

# We Are Pistachio

## Digital Marketing Plan



Rachele Neal, TJ Young, Hanna McCauley, Andrea Garcia, and Rich Hernandez

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# Executive Summary

We Are Pistachio was born out of the rejection and redirection of two international relocating spouses. Imagine moving to a new country, having optimism for what the future will hold, but finding yourself feeling alone, unable to land a job, and unable to access resources that meet your needs.

We Are Pistachio's mission is to unlock every relocating spouse's personal, professional, and economic potential where they are free from labels such as trailing spouse or accompanying spouse. "Pistachios" (aka members) are empowered to navigate the adventure of relocation (instead of feeling deterred by the challenges of relocation) by having access to connect, learn, and grow with others who share similar experiences.

This Marketing Plan builds on the foundation of We Are Pistachio laid by Aditi and Deepali and identifies opportunities for growth through digital marketing strategies. Two main objectives are addressed in this plan:

1. Drive Member Acquisition
2. Drive Member Engagement

# Business Analysis

## Company Analysis

We Are Pistachio was founded in January of 2020 out of a desire to help other women relocating to the United States or abroad for their husband/partner's career. It was found that there is little support for the relocating spouse's transition, a deep sense of loss of community, and being labeled by negative terms such as 'trailing spouse' or 'accompanying spouse' - phrases that don't truly capture the experience or opportunity of relocating.

There are five parts that form We Are Pistachio's unique offering:

### **Members**

We Are Pistachio serves only a specific part of the international relocation market, the spouses. Members have relocated from all over the world and bring their diverse experiences & expertise to We Are Pistachio's Community.

### **Community**

We Are Pistachio has created a community where members share the same experiences and support one another in their time of struggle and opportunity.

### **Events**

We Are Pistachio offers unique free and paid events for its members. These offer information about upskilling, mentorship opportunities, and personal well-being topics that support various needs.

### **Mentors**

Mentors and Coaches are relocated spouses who share experiences with We Are Pistachio's Members and have successfully emerged on the other side. Members can learn from mentors through coordinated events or individual paid sessions.

### **Paid Services**

We Are Pistachio offers 1:1 sessions tailored for Members' personal and professional journeys. Services include career assessment, resume review, career coaching, job search strategy, and more.

We Are Pistachio's mission is to empower relocating spouses to navigate the adventure of relocation, where members can connect with new friends, learn new skills, and grow personal and professional networks. We Are Pistachio is the *only* company in the industry that offers a community-based platform coupled with free and paid services - mentorship, coaching, and

events. We Are Pistachio has the ability to tailor its offerings to meet each Member’s unique needs and provide ongoing access to resources, events, and fellow Pistachios.

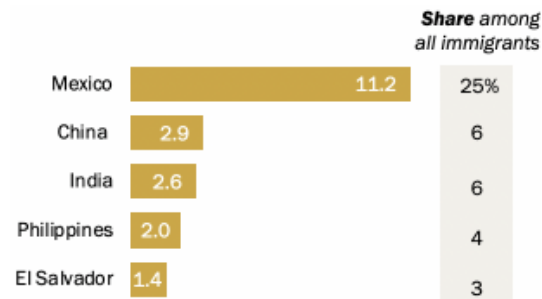
## Market and Industry Analysis

The United States has more immigrants than any other country in the world. In 2020, more than 40 million people living in the U.S. were born in another country. More than 1 million immigrants arrive in the U.S. every year.

Five main countries of origin make up the majority of U.S. immigrants: Mexico (25%), China (6%), India (6%), the Philippines (4%), and El Salvador (3%).<sup>1</sup>

### Mexico, China and India are among top birthplaces for immigrants in the U.S.

*Top five countries of birth for immigrants in the U.S. in 2018, in millions*



Note: China includes Macau, Hong Kong, Taiwan and Mongolia.  
Source: Pew Research Center tabulations of 2018 American Community Survey (IPUMS).

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With many opportunities to live and work in the U.S., 29 million people were working or looking for work, making up 17.4% of the total civilian labor force in 2017.

An assessed **12.3 million immigrant women**, including 2.5 million undocumented women, are workforce members, and together they comprise 16.3% of all employed women in the United States.

### Washington State<sup>1</sup>

In 2018, 1.1 million immigrants made up 15% of Washington state’s population, including **538,989 women** and 500,147 men. The top countries of origin included Mexico (23%), India (8%), China (7%), the Philippines (6%), and Vietnam (6%). 1 in 5 workers in the state of Washington is an immigrant, making up 19% of the Washington labor force. Here is a breakdown of immigrant workers by industry:

Industry	Number of Immigrant Workers
Health Care & Social Assistance	102,277
Professional, Scientific & Technical Services	90,712
Retail Trade	83,975
Manufacturing	74,952
Accommodation & Food Services	65,721

In this first phase of our suggested digital marketing strategy, we focus on the Washington State area as 90% of We Are Pistachio's current members reside in the Greater Seattle area. Only a percentage of the statistics presented above fit the We Are Pistachio target customer: *top-line being non-tech professional working-age women who moved internationally to the U.S. for a spouse, seeking employment, a community of women who share similar experiences, and services that We Are Pistachio offers.*

### **Immigrant Communities and Organizations in Washington State**

There are numerous foreign communities established in Washington state. Commonly, immigrants may experience exploitation in the workforce and different forms of discrimination and challenges in their lives. This is one of the many reasons these organizations exist, as they offer events and services aimed at serving and empowering immigrants.

To correspond to the top countries of immigrant origin, here are some communities in Washington State:

- [El Centro de la Raza](#) is a Latino community in WA that provides help for Latino people and all races.
- [Seattle Indian](#), Indian community web offers all kinds of services for Indian people, including events. They provide information throughout several cities in the US.
- [Chinese information and service center CISC](#) is a Chinese community center in Seattle that supports immigrants and their families.
- [Filipino Community of Seattle](#) is a Filipino Community and a nonprofit organization that offers help to the Filipino Community in the greater Seattle area.
- [Friends of Little Saigon](#) is a Vietnamese community in Seattle that preserves and enhances the Vietnamese people's cultural, economic, and historical vitality.

We Are Pistachio can leverage the above information to partner with local communities and directly access their target audience.

## Consumer Analysis

We Are Pistachio is focused on non-tech relocated (international to the U.S) spouses who also meet aspects of the following criteria:

- Professional working women: the ones that are seeking professional employment.
- International relocating spouses who are looking to start their career in the US.
- Age: 25 to 50 years.
- Family Income: 60,000- 75,000 USD and above.
- 1st-time relocators.
- Someone who is struggling to find a job/friends/support.
- Work authorization approved.
- Motivators: they want to create an identity ( professional/social) for themselves.
- Someone who identifies as a relocating spouse.

The common pain points experienced by We Are Pistachio's target members are:

- Lack of Support System
- Finding a Job
- Meeting people/finding a community



### Ramona

**Bio:** Ramona relocated from Mexico to Seattle, WA in 2020 when her husband accepted a job opportunity at Amazon. She was taking a break from working to support her kids and family during the move, but is now wanting to get back into the workforce.

**Goals/Needs:** Ramona is having trouble finding a job and wants to use this time to upskill, volunteer and network.

**Pain Points:** She feels alone and finds it difficult to find friends who truly know the difficulty of relocating to the U.S. She needs help with her resume and job search.

**Tech and info sources:** Facebook, Reddit, and LinkedIn. Ramona spends most of her time surfing the Internet on laptop or her phone.

**Age:** 42  
**Marital Status:** Married  
**Education:** Master's  
**Children:** 3  
**Family Income:** \$80k  
**Occupation:** Teacher  
**Location:** Seattle, WA

[View Source](#)



## Fatima

**Bio:** Fatima relocated from India to Seattle, WA in 2019 when her husband accepted a role at Microsoft. Was an up-and-coming designer but is now looking for work in the U.S.

