



WTWY- Summer 2022 Gala Marketing Strategy

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Client Goals and Project Background

Client

- Increase WomenTechWomenYes (WTWY) Summer 2022 Gala Attendance
 - E-mail Sign-ups and exposure to citizens
- Increase awareness of WTWY's crucial mission - Disparity of women in the tech industry

New York City Metropolitan Transportation Authority (MTA)

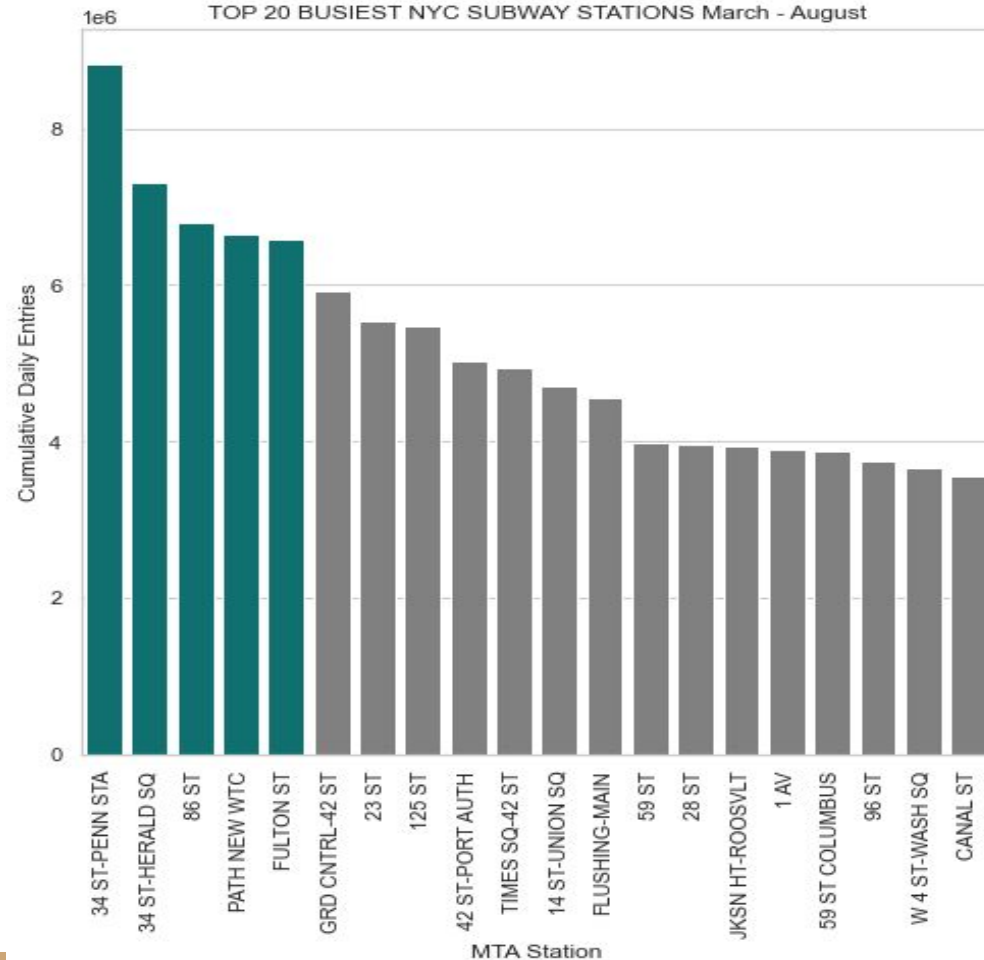
- Subway Traffic
 - MTA Turnstile Database for number of passengers a day
 - Patterns in Subway Traffic for the busiest stations

