

# ROSIE



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# SWOT

## Strengths

- Rosie is a self-sustaining organization with no requirements to participate for members.
- Through members, Rosie provides a great way for women to network in the Springfield area.
- The women that get involved are busy. With Rosie, there is no time commitment or monthly dues.
- Rosie is appealing for any business woman looking to get to know other business women in the community.

## Weaknesses

- Some people don't understand what Rosie is or what it does. There is a misconception of what they do and what they provide.
- Rosie only conducts quarterly events, which does not keep members engaged and involved throughout the year.
- There is a lack of administration within Rosie and the things they want to accomplish.

# SWOT

## Opportunities

- Rosie's presence on social media could be greater. There could be a bigger statement about their brand and what they do.
- There are many opportunities for members to get board positions. This could help their members get more involved and engaged.
- With more encouragement and challenges, members could be pushed to follow through with the things they want to see happen.
- Rosie is a great opportunity to empower women in the business community in Springfield.
- Mentorships could grow between younger and older members.

## Threats

- Some people may not fully understand what Rosie can do for them. In turn, this could make women think Rosie isn't for them.
- Rosie is threatened by money because Rosie has no dues. This lack of income means less marketing, which means less people.
- A lot of people in the target market don't have time to join another organization.
- People want to join a group with a cause. Rosie isn't clear on their cause.

# COMPETITIVE ANALYSIS

## Primary Competition

Due to Rosie's unique benefits and opportunities, Rosie doesn't have any direct competitors. It is competing against all local organizations.

## Secondary Competition

Any other organization that would take time away from the busy schedules of the women joining this organization. Many other professional women's organizations would fit into this category.

# COMPETITIVE ANALYSIS

## Secondary: Professional Women's Organizations

Professional Women's Alliance- PWA provides a meeting ground for professional women to connect and become each other's resources through personal and professional development. This directly competes with Rosie because it caters to business women looking to network.

Business Women of Missouri- This group empowers women personally, politically, and professionally. It encourages women to achieve equity in the workplace through advocacy, education, and information. This competes with Rosie because it empowers women professionally in the business world.

American Business Women's Association- ABWA works to bring together businesswomen of diverse occupations to provide opportunities to help them grow personally and professionally. This competes with Rosie because it desires to attract a diverse group of women to grow professional in local areas.

# COMPETITIVE ANALYSIS

## Secondary Competition: Extraprofessional Activities

There are many different organizations that take up business women's time in Springfield. Whether it's book clubs or other organizations that help women network, there are dozens of free organizations that get women involved in the things they love. They can get involved in events that their company holds, or they can network on their own instead of using Rosie.

# RESEARCH

- In 2017, only 22% of women in the US were on corporate boards. The same numbers were represented for committee participation.
- 38% of all women in Missouri's workforce were in managerial positions in 2015. Since then, the number has risen.
- MSCI World Index companies with strong female board representation outperformed other companies with a 10.1 percent return on equity, compared to 7.4 percent.
- A 2012 study shows that having women on a board position greatly increased large company's stock market performance.
- At the current pace, researchers predict that women won't have equal board representation to men until 2055.
- Harvard University says that networking greatly increases women's chances at receiving a board position.



# POSITIONING

## WHAT ROSIE IS:

- A network of local women committed to helping you with your goals: join a board, start a business, land a new job, etc.
- Introductions
- A support and advocacy system.
- A referral pipeline for female speakers & board members.
- Behind the scenes
- The “magic” people think just happens.

## WHAT ROSIE ISN'T:

- Dues-based
- A group that has requirements to participate.
- A sales or leads group.
- Another standing monthly meeting.
- Events where you see/talk to the same five people you already know.

# TARGET MARKET

**Primary Target Market:** women ranging from 35-45. These are professional women who live/work within the **16** Springfield zip codes. These are women who are going to be involved in other organizations, separate to Rosie. These are women who want networking opportunities, board placements and an opportunity to mentor young professionals.

**Secondary Target Market:** young women ranging from 20-25 (college to 3 years post grad). These are young professional women who are new the workforce. These women are looking for professional insight, networking opportunities and a business mentor. This target market ranges from juniors in college looking to get ahead in their soon to be careers-to young women who have worked in the workforce for a few years.