**Goals/Needs:** Her degree doesn't have transferable skills, so she is looking use this time to upskill, volunteer and network.

**Pain Points:** She cannot work at the moment because of Visa issues. She feels lonely and doesn't know how to meet other women who understand her journey. Fatima needs to learn how to make her skills marketable in the U.S.

**Tech and info sources:** Facebook, Instagram, and blogs. She spends most of her time surfing the Internet on her phone but has access to a computer.

**Age:** 35

**Marital Status:** Married

**Education:** Bachelor's Degree

**Children:** 1

**Family Income:** \$60k

**Occupation:** Graphic Designer

**Location:** Seattle, WA

[View Source](#)

## Services Analysis

We Are Pistachio offers a unique assortment of services for its members:

### Free Membership

Being a Member or a "Pistachio" is free, where international relocating spouses around the globe have access to a community that offers personal and professional support for no cost.

### Online Community

The We Are Pistachio Community has been built by other international relocating spouses who can assist Pistachios with the challenges of international relocation. We Are Pistachio's online Community allows members to connect with like-minded women who have been in each other's shoes, allowing Pistachios to grow their networks and establish friendships. Some perks of joining the membership include access to job postings, weekly tips on career growth and well-being, and priority access to events and workshops hosted by We Are Pistachio.

### Career Pods

We Are Pistachio has launched "Career Pods," where Mentors and Coaches lead Pistachios through an 8-week journey surrounding a particular topic. Pod topics are determined by each mentor's expertise and range from HR, Health & Wellness, Recruiting, Resume Writing, Entrepreneurship, Engineering, and more. These 8-week programs are designed to provide



practical guidance and insight into the topic to assist Pistachios in their international relocation journey.

## **Events**

We Are Pistachio hosts a series of events (online and in-person) every quarter to focus on a specific topic that will assist Pistachios in finding a job, managing stress in a highly stressful time, or critical insights into resume building. Past events include “How to Settle in when you are Feeling Unsettled” and “Own Your Story - Going Beyond the Elevator Speech.”

**The following are paid services offered to members after they have joined:**

## **Upskilling & E-Learning**

We Are Pistachio has created a series of E-Learning Courses to assist Members in their international relocating journey. Such sources dive deeper into a specific topic covered by an event. These online courses are designed to provide additional skills Members can learn and apply to their job search.

## **1:1 Career Coaching**

We Are Pistachio offers 1:1 sessions for every aspect of Members’ personal and professional journey. These sessions are tailored to help Members gain clarity on career goals and create a career plan to take action on. Sessions can also be fully customized to meet individual needs. Coaches are relocated spouses who have emerged successfully on the other side of the struggle of relocation.

## **Career Assessment**

This service allows Members to take the Myers-Briggs Type Indicator (MBTI) assessment to identify occupations that are a good fit for their reported type. This session includes coaching from a certified MBTI practitioner.

## **Resume Review**

This session includes discussions and revisions to current resumes, plus an additional meeting to review the updated resume.

## **Job Search Strategy**

Sessions focus on navigating the current employment market and how Members can position themselves to potential employers.

# Competitive Analysis

## Femigrants

Femigrants<sup>2</sup> is a hub for global immigrants that provides networking, support, career guidance, and inspiration for members. They host live events and work to develop a sisterhood that uplifts each other. They offer a free membership which includes connecting with leaders, growing a community, direct messaging with other members, and an opportunity to explore career choices.

## Impact Group

Impact Group<sup>3</sup> is a leading player within the relocation industry, offering support for relocation, outplacement, and leadership development. They have two separate tiers:

1. For Businesses. Impact Group works with companies around the world to provide support and coaching. Partnered with large corporations like Amazon and Boeing, Impact Group offers one-on-one coaching for career transitions and development, offering access to tools, assessments, and career development information. Specifically for their Relocation services, Impact has a worldwide network of coaches to assist families in transition, helping both the relocater and their spouse.
2. For Individuals & Families. Impact Group also supports individuals and families with relocation and outplacement. Specifically for relocation, Impact offers one-on-one coaching to help spouses in finding a job. Such assistance includes resume development, daily job leads, interview coaching tools, salary negotiation resources, career assessment tools, access to research and industry trends, and more.

While they do provide some support for spouses, it is more of a one-off effort without the offering of a community or the level of support We Are Pistachio offers members.

## NetExpat

NetExpat<sup>4</sup> is another global leader in the relocation industry, providing training and coaching to employees and their spouses. They have offices in over 80 countries across the world. They have three primary services: Talent Management Solutions, Intercultural Solutions, and Partner Assistance.

1. Talent Management. This service provides customized programs for corporations to empower their employees across the globe. The types of programs include outplacement, retention, and repatriation.
2. Intercultural Solutions. This service offers Corporations programs to establish success between multicultural teams through e-learning videos, training webinars, and individual coaching sessions. NetExpat provides customized solutions to help both individuals and teams learn where and how culture impacts office dynamics and daily work activities.

- Partner Assistance. This service provides customized solutions to support spouses with career and integration needs. Services include career counseling, resume review, mock interviews, and networking skills.

## InterNations

InterNations<sup>5</sup> is an international community for people who live and work abroad, offering global networking opportunities, local events, and expat-related information. With established ex-pat communities in over 420 locations and over 4 million members worldwide, InterNations hosts 3,000+ monthly events providing opportunities to meet fellow ex-pats in their city.

InterNations has a business solution, offering corporations the opportunity to provide their ex-pat employees (and their spouses) peer support through their community.

Competitor Analysis					
	Impact Group	Femigrants	NetExpat	Internations	We Are Pistachio
Free Subscription Option to Join Community		✓		✓	✓
Ongoing Support (Over 12+ months)		✓			✓
Founded and run by people with relocation experience		✓			✓
Focus on Women		✓			✓
Live & Virtual Events	✓	✓	✓	✓	✓
Cross-Cultural Training	✓	✓	✓	✓	✓
Work with both corporations and individuals	✓		✓	✓	✓
Career Building	✓	✓	✓	✓	✓

### We Are Pistachio's Competitive Advantage:

- Comprehensive Support. We Are Pistachio offers everything - career building, mental health services, networking, and more.
- Affordable. There is low barrier entry with a free We Are Pistachio membership option.
- We Are Pistachio works with both corporations and individuals.
- Created and led by relocated spouses who truly understand the struggle of relocating.
- We Are Pistachio is run by women for women.
- We Are Pistachio provides lifelong support, personalized offerings, and access to the community.

# Content Analysis

## Current Customer Journey Experience:

- Potential customers can't find the We Are Pistachio website by search without first being aware of the name.
- What We Are Pistachio offers members is not easy to understand.
- The website is difficult to navigate - one can't go 'back' to the home page once you click away (part of the disjointed journey).
- Potential customers are offered a confusing customer journey on We Are Pistachio's website vs. Facebook and their various other disconnected channels. Between the We Are Pistachio website, Facebook page, Mighty Networks Community, and other channels, Members and potential members can easily become confused about engaging or being a part of the Community.
- We Are Pistachio's website doesn't present an all-up view of the overall offerings, which are robust and impressive when put together (Community, podcasts, events, Facebook, Instagram, YouTube, LinkedIn, etc.).
- Like podcasts or YouTube, these other channels are not accessible from the website and are nearly impossible to find unless you stumble on them.
- The "Why be a Pistachio" section is a good start, except that each of the areas listed:
- Community, Access to job Postings, Priority Access to events and workshops, and weekly tips on career and wellbeing are not clickable or have any way to learn more or understand the benefits of joining the Community. The same experience occurs with Coaches - there is no link or way to learn more or understand how to be paired with a Coach.
- Paid services Call-to-Action (CTA) drives to a generic 'contact us' form rather than a scheduler or any information on the next steps that can be taken.
  - This could be daunting to those who need to decide what information is necessary for the form rather than be guided. Many would probably not send a message.
  - **Upskill.** No links or details on what 'pods' or e-learning are, though 'events' are linked, should also be at the top of the page.
  - **Network:** Nice description but just goes to a feed. The link should go to something that represents or introduces the community and how to join it.
  - **Grow.** Great idea, but no links to counseling or 1:1 mentoring detail, no way to go further on a customer journey to join or take part.
- The Mentors section is excellent. However, it's located too far down the page - will be missed by most visitors and links nowhere.
- The 1:1 Coaching to Succeed is a helpful section, but asking a potential member to fill out a form to explain why they are contacting We Are Pistachio is daunting. This is an unguided task that many would not take the time to do or know what they need to include.
- Upcoming events are at the bottom of the page. Most website visitors won't scroll this far down, which thus makes the section ineffective.
- Facebook Private Group was challenging to find on WAP's FB business page
- The only place we could see all events listed in an aggregated way was on Facebook.