Top 20 Busiest Subway Stations: Spring - Summer 2021

- Stations to primarily focus on in 2022 throughout the marketing process

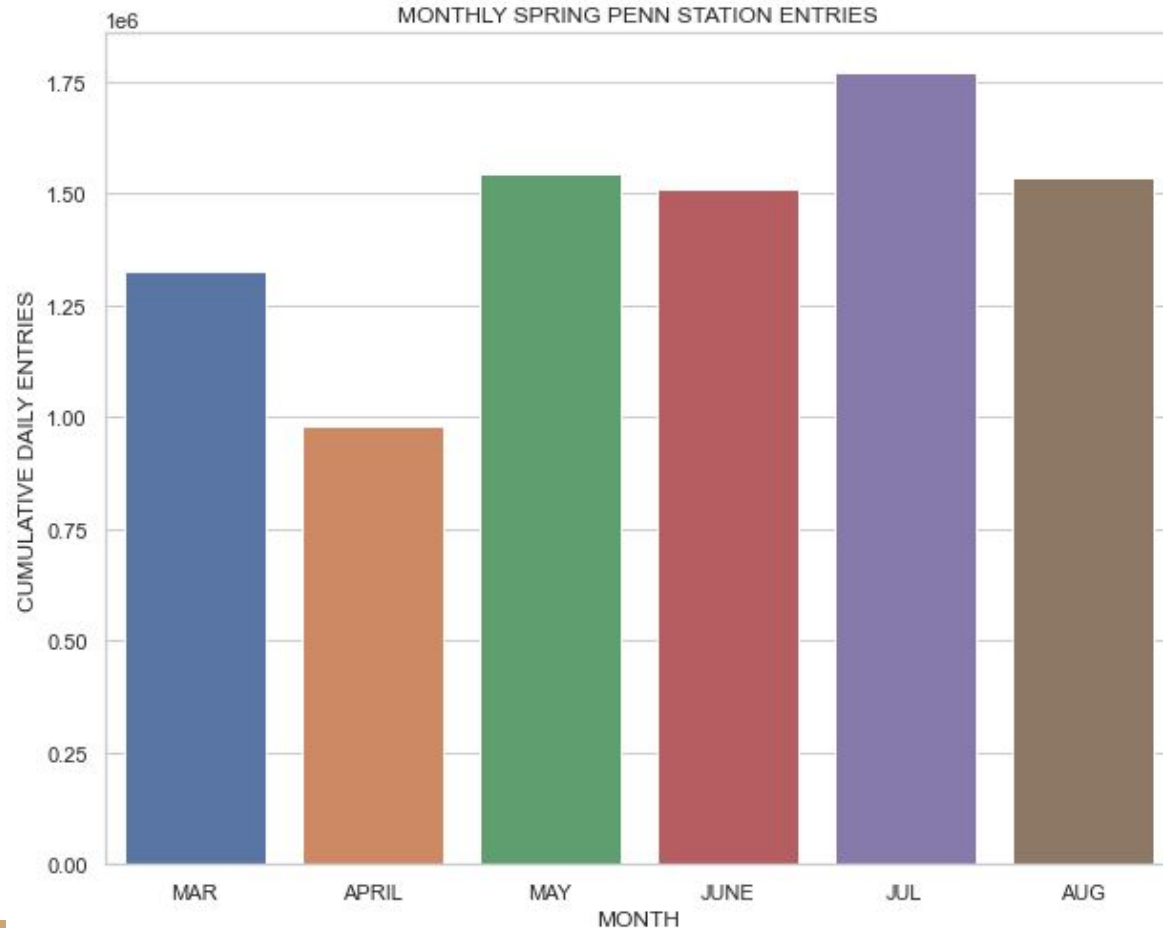
Top 5 stations for largest impact:

- 1) 34th St Penn Station
- 2) 34th St Herald Square
- 3) 86th Street Station
- 4) PATH New WTC Station
- 5) Fulton Street