# CREATIVE OBJECTIVES

1. Create a brand personality
2. Increase awareness, engagement and membership enrollment
3. Create structure and consistency

# BRAND PERSONALITY

- Driven
- Professional
- Innovators
- Fun
- Empowering
- Relaxed
- Mentors



*1,000+ Women,  
1,000+ Resources*

# BRAND PERSONALITY CONT.

## Social Media

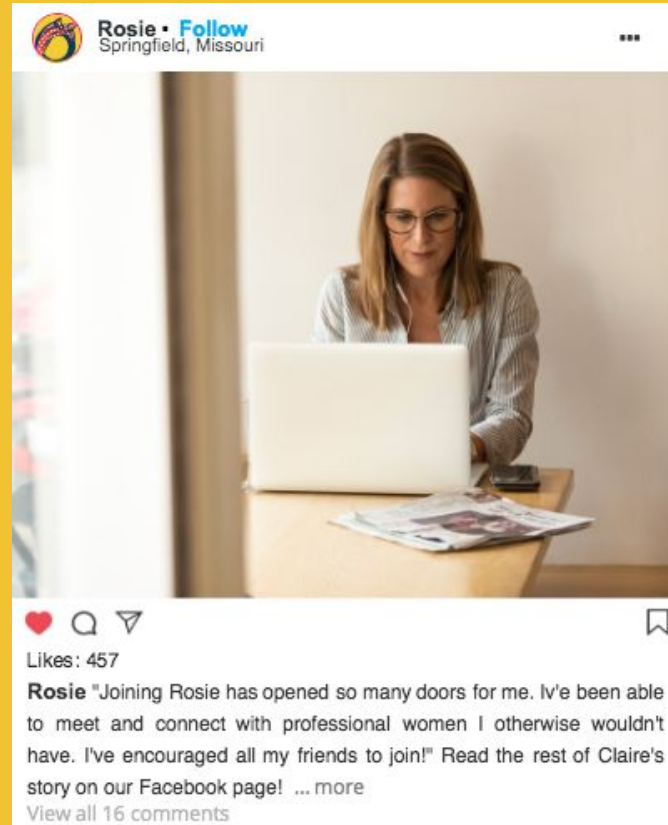
We will utilize social media to reveal Rosie's new brand personality with the hopes of engaging and recruiting new members, as well as retaining current ones. The personality will be carried out through the posts in a variety of ways:

- Sponsored ads: We want to do Facebook and Instagram sponsored ads targeting the 16 Springfield zip codes.
- A new tagline: We want to implement the tagline ***1,000+ Women, 1,000+ Resources*** to showcase the diversity and opportunity Rosie brings.
- Promotion of the blog posts via email and through social media: With the blog, we hope to send it out bi-weekly so that it is not overwhelming to the users. We want a perfect amount of time between each post so that its supporters will be waiting to read it.

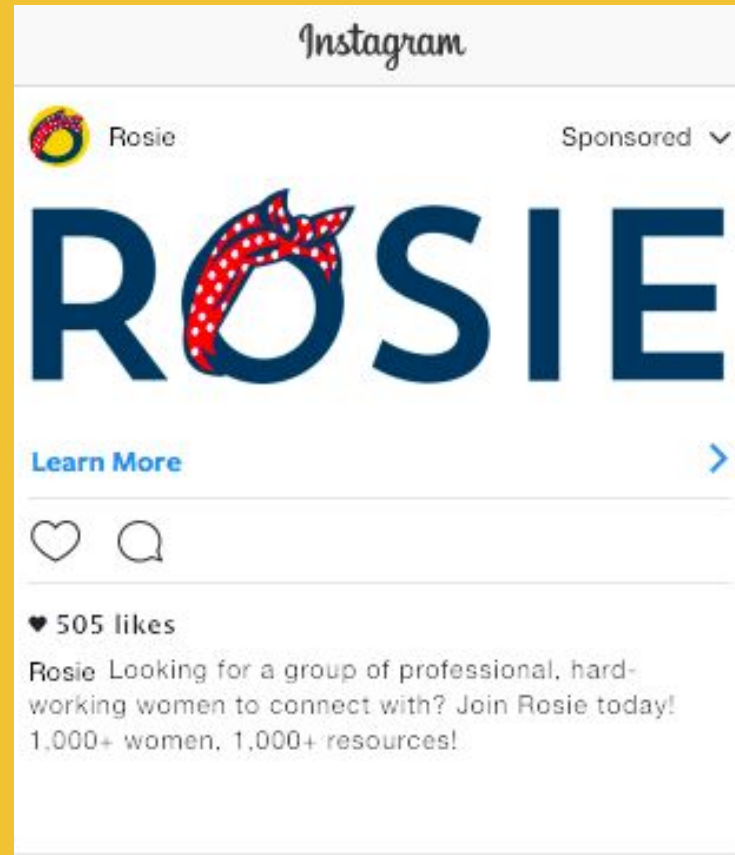
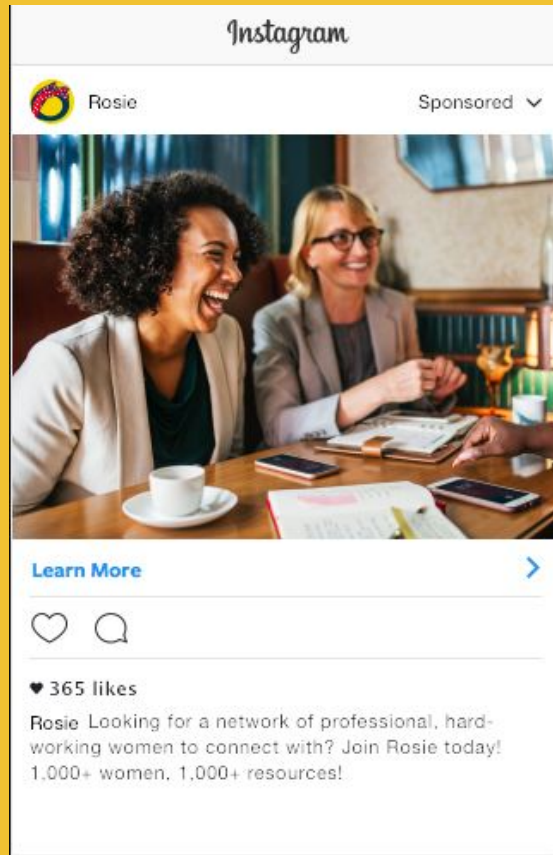
# BRAND PERSONALITY CONT.

