

# MOM WHAT'S NEXT

meet our  
corporate  
team



Olivia Carter

.....  
FOUNDER



Erica Fitch

.....  
CO-FOUNDER  
RECRUITING & OPERATIONS








Victoria Chiampas

.....  
CO-FOUNDER  
FINANCE & MARKETING

# MOM WHAT'S NEXT

city  
managers

-  0-100 followers
-  101-250 followers
-  251-500 followers
-  501-1k followers
-  1,000+ followers

- |                                                                                              |                                                            |                                                                                                 |                                                    |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------------------------------------|
|  <b>1</b>    | <b>PORTLAND</b><br>.....<br>OLIVIA CARTER                  |  <b>9</b>     | <b>OREGON COAST</b><br>.....<br>OLIVIA CARTER      |
|  <b>2</b>   | <b>BEND</b><br>.....<br>ERICA FITCH &<br>VICTORIA CHIAMPAS |  <b>10</b>   | <b>WHIDBEY ISLAND</b><br>.....<br>MICHAELA EMERSON |
|  <b>3</b>   | <b>TRICITIES</b><br>.....                                  |  <b>11</b>   | <b>MONTCLAIR NJ</b><br>.....<br>KAITLYN REILLY     |
|  <b>4</b>   | <b>PRESCOTT</b><br>.....                                   |  <b>12</b>   | <b>SF PENINSULA</b><br>.....                       |
|  <b>5</b>   | <b>SEATTLE</b><br>.....<br>CYNTHIA LOUIE                   |  <b>13</b>   | <b>SAN JOSE</b><br>.....<br>VANESSA FERNANDEZ      |
|  <b>6</b>  | <b>LAS VEGAS</b><br>.....<br>AMIE CARR                     |  <b>14</b>  | <b>RALEIGH</b><br>.....<br>ASHLEY SIDLE            |
|  <b>7</b> | <b>CHICO</b><br>.....<br>CARLY BOETTCHER                   |  <b>15</b> | <b>REDDING</b><br>.....<br>KAITLIN CIBART          |
|  <b>8</b> | <b>SPOKANE</b><br>.....<br>SADIE MCBOURNIE                 |  <b>16</b> | <b>SANTA CLARITA</b><br>.....                      |

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17

**CANBY**  
TERA ABBOTT

18

**SNOHOMISH CO**  
ALLISON WILSON

19

**EUGENE**  
AMBER JONES

20

**OAKLAND**  
NICOLE DILLMAN

21

**SALEM**  
REBECCA YOUNG

22

**VENTURA**  
KELSEY REVICH

23

**MAUI**  
MWN CORPORATE

24

**VANCOUVER WA**  
LAUREN TOLL

25

**OAHU**  
EMILY LEE

26

**SANTA CRUZ**  
MWN CORPORATE

27

**PRINEVILLE**  
CASSIE BECKER

28

**CARLSBAD**  
MWN CORPORATE

29

**HOOD RIVER**  
OLIVIA CARTER

30

**SALT LAKE CITY**  
MOLLY PEASE

31

**KLAMATH FALLS**  
MIKAYLA HOWE

32

**WHAT'S NEXT?**

# CITY MANAGER SUPPORT PLAN



01

## MONTHLY MEETINGS

These will be an opportunity to share about the growth of our community, celebrate wins, provide training on relevant topics and pass along information about new opportunities or partnerships for City Managers.



02

## VIC/ERICA CHECK-INS

We have split the City Managers between us to provide more targeted support and engagement. We will be checking in on a regular basis to offer assistance, support and be your "point person".



03

## FACEBOOK PAGE SUPPORT

This will be used to share best practices, advice, tips, experiences and also should be utilized by City Managers when they want to crowdsource ideas, feedback, etc.








04

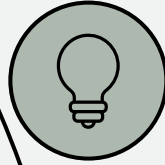
## GROWTH PLAN MILESTONES

We have created a roadmap of sorts to help you navigate the early parts of your journey as a City Manager - from Launch to National Partnerships, we'll be with you every step of the way.

# MOM WHAT'S NEXT

## city growth plan

-  0-100 followers
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### LAUNCH

Setting up your page, learning the brand, getting the word out.



### BUILD

Consistently posting content and interacting with moms in your city



### GROW

Looking for opportunities to get exposure for your page (collaborations, meetups, events, etc)



### MONETIZE

Creating products, partnering with local businesses, paid media, etc.



### NATIONAL CAMPAIGNS

Working with corporate to get paid media on a larger/national scale.