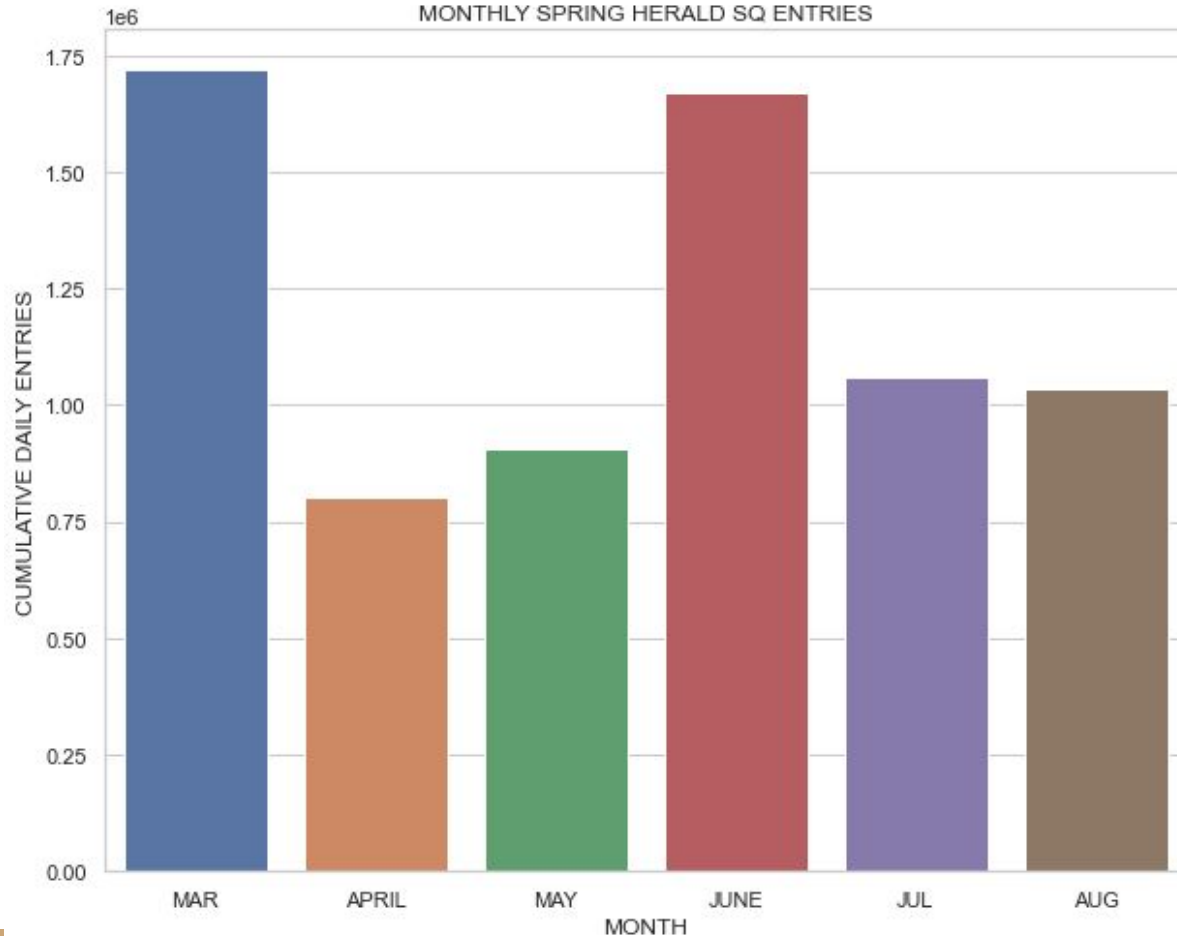
34TH STREET- PENN STATION

- Most heavily trafficked train station
- Traffic in the station is fairly consistent from Spring throughout Summer
- May showed an increase in traffic, with July 2021 having the largest increase in traffic
- Marketing Strategy should focus on constant street teams deployed at this station