- Posts on Facebook (as an example) are complete and self-contained on that channel, not driving users outside of that ecosystem.
- 'Be A Pistachio' could be challenging for potential members to understand its meaning and could be intimidating to click on.
- Once someone becomes a member, they are directed here: <https://we-are-pistachio.mn.co/feed>, which lacks guidance on what the page is, what anything means, or how to navigate.
  - Confusing terms like 'Pods' must be explained.
  - 'Discovery' seems random when you click there and does not explain what the user sees or how to use or personalize it.
  - What 'Interests' is unclear. Once clicked, there is no content or guide to indicate what a member should do or how to interact with it.

### Customer Feedback:

- Below is verbatim feedback we received about the user experience of the current We Are Pistachio Website from actual potential target members:
  - *"I tried to get back to the main home page, but **there is no button to get back**, and clicking on the logo doesn't work. I had to click out of that window and go back to the other page.*
  - *I then clicked on the 'About' page:
 
    - *I like the layout of this page a lot! I wish that getting directly to the "Coaches" section was an option in the menu as well, but I know the website hasn't been finished yet.**
  - *I tried to get back to the home page and realized **there is no home button option** in the menu.
 
    - *I realized I just had to click the logo, but I think they should add the home option to the menu for more straightforward navigation.**

### Current Email Experience

- **Too many topics, not enough focus.** Current emails feature too many topics where it becomes difficult to absorb all of the information.
- **Too much text. Lack of images and white space.** Unfortunately, too much text can be an eyesore where subscribers may feel overwhelmed when reading it (and may choose not to read it because of how much information is presented).
- **Insufficient Mailchimp template and layout.** The current Mailchimp template is not full-screen, making the length of the emails appear longer.

### Current Social Media Experience

- **No correlation between social media and the website.** We Are Pistachio needs to have content on their website and publish teasers on social, linking back to the website.

- **No consistency in graphics or branding.** It's essential to create a template for the pictures that will be used for posts. The timeline needs to have the same style to recognize who the posts belong to when they see them.
- **Incorrect image dimensions.** Every social network has different image/video dimensions, and even though almost every graphic suits Facebook, it does not work on Instagram. You need to optimize your images for every network you're publishing on.
- **Too much text.** Every post has too much text. It needs to be summarized or added to the graphics (you can create templates where you can add in different pictures the text, so it doesn't look monotonous), you should keep the description concise.

## Situational Analysis

### Strengths

**Community-based.** What is uniquely special about We Are Pistachio is the community of members who all relate and share international relocation experiences. They exist to support each other in their time of struggle and provide resources to assist them in their personal and professional growth in the new location.

**Passionate and Knowledge Leadership.** As spouses who both relocated from India with their husbands, Aditi and Deepali share the experience of their target customer. We Are Pistachio was created out of a personal struggle, so both women understand the difficulties of being an international relocating spouse.

**Niche Market.** While We Are Pistachio has competition, none of the competitors offer the unique community-based experience and personal and professional services that aid in Member journey's the way We Are Pistachio provides for their members. They also serve a specific part of the international relocation market that the more prominent players don't - which are the *wives*.

**Specialized Expertise.** We Are Pistachio currently has 20 mentors that are also relocated spouses who offer different mentoring specialties, such as career transition, lifestyle, health, interview coaching, resume building, job search, and career development, among others. They have experienced what Members currently face and have come out successfully on the other side.

### Weaknesses

**Budget Resources.** To date, We Are Pistachio has not spent money on marketing and does not currently have a budget for marketing activities. All growth thus far has been organic.

**Limited Human Resources.** All "employees" are volunteers. This limits how much time their staff can put into the business and what skillsets are available. Lacking a full-time marketing lead doesn't allow for strategic planning or focus. While this applies to other key roles and functions, this directly impacts We Are Pistachio's ability to implement the marketing plan outlined in this document.

**Scalability.** We Are Pistachio wants to grow but is challenged. Without a budget for growth and committed employees to focus on growth, scaling will be an issue.

**Reach.** We Are Pistachio currently focuses on international “relocating spouses.” This term is uncommonly used to search on Google. Therefore if We Are Pistachio doesn’t broaden their keywords, they will struggle to drive organic search results that don’t include “We Are Pistachio.”

## **Opportunities**

**Membership Growth.** The Pistachio community is open to anyone who needs or wants to be a part of their community. It’s a free membership, and they’ve barely scratched the surface of their target market.

**Engaging and Up-Selling Current Members.** With a unique array of additional services coupled with their community membership offering, We Are Pistachio should entice their existing members to purchase specialized service offerings.

**Implement Tactics to Boost SEO.** We Are Pistachio recently updated its website. However, it is not at all optimized for SEO. Around 80% of their website traffic comes directly from Facebook. There is a significant opportunity to increase their search and referral traffic.

**Expand Targeting Channels.** Their online community engagement is almost entirely through Facebook. They have yet to pay for advertising and strictly rely on organic reach and acquisition. Additional focus on other channels and communities that their target audience frequently uses, such as Reddit, YouTube, and LinkedIn, provides further opportunities to reach their target audience members.

**Partnerships with Local Communities.** Expand partnerships with non-profit organizations that target immigrant communities is a unique opportunity to target additional Members. Through their own channels, they could share information and the benefits of becoming a Pistachio.

## **Threats**

**Established Competitors.** There are large competitors established in the relocation space. These established competitors offer what are, more accurately, limited, one-off services, not a community of support for the spouse like We Are Pistachio. Unfortunately, most internationally relocating partners/spouses are not aware that a community like WAP even exists.

**Uncertain Future with COVID.** The relocation market was buffeted by COVID 19 in 2020 and early 2021, and the following year is still uncertain of what could happen. Will variants continue to drive surges that push international relocations out into 2022? We still don’t know.

# Marketing Objectives & Issues

## Core Objectives:

### Drive Member Acquisition

- Increase We Are Pistachio membership accounts through acquisition.
- Build and increase email subscribers list.

### Drive Member Engagement to We Are Pistachio Activities & Paid Services

- Upsell paid services to members.
- Use paid services as acquisition mechanics with specials or bundles.
- Promote We Are Pistachio with upcoming events, blogs, podcasts, and videos.
- Create email newsletter cadence to drive engagement of events, content, and use of the We Are Pistachio platform (Mighty Network)

## Issues & Limitations:

The We Are Pistachio website is not currently one of the main channels to assist customers on their relocation journey.

- Lack of a clear CTA or narrative for what someone should do if they contact We Are Pistachio.
- Lack of a straightforward customer journey throughout the website. Relocators wouldn't know how to engage with We Are Pistachio

We Are Pistachio does not currently appear in search results when searching for keywords for the relocation industry.

- The current website is missing many aspects, including We Are Pistachio's blogs, podcasts, events, membership portal, ability to sign up for newsletters, etc.

The We Are Pistachio Facebook Community page is currently the first point of contact for many of its members.

- It is currently challenging to find the page if you don't know exactly what you're looking for.
- The page is private to non-members.
- There is minimum engagement between We Are Pistachio and their members on the page.

