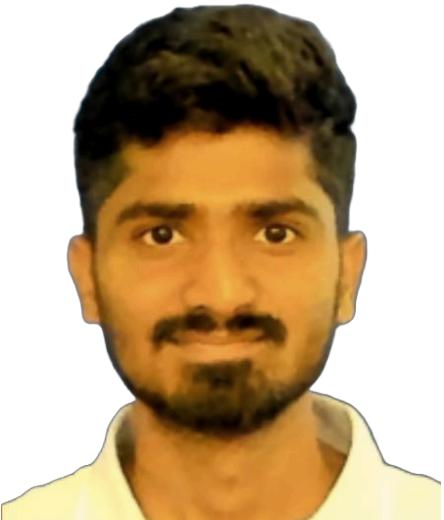


Team



Koumudi Raju

MS Computer Science



Sooyoung Lee

B.S. Communications
Information Systems Minor



Zeineb Chabchoub

Full Time MBA candidate

Goal

Increase awareness and sign-ups
for Tech-Moms' programs by
targeting underserved and rural
communities.



Audience

- 1. Rural Women:** Those seeking opportunities without needing to relocate.
- 2. Mothers Returning to Work:** Women looking to re-enter the workforce.
- 3. Underserved Communities:** Women with limited access to tech education.



Key Campaign Items



Wherever
You Are,
Tech
Meets
You!

Join Tech-Moms and unlock
your full Tech potential!

Core Message

Call To Action

Campaign Strategy & Storytelling Flow

1. Start with **relatable doubts** ("Tech isn't for me").



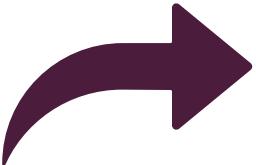
2. Show the **journey of transformation** ("I joined Tech-Moms and discovered my path").

3. End with **empowerment** ("Now, I'm working in tech while balancing family life").



A Mom's Story

1. Relatable doubts
2. Transformation
3. Empowerment



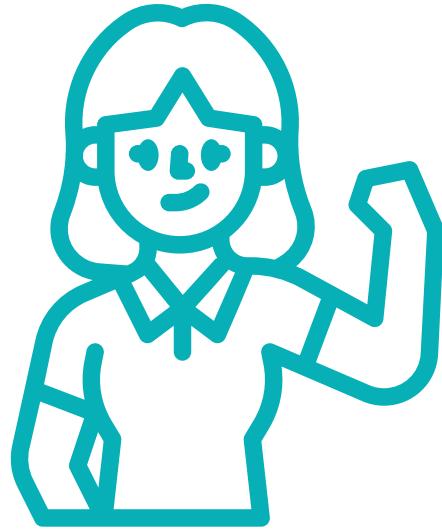
"THOUGHT TECH
WASN'T FOR ME"

"But with Tech-Moms,
I found my path."

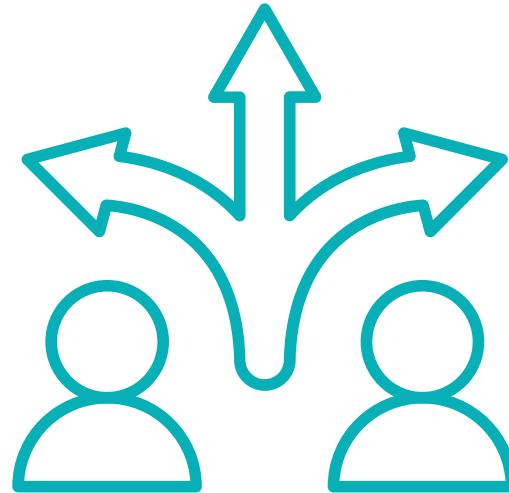


"Now, I'm balancing
tech and family life!"

Tech-Moms Brand Values



Empowerment



Flexibility



Inclusivity

Channels and Multi-Platform Approach

Online



Offline



**Facebook and
Instagram for
real-life stories
and
testimonials**

Empowering MOMS

with flexibility and inclusivity to thrive in tech

#TechMoms
#Empowerment
#Inclusivity
#Flexibility



Unlock Your Potential in Tech with Tech-Moms!



Have you ever thought, "Tech isn't for me"?

At **Tech-Moms**, we understand those doubts. That's why we've built a community where women like you can learn, grow, and succeed in tech—on your own terms.

Whether you're balancing family life or exploring a new career, **Tech-Moms** offers flexible, supportive learning designed just for you.

What we offer:

Empowerment: Learn tech skills with confidence.

Flexibility: Fit learning into your busy life.

Community: Connect with others on the same journey.

Ready to start your journey?

Join **Tech-Moms** today and unlock your potential in tech!