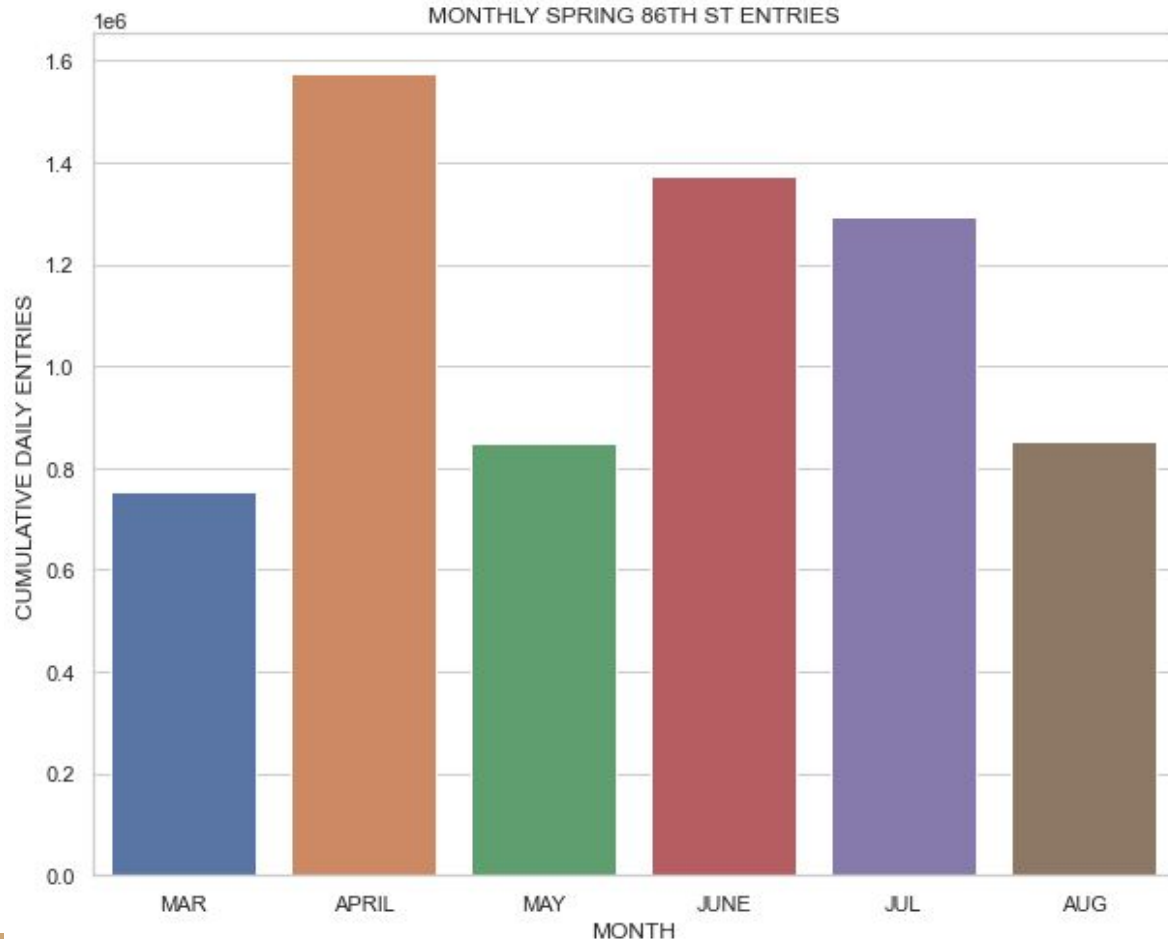
34th Street Herald Square

- Entries were far more inconsistent
 - A large amount of entries were focused mainly in March and in June
- Despite the inconsistent foot traffic, the amount of entries to this station is near the Penn Station entries
- Marketing Strategy should have two focuses - early in the season, and prior to the Gala



