



We Are Pistachio

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No Relocating Spouse is Ever Alone

About We Are Pistachio

The Pistachio community offers personal and professional support to all relocating spouses globally



- 500+ Pistachios
- 14 Origin Countries
- 30 Events (and growing)
- 20 Mentors

Executive Summary

There are two main objectives that will be addressed in this plan:

Timeline: 1 Year

Budget: \$15,000

1) Drive Member Acquisition



2) Drive Member Engagement



Company Analysis

1. Members
2. Community
3. Events
4. Mentors
5. Paid Services



Situational Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">● Community-based● Passionate and Knowledge Leadership● Niche Market● Specialized Expertise	<ul style="list-style-type: none">● Budget Resources● Limited Human Resources● Scalability● Reach
Opportunities	Threats
<ul style="list-style-type: none">● Membership Growth● Engaging and Up-Selling Current Members● Implement Tactics to Boost SEO● Expand Targeting Channels● Partnerships with Communities	<ul style="list-style-type: none">● Established Competitors in the larger relocation space● Future is uncertain with COVID

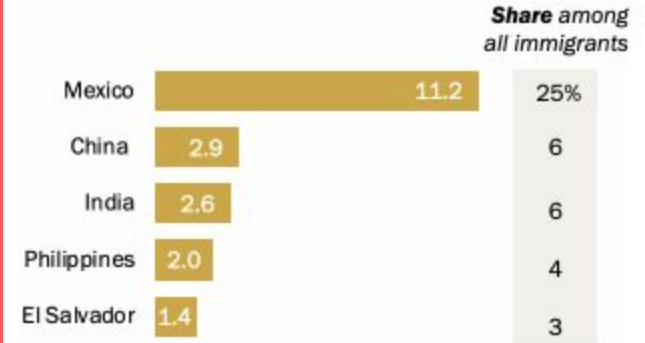
Industry Analysis

In 2018, 1.1 million immigrants made up 15% of Washington state's population, including **538,989** women and 500,147 men.

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

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).

PEW RESEARCH CENTER

[Chart Source](#)

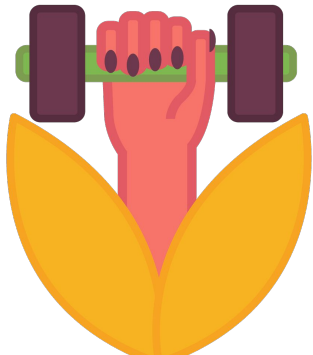
[Image Source](#)

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	✓	✓	✓	✓	✓

Unique Qualities to Leverage

- Comprehensive support
- Affordable - low barrier to entry
- Work with corporations and individuals
- Run by relocated spouses who truly understand
- Focused on women





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](#)



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

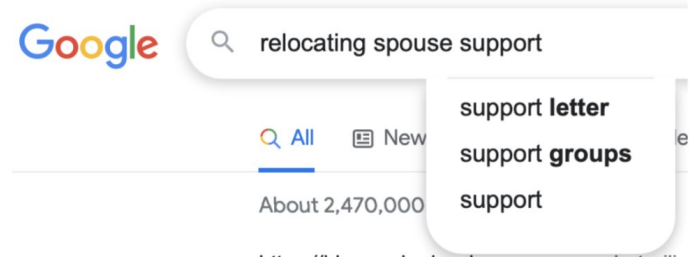
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Content Analysis

1) Current Website Customer Journey Experience



2) SEO Experience



3) Current Email Experience



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

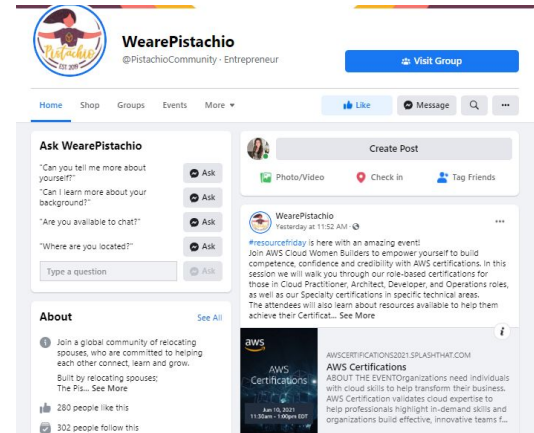
Your story is powerful. We're here to provide you with the tools to tell it.

