOW

wow@wow-womenonwomen.com