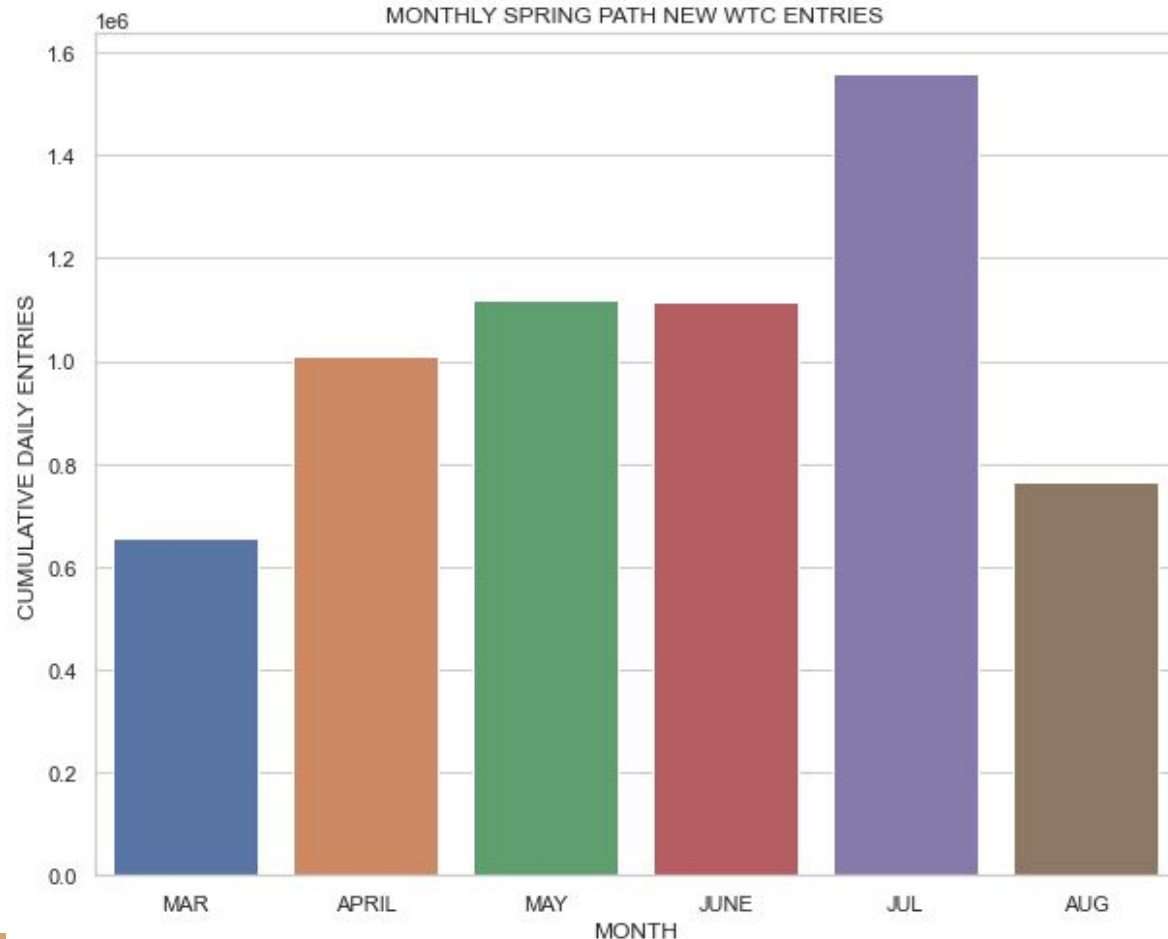
86th Street Station

- April was the largest increase in entries
 - Increases in June and July were also significant
- The remainder of the season was consistent with a moderate amount of traffic compared to the other stations.
- Marketing Strategy should shift focus from Herald Sq to 86th street mid season