We Are Pistachio has both a podcast and a YouTube channel - neither is associated with their current website.

- If someone is looking for We Are Pistachio's resources, it is almost impossible to find them.



# Digital Marketing Strategy

## Website Updates & Improvements

The website's usability is crucial to driving member acquisition. An organized website is essential for future and current members to navigate, find, and understand We Are Pistachio's unique offerings and how they assist and support relocating spouses during their journey.

### Website Recommendations:

- Establish a straightforward customer journey and narrative for becoming a Pistachio.
  - Include clearly displayed value propositions, services, etc.
- Aggregate key content, channels, and offerings, including the blog, podcast, videos, events, e-learning center, ability to purchase paid services, etc., to make the We Are Pistachio website a "hub" for members.
- Utilize website pop-ups to drive non-members to become a member (and receive emails).
- Update website for clear usability and user experience.
- Optimize for SEO (header tags, image alt tags, keywords, broken links, vanity URLs, etc.)
  - Load all relevant channel content and resources to the website: blogs, podcasts, videos, etc.

### User Experience Recommendations:

- Conduct website audit.
- Hire a design consultant.
- Develop a consistent menu/navigation option that's easily accessible on all the pages so users don't get lost and can go 'back' from anywhere.
- Add links so anyone finding your website can get to paid services. Paid Services need a landing page that's clickable from home that gives more detail and allows scheduling or a sign-up for the service.
  - The key to driving more "conversions" here is to make it super easy for people to schedule and pay for these services.
- Offer clear and concise customer journeys with easy navigation (a critical step before driving traffic to the site leveraging marketing spend).
  - Define the purpose and content goals for all of your channels and offerings.
  - Create customer journeys to make the connection easy and efficient to find and navigate.
- Add top-of-page quick links/navigation for things like 'Our Community,' 'Blog,' 'Events,' 'Services,' and 'Podcasts' that lead to landing pages giving more detailed information about each topic.
- Include all of your channels and offerings prominently on the website to drive engagement between your channels, member benefits, and services.

- Give potential members the information they need to understand the value of what becoming a member means.
- Consider adding a short video on the homepage with Aditi talking about We Are Pistachio, the community, value proposition, what a free membership entails, and all the offerings Members benefit from.
- Events: Showcase upcoming events so that someone can see them all and sign up/share.
  - Events should be prominent, not at the bottom of the page.
  - Hosting and promoting more of these introductory free events would make becoming a paid member a lot more enticing.
  - There should also be a landing page going more in-depth about events and the benefits of attending them. Include reviews from members that participated in specific events and pods. A short event recap about past events is a great way to show value and drive future event signups.
- Offer 'Learn more about our community,' 'Free Membership,' or 'Explore our Community' CTAs that link to the same member sign-up page as 'Be A Pistachio' does.
- Send a weekly newsletter that showcases weekly activities, events, member stories, etc., that people who come to your site can subscribe to. (See Email Marketing Recommendations for additional details on how to leverage newsletters)
- Create a guide for usability for <https://we-are-pistachio.mn.co/feed>
- If the “connect, learn, grow” paragraphs and photos could be listed on the home page (maybe horizontally to take up less space on the page), this would help new website visitors understand the value of We Are Pistachio. With this, visitors may be more inclined to “convert” and become a Member.
- While not catering to We Are Pistachio’s niche, look at the [Impact Group](#) site for both Search and Content flow/Customer Journeys to their services. The site design provides good examples to emulate while keeping your own look and character.

## Email Marketing Recommendations

### Email Best Practices

- **Set Expectations Early.** When someone signs up to be a member of We Are Pistachio, send an automated Welcome email including information with how often they will receive newsletters and what the newsletters will feature. You don’t want to overwhelm Members with too many emails, a weekly roundup of short snippets of information will do the job. Since We Are Pistachio currently sends quarterly newsletters, try turning this into a “white paper” instead of an email. You can send this out within your email, but give Members the option to read more.
- **Subject Lines.**
  - Avoid Spam Words.
  - Make it Actionable. Make sure the reader knows what the email will offer them.
  - Personalize. Try using first names! This usually captures attention and drives open rates.
  - Make it brief. A good rule of thumb is 50 characters or less for a subject line.

- **Call-to-Action (CTA).** Utilize CTA's throughout the newsletter to entice subscribers to sign up for an event, read a blog post, or learn more about a POD topic. These should be used to direct the subscriber to take the next step. Your CTA's will provide this pathway for them. You don't have to use the same CTA every time, but it should be consistent.
- **Balance Content.** A good rule of thumb is to stick to the 90/10 rule for newsletters. 90% of your email should be educational, and the remaining 10% should be promotional. Give educational, relevant, and timely information about what's happening at We Are Pistachio and showcase value propositions.
- **Keep Copy Minimal.** Concise copy is key - you want subscribers to actually read your email. A good rule of thumb is to introduce the topic briefly and include a CTA to learn more (e.g., forward to a landing page on your site explaining the details of an event). This gives subscribers a taste of your content, just enough so they will want to click to learn more. Too many words can be overwhelming on a small screen!



## Don't miss our brand new e-course: Own Your Story

Your story is powerful. We're here to provide you with the tools to tell it.

Are you tired of introducing yourself by saying, "I relocated for my husband's job"?

In our brand new e-course, Own Your Story, we teach our members how to convey their relocation journey creatively and effectively -all for the price of a cup of coffee.



### In this course, you'll learn:

- To identify a new way of thinking that highlights your strengths
- To articulate your top story from your experiences
- To apply a powerful framework to write your story

### You'll also get:

- A Private Community of like-minded peers
- Access to monthly AMA Sessions
- Lifelong access to video content

What are you waiting for? Invest in yourself today for only **\$4.99**.

Sign Up Now



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[JUST.DESCRPTION]

Our mailing address is:  
[HTMLLIST\_ADDRESS\_HTML]

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)

## Social Media Marketing Recommendations

### General Recommendations:

- Include teaser posts in social media that link directly to the We Are Pistachio website rather than being a complete experience on Facebook (as an example) or linked to other social channels. This includes blogs, podcasts, videos, etc., to drive website traffic. This is what you already do with your daily digests that link to Mighty Networks.
- Post Cadence - 3-4x a week is a good starting point.
  - Invest in a tool like Hootsuite to plan posts ahead of time
- Promote 1 post every 2 weeks on Facebook (an event, blog, noteworthy podcast) to drive post viewers and drive traffic to the We Are Pistachio website
- Posts should highlight We Are Pistachio's Value Propositions and why they are different than competitors

### Facebook:

We Are Pistachio needs to clarify precisely what they do as a business beyond the explanation in the 'About' section.

<https://www.facebook.com/PistachioCommunity>

- Include a video at the top of the home page (pinned post) to introduce the company to new website visitors! This could be the same video recommended on the Home page of the We Are Pistachio website.

- On Facebook, some posts can be complete, but most should drive to a website with a CTA to learn more – for example: tease a podcast or video with a brief video but make them click to your site to watch the whole thing. Your channels should feed holistically to your website.
- Someone who has only just discovered this group will not be ready to join the private group unless they feel safe and comfortable doing so. They need information and to be convinced without spending 30 minutes scrolling through a feed.

#### Facebook Paid Ads:

- Targeting a wider audience with the activities, community, events, and social aspects of We Are Pistachio.
  - Image ads and video ads - there's an option to choose a goal like "Get More Website Visitors" would work well.
  - Use their target audience demographics (age, gender, location, job status, etc.) to narrow down the ad distribution.
  - The messaging here could be more effective if touching on the more emotional/casual side of the relocating spouse situation and the community WAP provides—examples: personal story videos, testimonials, etc.

#### Instagram:

- We Are Pistachio's bio should include more info on the specific services you offer because it's unclear. Try laying out your services in bullet points in the about section.
- The link in the We Are Pistachio bio goes to an Eventbrite page. This should connect to the website - either to the home page or the about page.
  - Use [link tree](#) in your bio so you can include all the essential links and help ease navigation.