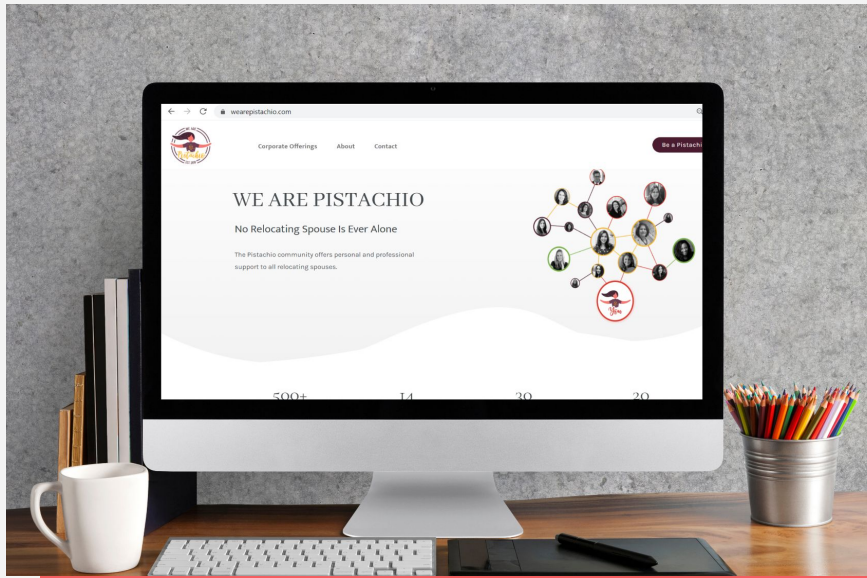
Are you tired of introducing yourself by saying, "I relocated for my husband's job"?

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.



4) Current Social Media Experience





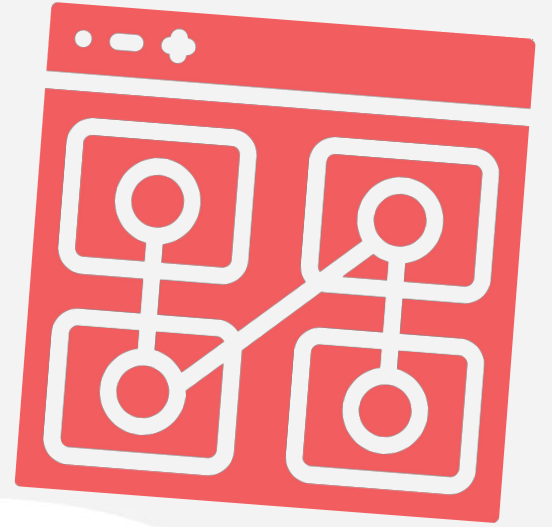
Digital Marketing Strategy: Website

- Establish Clear Customer Journey
- Aggregate Content
- Utilize Website Pop-Ups
- Update for Clear User Experience
- Optimize for SEO

Digital Marketing Strategy:

User Experience

- Clear Top of Page Menu Navigation
- Add Call-To-Actions leading website visitors to “learn more” about paid services, events, the community, etc.
- Create About Video



Digital Marketing Strategy:

Email Marketing

- Focus Emails to 1-3 Topics
- Keep Content Balanced
- Offer Minimal Copy
- Use Clear CTAs



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Digital Marketing Strategy: Social Media

General Recommendations:

- Post Cadence: 3 - 4x / week
- Include Event Teaser Posts
- Promote Facebook Posts 2x / month



**LinkedIn
Recommendations**



**Facebook
Recommendations**



**Instagram
Recommendations**

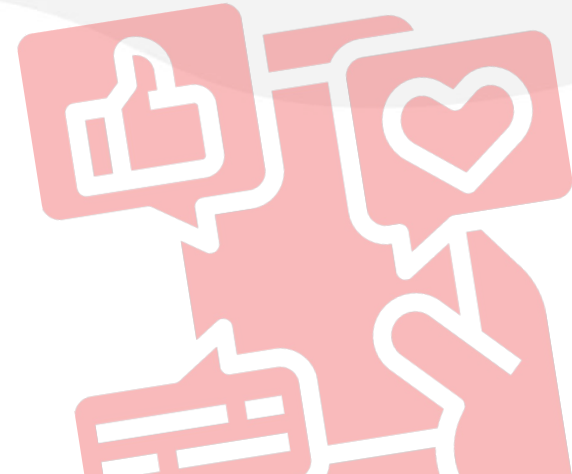
Digital Marketing Strategy: Content

Social Media Post Ideas & Recommendations:

- We Are Pistachio Value Propositions
- Articles
- Advice & Guides
- Events
- Member Success Stories
- Quotes
- Webinar / Event Compilation
- Q&A Section
- User Generated Content



Competitor Instagram Example



Digital Marketing Strategy: Content

Website Recommendations:

- Use Data
- Create Sponsors
- Blog
- About Video
- Competitor Comparison Table
- Record Events
- Describe All Services



[Competitor Video Example](#)

Career Advice Relocation Resources

Career Gaps — 6 Ways to Address Gaps on Your Resume



Career gaps on a resume can raise a host of questions. Many of today's job seekers find themselves needing to explain lapses in employment, particularly due to recent pandemic-induced layoffs. As millions of people lost their jobs, sometimes overnight, many not only wondered how long it would take to find gainful employment but also how they'd explain these

[Competitor Blog Example](#)



[Leveraging Data Example](#)

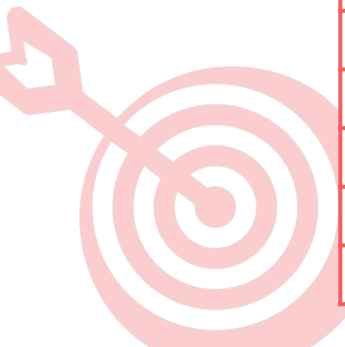
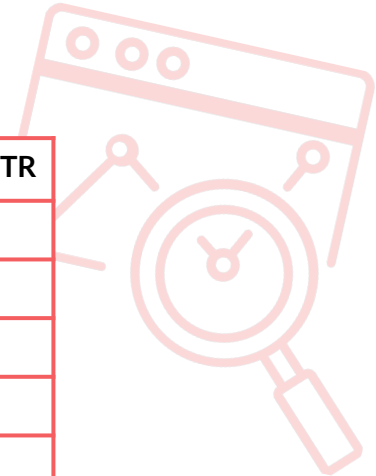
Digital Marketing Strategy: SEO

We Are Pistachio Top Keyword Queries

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

Keyword Targeting

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%
expat life	0	46	0.2%



Digital Marketing Strategy: Paid Ads

	Average Cost Per Click
Google Ads	All Industries = \$2.69 Education CPC = \$2.40 Employment Services CPC = \$2.04
LinkedIn Ads	All Industries CPC = \$5.26
Facebook Ads	All industries CPC = \$1.72 Employment and Job Training CPC = \$1.32 Education CPC = \$1.90

[LinkedIn Source](#), [Google Ads Source](#), [Facebook Ads Source](#)

Timeline

Months 1 - 4

Website Dev, Video Production & Email Campaign

- Improve user experience design and implement content to site
- Implement SEO strategies & keywords
- Begin video production (30 -60sec About video, featuring interviews with Co-Founders & We Are Pistachio Members
- Implement email newsletter changes & begin new campaigns