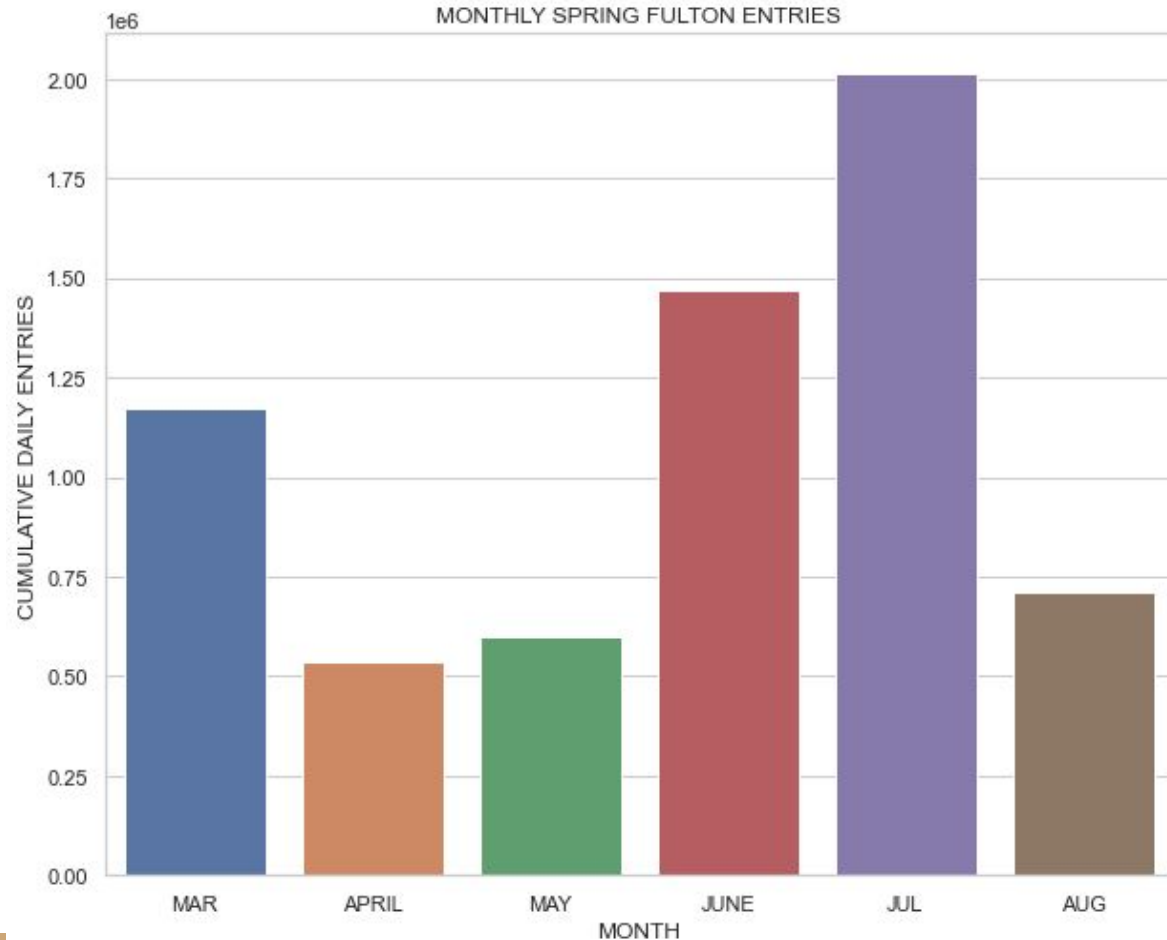
PATH New WTC Station

- A steady increase throughout the Spring into Summer
- The month of July showed a significant increase in entries
- Potentially more tourist activity
- Marketing Strategy should strategize to focus on the tourist season. As Summer approaches, entries increase with a large focus in July