#### LinkedIn:

- We Are Pistachio's summary/bio on your profile should include more info on the specific services you offer.
- Add LinkedIn [Stories](#) to your content mix.
- Target job seekers that fit your profile member focused on career, upskilling, etc.

#### LinkedIn Paid Ads

- Targeting professionals looking for upskilling, career, and job search-focus content
  - Use the same targeting as Facebook, but the message here could be more professional, focusing on the upskill and professional development services available to members.

## Content Marketing Recommendations

It is easy to fall into a routine while creating an online presence for We Are Pistachio. It is essential to talk about your business, but it's not the only thing you should focus on. Variety in your content is the key to diversifying traffic, attracting an audience, and increasing engagement with your

clients. Content curation isn't always one of the easiest things to come up with, but once you know who you are targeting, you can develop ideas they can relate to or find interesting and valuable. We Are Pistachio should offer valuable content to help members or potential members solve their concerns and pain points.

Here are some content ideas for We Are Pistachio to leverage:

## Social Media

Social Media allows you to create a big community and spread brand awareness. People don't just want to see self-promotion. They want something intriguing that adds value to their lives. Here are some topics you can use for Facebook, Instagram, and even LinkedIn.

- **Talk about We Are Pistachio:** this is one of the most important topics you should focus on. Give your audience all of the information about who you are and what you do:
  - What does We Are Pistachio do?
  - Who is it for?
  - Mission, vision, values
  - Services
    - Social Support- Affinity/hobby groups, peer circles.
    - Career support
    - Mental and Physical support
  - The story - why did you start We Are Pistachio
  - Who are the people working at We Are Pistachio?
- **Articles:** Write articles that keep your audience informed about what's happening in the industry. Provide important/helpful information in your posts or share articles from other authors (giving credit). Examples;
  - [Unemployment for women: A Look at the Covid-Era Downturn](#)<sup>6</sup>
  - [Gender equality: how ambition penalty keeps women from building wealth](#)<sup>7</sup>
  - [Working immigrant women news](#)<sup>8</sup>
- **Advice/Guides:** people love to read things that can make their lives a bit easier. We Are Pistachio can provide a lot of topics with information that can be useful for Members and potential Members:
  - How to reduce stress during and after a move.
  - Easy assimilation in the community.
  - How to increase chances for a successful transition.
  - How to upskill for better chances of career success with We Are Pistachio.
  - Tips for a successful job interview
  - Tips to enhance resumé
  - Cultural shocks on the workforce
- **Events:** announce the events that are planned for the week or month. So, when new audiences look at the profile, they can see the upcoming events, and they might be interested in signing up for them.

- **Member Success Stories:** We Are Pistachio should share with their community the success stories of their members that already used their services. This is a way to attract potential new members who are currently navigating their journey (finding a job, experience with the coaches, etc.).
- **Quotes:** life, motivational, or famous quotes related to the We Are Pistachio industry can be a great way to engage with your audience since it's something people like to share and have on their timelines.
- **Webinar/Event Compilation:** share with your community a compilation of the most important moments of your webinars with a 10-15 second video. This will show the value of your events. Giving short recaps will show Members and potential members how valuable your Events are and why they should join future ones.
- **Q&A Section:** Sometimes, your potential members might have questions about your organization. You can use posts to answer them.
- **Guest posts:** content about the communities/partners We Are Pistachio has. Talk about how you are working together to help relocating spouses succeed.

## Website

Content for your website is not as much different as the one you create for social media. You just need to adjust it. Here are some suggestions:

- **Add data** about immigrant women in the working force like occupations, industries, the estimated number of immigrant women (see [a profile of Immigrant Women in the Workforce](#))<sup>9</sup>
  - <https://statusofwomendata.org/immigrant-women/><sup>10</sup>
- **Get sponsors / create partnerships:** contributions can be used for local events and promotion, like:
  - <https://femigrants.com/all-our-sponsors/><sup>11</sup>
  - <https://www.nywomenimmigrants.org/our-partners/><sup>12</sup>
- **Blog:** include stories and perspectives from the male spouse, such as how they think We Are Pistachio has helped their partners, how they saw their spouse struggle to find a job, what they did to support them in their journey, etc.
  - <https://www.impactgrouphr.com/insights/i-couldnt-be-more-proud-male-spouse-perspective-on-relocation><sup>13</sup>
    - **Give advice, information as content:** even though it's important to offer life coaching content, it would be attractive for the target audience to read about some career advice, relocation resources, tips for relocating families, inspiring stories. Increase the content.
- **Comparison table:** highlight the benefits of using We Are Pistachio over the competitors. (Review the following example)

## Kickstart your Instagram growth today

Pay as you go. Cancel anytime. 14 days moneyback.

Pricing Per user, per month	\$49 Standard plan	<del>\$149</del> \$99 Premium plan
Growth speed	🟡 Moderate growth	🟢 Maximum growth
Video onboarding	🟡 Yes	🟢 Yes
Targets	🟡 10	🟢 40
VIP email support	No	🟢 Yes
Live chat support	No	🟢 Yes
Advanced targeting	No	🟢 Yes
Blacklist	No	🟢 Yes

[Bulk pricing](#) [Choose Standard](#) [Choose Premium](#)

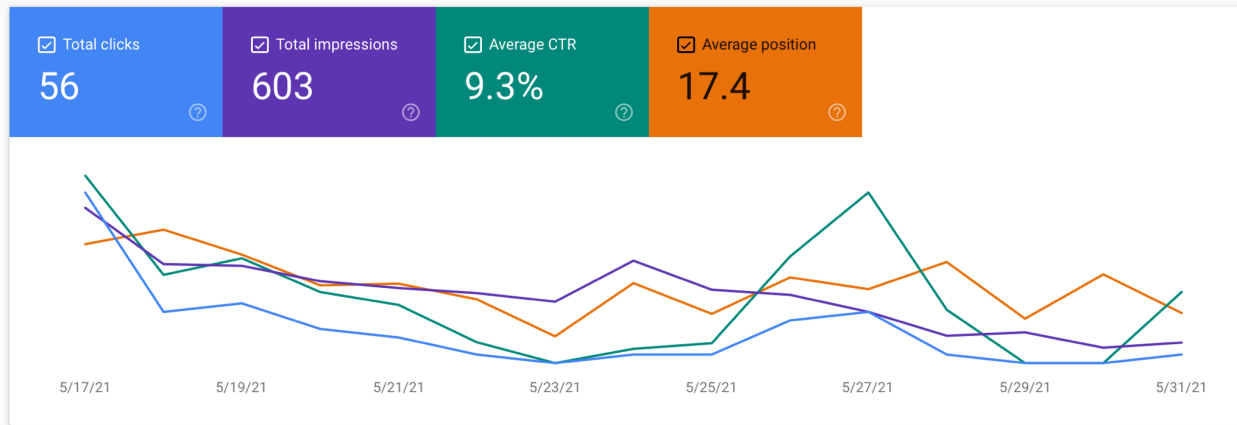
- **Describe all services:** create a complete description of all the services they can get with their membership. It's helpful to create a Learn More CTA for each service on the homepage that will bring visitors to a new landing page, offering details about the service and how they can purchase it.
- **Recorded events section:** create an area to show off some relevant past events, so people can take a sneak peek of what they could get by being part of the community.
- **Impact:** make known how they influenced the community, show statistics on how they made a difference in the lives of the relocating spouses that decided to use We Are Pistachio to boost their professional life. (See this [NWNY](#)<sup>14</sup> article for reference)

## Website & SEO Audit

### Crawling, Indexing, and Website Structure

- Make sure everything is on one sub root domain
  - Need to redirect <http://wearepistachio.com> to <http://www.wearepistachio.com>
- Google Search Console (We Are Pistachio's website was added on 5/17/21;, thus data is limited)
- Summary of Findings:
  - Performance





Top 10 keyword queries	Clicks	Impressions	CTR	Position
we are pistachio	27	43	62.79%	1.21
wearepistachio	3	4	75%	1
australia number 1 rabbit proof fence answer key	1	14	7.14%	4.43
train hopping documentary amazon prime	1	2	50%	18
kimi no sei meaning	0	28	0%	8.86
botswana coat of arms download	0	16	0%	8.56
famous persona ivy lyrics	0	10	0%	72
seal point siamese dumbo rat	0	8	0%	5.88
myrelocation	0	8	0%	49.5
what does kimi no sei mean	0	7	0%	9.57

There are only 3 of the top 10 keywords that bring searchers to the website and are related to We Are Pistachio's brand and services. The rest of the keyword phrases are a result of the discovery. Someone inserted a file full of fake content pages that link to each other throughout We Are Pistachio's website. Once these files are removed or deleted, the ranking positions of other keywords should improve. However, more effort needs to be dedicated to targeting non-branded keywords.