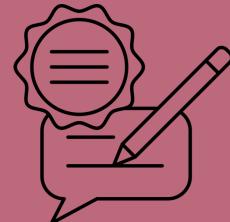
Best regards,
Tech-Moms Community Team

Email Campaign

1. Short



2. Concise



3. Emotional.



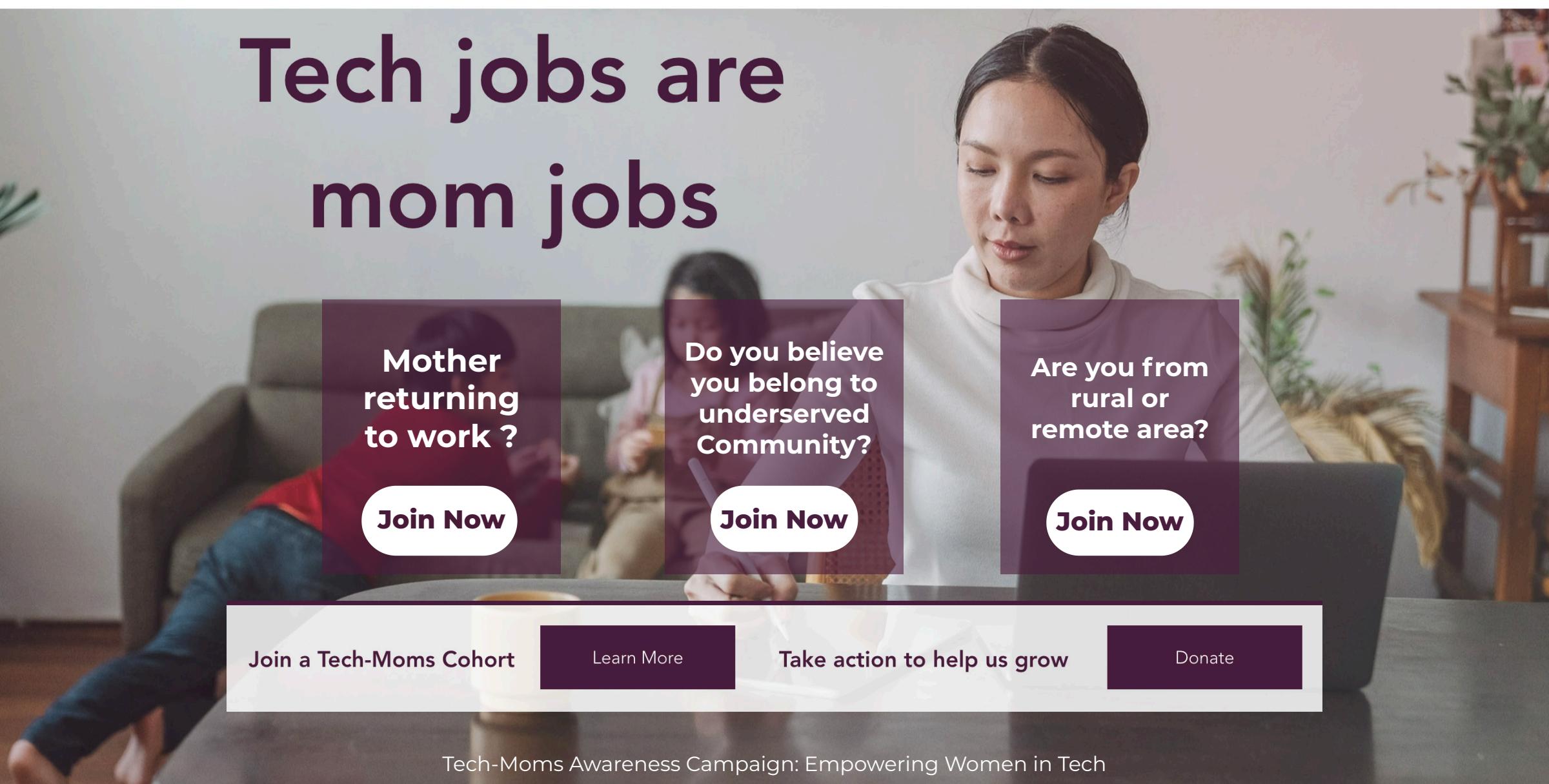
**Local Outreach:
Partner with local
community groups
for workshops.**

**WHEREVER YOU ARE,
TECH-MOMS
MEETS YOU**

**Unlock Your Potential and
Transform Your Life In Tech.**

**"Join a community of women ready
to take their next step!"**

Tech jobs are mom jobs



Mother returning to work ?

[Join Now](#)

Do you believe you belong to underserved Community?

[Join Now](#)

Are you from rural or remote area?

[Join Now](#)[Join a Tech-Moms Cohort](#)[Learn More](#)[Take action to help us grow](#)[Donate](#)

Measurable Success

- 1. Increase website traffic by 55%.**
- 2. Grow social media engagement by 40%.**
- 3. Convert at least 33% of new visitors into sign-ups.**



KPIs

- 1. Ad Click-Through Rate: Track effectiveness of social media ads.**
- 2. Website Traffic: Monitor Google Analytics for visitor increases.**
- 3. Conversion Rate: Measure how many women sign up for Tech-Moms programs after visiting the site.**

Steps to Success

If (not joined Tech-Moms)

Visit <https://www.tech-moms.org>

Sign up

Learn tech skills

Secure flexible work

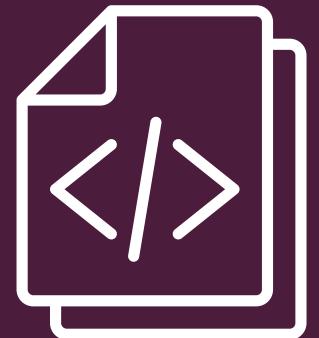
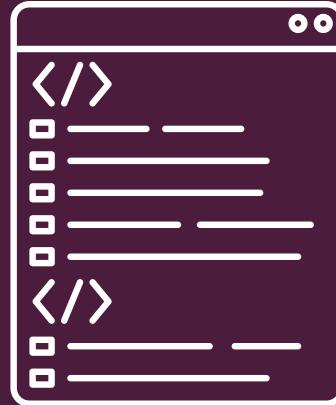
Else

Visit <https://www.tech-moms.org>

Sign up

Receive updates

End if



With **Tech-Moms**, women can
balance **family** and **tech** careers
without compromise.

Together, we're opening doors to a
better future for **Utah women**.

Thank you !