Fulton St Station

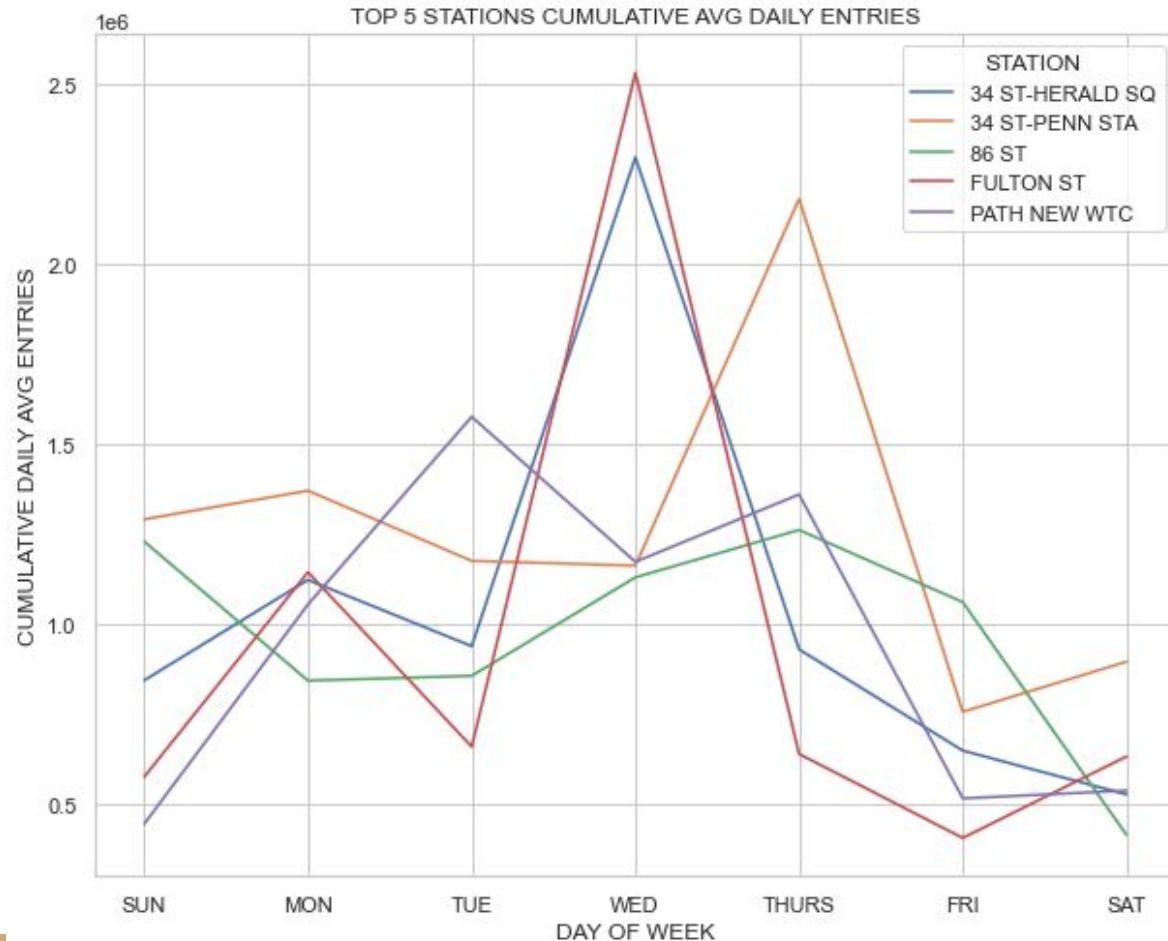
- Inconsistent entries throughout the season
- Entries increase in June and July
 - Summer could very well drive more tourist traffic to this station
- Marketing Strategy can have an extra emphasis in late Spring and early Summer to have the largest amount of exposure.



Top 5 Stations Traffic By Day

Observations:

- Each of the top 5 stations have different peaks
- The days with the least amount of traffic for all stations: beginning of the week, and end of the week
- Highest Traffic Days are between Tuesday and Thursday



WTWY Strategy Recommendations

- Depending on resources, there should be an emphasis placed on the Top 20 Stations as a primary focus to gain more exposure from passengers.
- Extra “street teams” should be utilized at the top 5 stations listed - utilizing the data shown to deploy teams during the highest trafficked months for each station to make use of the higher amount of entries:
 - March- Herald Sq, Penn Station
 - April - 86th Street
 - May - Penn Station, PATH New WTC Station
 - June -All stations
 - July - Penn Station, 86th Street, PATH New WTC Station, Fulton
 - August -Penn Station, 86th Street