Top 10 pages	Clicks	Impressions	CTR	Position
<a href="https://wearepistachio.com/">https://wearepistachio.com/</a>	43	104	41.35%	9.86
<a href="https://wearepistachio.com/?event_listing=data-analytics-as-a-career-in-conversation-with-denisha-malone">https://wearepistachio.com/?event_listing=data-analytics-as-a-career-in-conversation-with-denisha-malone</a>	3	6	50%	4.5
<a href="https://wearepistachio.com/?page_id=500">https://wearepistachio.com/?page_id=500</a>	2	44	4.55%	5.84
<a href="https://wearepistachio.com/docs/so420a.php?78cf99=the-great-australian-fence-reading-answer-key">https://wearepistachio.com/docs/so420a.php?78cf99=the-great-australian-fence-reading-answer-key</a>	2	35	5.71%	11.63

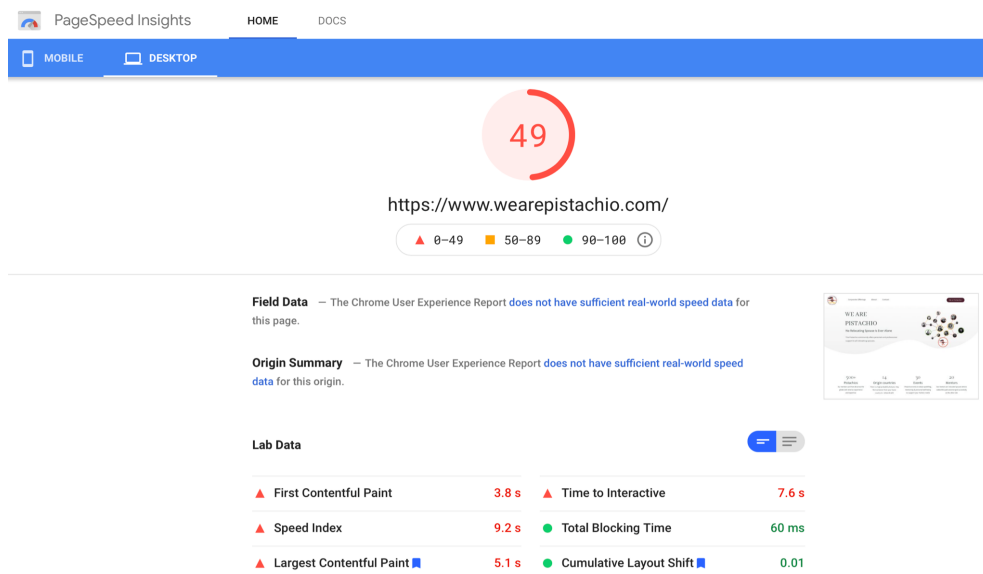
<a href="https://wearepistachio.com/?page_id=3822">https://wearepistachio.com/?page_id=3822</a>	2	33	6.06%	3
<a href="https://wearepistachio.com/event_listing_category/sports-fitness/">https://wearepistachio.com/event_listing_category/sports-fitness/</a>	2	11	18.18%	7.82
<a href="https://wearepistachio.com/docs/so420a.php?78cf99=when-can-cobra-be-extended-to-36-months?">https://wearepistachio.com/docs/so420a.php?78cf99=when-can-cobra-be-extended-to-36-months?</a>	2	3	66.67%	14.67
<a href="https://wearepistachio.com/docs/so420a.php?78cf99=seal-point-siamese-dumbo-rat">https://wearepistachio.com/docs/so420a.php?78cf99=seal-point-siamese-dumbo-rat</a>	1	25	4%	9.12
<a href="https://wearepistachio.com/my-relocation-journey-by-pistachio-co-founder-deepali-paul/">https://wearepistachio.com/my-relocation-journey-by-pistachio-co-founder-deepali-paul/</a>	1	18	5.56%	27.33
<a href="https://wearepistachio.com/whats-in-a-name-everything/">https://wearepistachio.com/whats-in-a-name-everything/</a>	1	14	7.14%	18.93

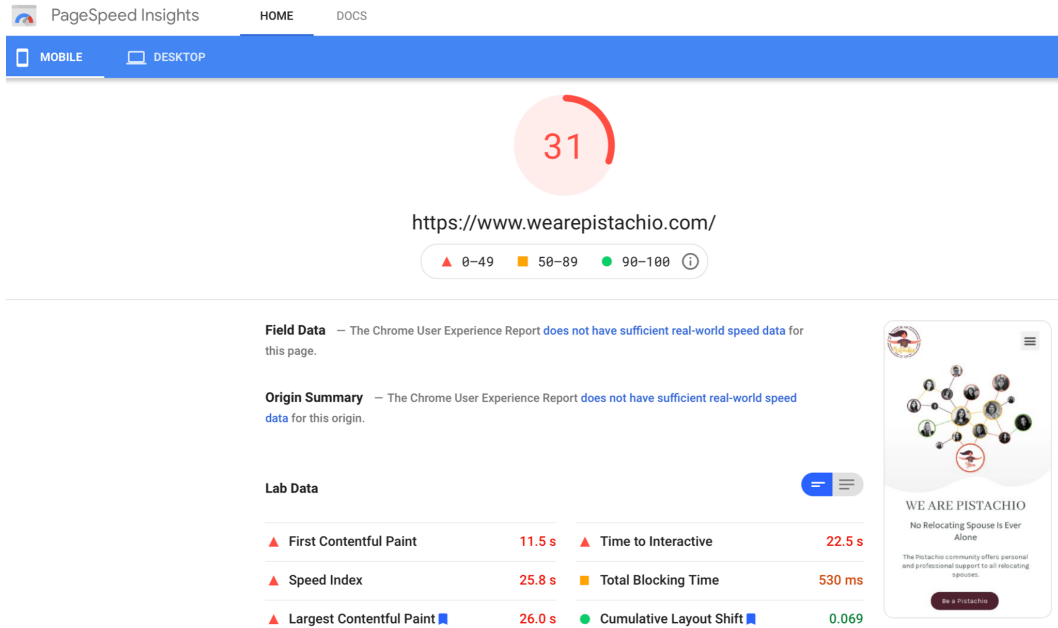
Only 5 of the top 10 pages in search are functioning, relevant pages on the We Are Pistachio website. The pages highlighted in orange are URLs that are either no longer valid or an old design of a current page. The pages in red are some of those that were found suspiciously buried in website folders that (for some reason) are showing up in search results. These pages should be dealt with.

Another observation is that the home page is the highest performer, which is great. However, it would be better to capture other pages with high-quality content on the website, opposed to solely the homepage.