Months 4 - 8

Implement Content & Social Media Marketing Strategies

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

Months 8 - 12

Evaluate, Learn & Re-Test

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

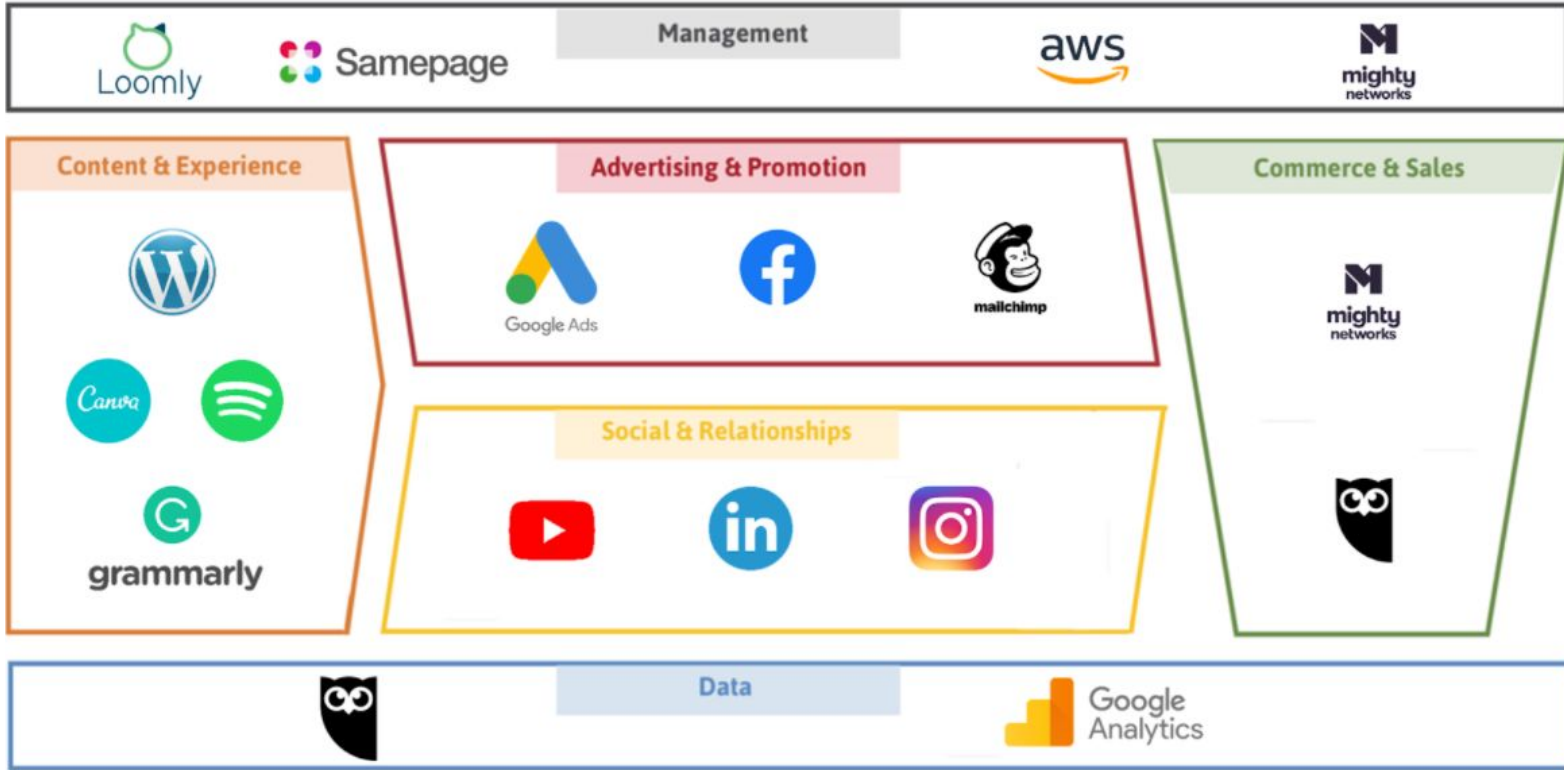
Content Marketing: Video production - \$2,000

Marketing Tools: \$1,000

Total: \$15,000



Tools For Success



Tracking Success

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)

Next Steps

This proposal is Phase One - We Are Pistachio can further build on to move forward:

- Add influencer partnerships or collaborations to build relationships with new communities and legitimize your own
- Target local sponsorships (i.e. live community events, job fairs, etc.) in the Seattle area to start
- Onboard a full-time marketing-only focused staff member
- Onboard a part or full-time or community-focused staff member who understands community outreach and relationships
- Make WordPress Site responsive on mobile
- Update We Are Pistachio's Mailchimp template
- Create an "About Us" video



Thank You

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Appendix

- Webpage: <https://wearepistachio.com>
- FB Page: @PistachioCommunity: <https://www.facebook.com/PistachioCommunity>
- FB Group: <https://www.facebook.com/groups/2401779226756968>
- LinkedIn: <https://www.linkedin.com/company/we-are-pistachio/>
- Mighty Networks: <https://we-are-pistachio.mn.co/feed>
- Instagram: @weare_pistachio: https://www.instagram.com/weare_pistachio/
- Spotify: <https://open.spotify.com/show/0huAbXO6Zhh4rqbq415>
- Email: connect@wearepistachio.com
- LinkedIn CPC: <https://www.webfx.com/internet-marketing/how-much-does-linkedin-advertising-cost.html#video>
- Facebook CPC: <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>
- Google CPC: <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks#:~:text=The%20average%20cost%20per%20click,search%20and%20%240.63%20for%20display>
- Impact Group Blog: <https://www.impactgrouphr.com/insights/career-gaps>
- Femigrants YouTube Channel: <https://www.youtube.com/watch?v=r9jzlk1tEi4&t=13s>
- NY Women Immigrants Impact Page: <https://www.nywomenimmigrants.org/impact/>
- American Immigration Council: <https://www.americanimmigrationcouncil.org/research/immigrants-in-washington>
- Pew Research: <https://www.pewresearch.org/fact-tank/2020/08/20/key-findings-about-u-s-immigrants/>