

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

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

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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
VALERIYA O'BRIEN

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

TWIN CITIES
JESSICA WALKER

NEW

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33






BELLEVUE
VICKY LIN

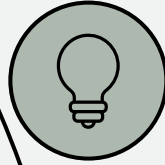
NEW

WHO'S NEXT?

MOM WHAT'S NEXT

city growth plan

-  0-100 followers
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-  501-1k followers
-  1,000+ followers



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.

RUNNING AN INSTAGRAM GIVEAWAY

01



BUSINESS OUTREACH

Reach out to local businesses (I started with ones I personally established relationships with) and share the goal of the page and how fun it would be for the community and it will grow both of our brands at the same time!

02



CREATE GRAPHICS

Have fun with it and be creative with our images/icons and relate what you use with the giveaway.

*Having instructions to enter on the slide is a great idea and Cassie did so well using her own style WITH our brand kit.

03



RUN GIVEAWAY ON INSTAGRAM

Have a scheduled time when entries cutoff and when you'll announce the winner! This way entrants and businesses have a clear idea of what to expect.

04



OUTCOMES & RESULTS

Created more reach in the community, I gained about 100 followers. Businesses benefited as well getting to be discovered by MWN community. Fun to meet some of the winners in person & make those connections

CASSIE BECKER, MOM WHAT'S NEXT PRINEVILLE





LET'S GROW

CONNECTING TO YOUR COMMUNITY

FRANCHISES

Kidstrong
Kumon
Urban Air Adventure Park
Goldfish Swim School
Mathnasium
Once Upon a Child
Kona Ice
Sit Still Kid's Salon

CITY SPECIFIC PAGES

Downtown _____
City of _____
_____ ParksandRec

VOLUNTEER ORGS

Rotary International
National Park Service
American Red Cross

MOM GROUPS

MOPS
Macaroni Kids
Fit4Mom

WHAT'S NEXT?

WE WANT TO HEAR
FROM YOU



WORK SESSION

Take out your phone, let's do it!



WHO DO YOU KNOW?

Our best referral source is YOU



IDEAS/FEEDBACK

Lay it on us.



HAPPY HOUR

Mark your calendar: APRIL 6 // 7-8pm PST



NEXT MEETING

We hope to see you: MAY 4 // 1-2pm PST