## PageSpeed Insights Results

- Google Search Console has a tool that analyzes your website's loading speeds and provides actionable feedback and suggestions. The results for wearepistachio.com are below:





## Keyword Research, Targeting, and Recommendations

By implementing this list of 10-20 keywords on the website, it will be possible for people to find We Are Pistachio's website via search engines. Identifying keywords about We Are Pistachio's services that have low competition and many people searching for them will improve your search engine ranking over time. Implementing these keywords will help your site rank above competitors.

Keyword	Estimated Clicks	Estimated Impressions	Estimated CTR
united states immigration	597	13,979	4.3%
immigration to usa	219	5,548	4%
life coach	177	13,710	1.3%
american immigration	161	5,782	2.8%
relocation	102	8,482	1.2%
relocation companies	40	1,533	2.6%
life coach for women	3	123	2.1%
relocation jobs	2	540	0.5%
outplacement services	2	108	1.8%
relocation package	1	305	0.4%
outplacement companies	1	19	4.5%
life coaching programs	0	19	1.5%
relocation support	0	20	1.4%

ex-pat life	0	46	0.2%
accompanying spouse community	0	0	
accompanying spouse support	0	0	
career transition coach	0	0	
cultural assimilation	0	0	
ex-pat spouse community	0	0	
ex-pat spouse support	0	0	

The general concept of ranking for specific keywords is the following:

- The shorter the keyword (1-2 word phrases), the higher the search volume, the competition, and the cost (for pay-per-click advertising).
- The opposite is generally true for longer (long-tail) keywords (3 or more word phrases) - low search volume, low competition, and low cost.

Recommendation:

- We Are Pistachio should create high-quality content for very specific multiple-word key phrases to increase the chances of showing up on the first page of search results for the targeted keyword. This is probably the quickest way to get higher keyword rankings. Because We Are Pistachio competes in such a niche market, people who are searching for terms related to the targeted keywords will more likely click through to the website and ultimately inquire about We Are Pistachio's services.

## Keyword Use and On-Page Optimization

- Title, URL, Meta Description, Headline, and Content all matter
  - Moz.org<sup>15</sup> (website crawlers) Findings:
    - Missing or Invalid H1 tags: 5
    - Missing Meta Description: 5
    - URL Too Long: 1
    - Title Too Long: 1
    - Redirect Chain: 1
    - Meta Description Too Short: 1
  - None of these issues are critical; however, fixing them would help increase We Are Pistachio's website's performance and help set the standard for newly created pages going forward.
- Target all the keywords that share the same intent on one URL
  - Instead of optimizing each page for one specific keyword, using variations of that phrase can help with rankings and sound more natural and organic.

## Snippet, Markup, and Schema

- Check schema.org for available types of microdata We Are Pistachio can use to help search engines know exactly what kind of content is on the website (i.e., Podcast)
- Compare types of results in your SERPs/KWs.
  - Check the search results of the keywords you are targeting to see if the pages that come up are relevant to what you would like your page to rank for. If there isn't a match, adjust your target keyword or the content on your page accordingly.
- Identify “answer box” and “autocomplete” opportunities.
- Examples of Common Google searches:

### People also ask

- When you want to move and your spouse doesn't? ▾
- Is relocating for a job worth it? ▾
- How stressful is moving on a marriage? ▾
- Should you relocate for a relationship? ▾

### People also ask

- What means trailing spouse? ▾
- How can I help my trailing spouse? ▾
- Which states allow unemployment for a trailing spouse? ▾



job relocation spouse

- when one spouse wants to move and the other doesn't
- relocation depression trailing spouse
- moving away from spouse for job
- moving for my husband career
- things to consider when relocating your family
- relocating without spouse
- quitting job to move with spouse
- is relocating for a job worth it



- Q trailing spouse c

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- Q trailing spouse **can't find job**
- Q trailing spouse **california**
- Q trailing spouse **cover letter**
- Q trailing spouse **career**
- Q trailing spouse **coaching**
- Q trailing spouse **child**
- Q trailing spouse **concept**
- Q trailing spouse **unemployment colorado**
- Q trailing spouse **unemployment ca**
- Q trailing spouse **unemployment connecticut**

## Conversion/Funnel Optimization

- Conversions take time and multiple visits.
- We Are Pistachio needs to set up goals/conversions in Google Analytics to help in tracking how the website visitors have navigated the site to reach (or not reach) the end result of becoming a member.
- Create high-quality content to attract traffic, bring people to the website, and close potential members (become a Pistachio!)

## Pay-Per-Click (PPC) Insights

We are Pistachio can leverage the following information for paid ad campaigns on LinkedIn, Google, and Facebook:

LinkedIn<sup>16</sup>

LinkedIn requires a minimum bid of \$2 for cost-per-click (CPC) and cost-per-impression (CPM) campaigns, which is why more money will be allocated to these ads

The average CPC is \$5.26 and \$6.59 per 1000 impressions and \$0.80 per send for Sponsored InMail campaigns.

BID TYPE	AVERAGE COST
CPC	\$5.26 per click
CPM	\$6.59 per 1000 impressions
CPS	\$0.80 per send

## Google<sup>17</sup>

The average CPC in AdWords across all industries is \$2.69 for search and \$0.63 for display

Education CPC = \$2.40

Employment Services CPC = \$2.04

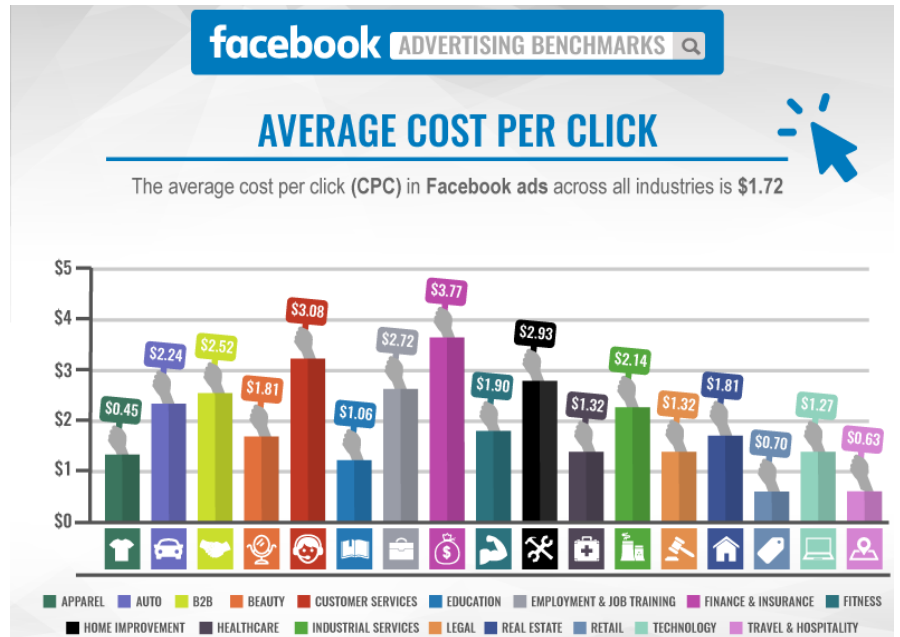
Industry	Average CPC (Search)	Average CPC (GDN)
Advocacy	\$1.43	\$0.62
Auto	\$2.46	\$0.58
B2B	\$3.33	\$0.79
Consumer Services	\$6.40	\$0.81
Dating & Personals	\$2.78	\$1.49
E-Commerce	\$1.16	\$0.45
Education	\$2.40	\$0.47
Employment Services	\$2.04	\$0.78
Finance & Insurance	\$3.44	\$0.86
Health & Medical	\$2.62	\$0.63
Home Goods	\$2.94	\$0.60
Industrial Services	\$2.56	\$0.54
Legal	\$6.75	\$0.72
Real Estate	\$2.37	\$0.75
Technology	\$3.80	\$0.51
Travel & Hospitality	\$1.53	\$0.44

## Facebook<sup>18</sup>

The average CPC for Facebook ads across all industries is \$1.72

Employment & Job Training  
CPC = \$1.32

Education = \$1.90



## Measurement & Reporting

Key Performance Indicators that We Are Pistachio can Measure:

Email	SEO	PPC	Social Media	Website
CTR	Keyword Rankings	Bounce Rate	Post Reach	Website Traffic
Open Rate	Conversion Rate	Conversion Rate	Followers / Group Members	Member Sign-Ups
	Pageviews	Impressions	Shares	Bounce Rate
	New Visits		CTR (Ads)	Time on site
	Backlinks		Total Page Likes	Landing Page Conversion Rate
				Goal Conversion Rate (Google Analytics)

This table lists all the possible means of measurement by which we could track the success of We Are Pistachio’s awareness, promotion, and engagement. For this marketing plan specifically, with the goal to simply increase the number of memberships, We Are Pistachio should be tracking the following:

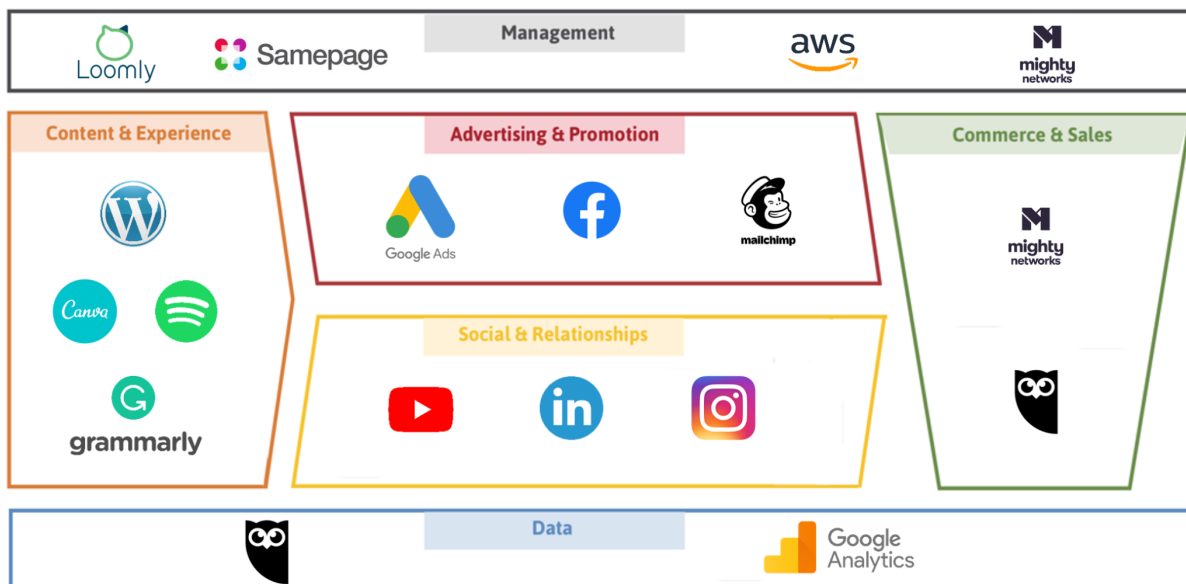


- Goal Conversions (member sign-ups on the website)

The Mighty Networks platform handles membership sign-ups, so We Are Pistachio can track the numbers there. Setting up a conversion goal in Google Analytics will allow you to see more information about members' behavior until they convert or click to sign up and become a member.

## Tools & Vendor Partnerships

Here is a MarTech Tool Stack that includes existing tools that We Are Pistachio currently leverages along with additional recommendations:



### Descriptions for Recommended Tools:

**Hootsuite:** This is a social media management platform commonly referred to as a “Social Media Management System” that will help you keep track and manage We Are Pistachio’s social network channels. With this tool, you can curate content, measure ROI, schedule posts, monitor what people are saying about We Are Pistachio, and help you respond instantly without having to sign in to each network individually.

**Loomly:** Loomly is designed to improve the way you can create, publish and manage content on your social media platforms. This tool includes key features like automated publishing, marketing analytics, keyword filtering, post scheduling, and multi-account management. It also offers you the ability to preview posts before publishing which is helpful for you to avoid mistakes on your posts.

[Canva](#): You can create professional-looking graphics in minutes with this affordable online design software. It offers you thousands of template options to create flyers, social media images, presentations, and documents with just a few clicks.

[Google Analytics](#): Google Analytics offers you the essential tools to get to know your customers better. It helps you track and report website activity, offers you customized reports, and provides data about who your audience is (age, gender, interests, devices they use, and location).

[Grammarly](#): This writing assistant helps you check spelling, grammar, and punctuation errors in real-time. It makes your writing clear and easy to read.

## Budget & Timeline

### Timeline

#### Months 1 - 4

- Website Development
  - Improve user experience design and implement content to the website
  - Implement SEO strategies and keywords
  - Begin video production (30 -60sec) of an “About Video,” featuring interviews with Co-Founders & We Are Pistachio Members
  - Implement the email newsletter changes and begin new campaigns

#### Months 4 - 8

- Paid ads on Google, Facebook, and LinkedIn
- Finalize video and post on the website and all social media channels

#### Months 8 - 12

- Evaluate the success of ads, improve and re-test with more ads on Google, Facebook, and LinkedIn
- Evaluate the success of the campaign, use keywords and research to improve the website and social channel messaging

### Budget

**Google Ads:** \$4,000 (\$500 per month for 8 months)

**Facebook Ads:** \$3,000 (\$375 per month for 8 months)

**LinkedIn Ads:** \$2,000 (\$250 per month for 8 months)

**Ongoing SEO and Link Building:** \$3,000

**Content Marketing:** Video production - \$2,000

**Marketing Tools:** \$1,000

**Total: \$15,000**

## Next Steps & Resources

- [Article](#) to help with making WordPress site responsive on mobile
- [Update Mailchimp template](#) and [optimize headlines](#) for open rates
  - Option to use Mailchimp template provided by UW team that will be shared via email invite.
- Consider utilizing a comprehensive marketing tool like [Hubspot](#) to help with your overall marketing needs more cohesively.
- Review the additional recommended marketing tech tools.
- [MediaLab](#) is an award-winning student-led organization specializing in video production, design, and photography specifically for nonprofits. They offer a discount of \$500 on video services for nonprofit organizations. They could be a great resource for an “About Us” video.
- This proposal is Phase One - We Are Pistachio can further build on to move forward:
  - Consider adding influencer partnerships or collaborations to build relationships with new communities and legitimize your own. This could be an ‘in kind’/reciprocal relationship where We Are Pistachio showcases them, does a podcast, interviews, or even creates official ‘Ambassadors’ to give you reach into communities your targeting.
  - Consider local sponsorships (i.e., live community events, job fairs, etc.) in the Seattle area to start.
  - Consider onboarding a full-time marketing-only focused staff member who understands digital channel marketing.
  - Consider onboarding a part or full-time, or community-focused staff member who understands community outreach and relationships.

# Closing Summary

We Are Pistachio offers a unique array of services in support of its community of international relocating spouses that empowers and nurtures them in ways that none of their competitors can match. The business is run by passionate and dedicated professionals who have experienced the same stresses, tribulations, and challenges as their target audience.

We believe that once potential members become aware of We Are Pistachio's services, value proposition, and community - supported by clear customer journeys and easy website navigation, driving new member acquisitions and engagement will be accelerated.

By implementing the website and channel improvements, content aggregation, and an SEO strategy, We Are Pistachio can extend its reach to a much larger audience. Through this, they can begin targeting potential new members with paid ads, events, services, and unique activations to drive membership growth, engagement, and revenue.

It has been a pleasure working with Aditi and Deepali on this project. Rachele, Andrea, Hanna, TJ, and Rich of Digital Marketing Team Pistachio wish everyone at We Are Pistachio great success moving forward!

# Appendix

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26. **Email:** [connect@wearepistachio.com](mailto:connect@wearepistachio.com)