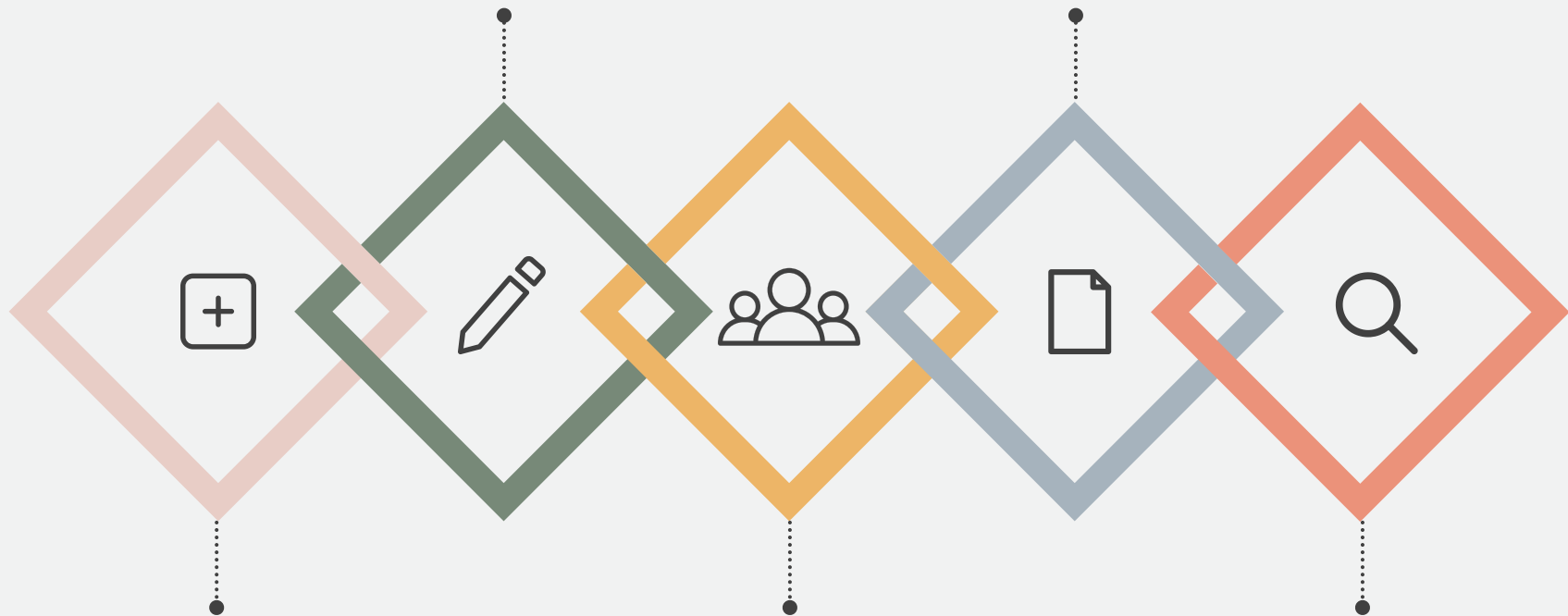
# Tips for Social Media Success from



Stick with the Brand Colors, Fonts and Templates to create recognizable and shareable content

Create a "Note" on your phone with a growing list of places to check out, things to do, etc.

Once you grow a community, you can share the note to help divide and conquer



Add businesses and other city-related pages to help you stay in-the-know (and share relevant content in your stories)

Authentically interact with your community, comment on posts of local moms and send them DMs asking if they'd be willing to share

Help create accessible content by sorting it into highlights, guides, or using systems and letting your audience know what they are.

# Q1 Recruiting Plan

01

## @MOMWHATSNEXT Instagram Page

- Announce New Cities
- Testimonies
- Call to Action "Join"
- Value Posts (Shareable Posts)
- Paid Advertising

02

## City Pages Activation

- Word of Mouth Referrals
- 1-2 Posts/month
  - 1-2 Story Shares/month
  - "Start Here" highlight bubble or pinned post

03

## QR Code Flyers and Website

- QR Code Flyers posted around community
- Stickers or Biz Card to hand out
- All direct to Website

**IMPACTING FAMILIES**

**WORD OF MOUTH**

# WHAT'S NEXT?

WE WANT TO HEAR  
FROM YOU



## HOW CLOSE ARE YOU?

Take out your phone, let us know.



## WHO DO YOU KNOW?

Our best referral source is YOU



## IDEAS/FEEDBACK

Lay it on us.



## HAPPY HOUR

Mark your calendar: Feb 2 // 7-8pm



## NEXT MEETING

We hope to see you: Mar 2 // 1-2pm