- **Creating new content for the Instagram and Facebook page. This content will consist of:**
  - **Member spotlights/testimonials that will highlight a variety of women within Rosie. These posts will highlight things like members' career advice, the effect the mentorship program has had on her, the success she has achieved recently because of her involvement in Rosie, and accomplishments she has achieved within her field.**
  - **Professional development segments- These posts will be 30 second videos on different professional career tips and tricks. Examples could be dinner etiquette tips, resume boosters, how to influence and retain relationships, and small networking skills.**
  - **Empowering encouragement: These posts are fun posts that have empowering and encouraging messages. This will help pull out some of the personality we hope to give Rosie and will be fun content for viewers.**
  - **Upcoming events: These posts will highlight and advertise any incoming events that Rosie has in the near future.**

# SOCIAL MEDIA MOCKUPS - CONTENT



# SOCIAL MEDIA MOCKUPS - ADS





# INCREASE AWARENESS/ENGAGEMENT & MEMBERSHIP ENROLLMENT

- **Mentorship**

- As part of increasing awareness and enrollment, we think it would be a good idea for Rosie to reinforce the idea of a mentorship program. This would engage our younger target market of 20-25 year old women who are new to the work force and are seeking guidance.
- When signing up for Rosie people can clarify if they would like to be a mentor, mentee, or neither. Then based off of that information, mentors can be matched up with mentees, and contact info can be swapped.
- Other than social media, the way we will reach this younger audience will be through email marketing.
- Starting this mentorship program is another way to prove that Rosie is 1,000+ women, 1,000+ resources, and there are members who have an abundance of advice to give and members looking to to receive the advice.

# **INCREASE AWARENESS/ENGAGEMENT & MEMBERSHIP ENROLLMENT**

- **Email marketing**
  - Ask Missouri State if they would send out information about Rosie to the their female students.
  - Since that might be a little difficult to do, Rosie could send the information to the teachers individually. From there they could forward the email along to their classes. Alex Hamwi, a sales professor, does this all of the time at Missouri State. This will be a trusted way to reach the younger section of the target market.
  - The email will drive the viewers back to the website and social media page for an easy opportunity to learn about Rosie and sign up.

# INCREASE AWARENESS/ENGAGEMENT & MEMBERSHIP ENROLLMENT

- **Boutique Displays**

- We want to display flyer at the register counter in local shops around Springfield that women frequently visit. Examples would include:
  - Harem & Co.
  - Staxx
  - Town & County
  - White House Black Market
- This would be a way to grab their attention without the use of social media.
- We would leave business cards and stickers and have the store owners encourage them to sign up if the customers ask about it. They would be placed in a frame, with business cards laying out to grab.

# INCREASE AWARENESS/ENGAGEMENT & MEMBERSHIP ENROLLMENT

- **Flyers**
  - This would be our source of print marketing.
  - We can use these in other places than the boutiques, such as coffee shops (local and starbucks), throughout the campus (if possible), and delivered to the sorority houses and dorms on campus.
  - At Starbucks, they usually have bulletin boards that people can ask permission to put flyers on. These are also normally by the pick up counter, which is a great place to put an ad.
  - Coffee shops would reach our younger and older target audiences.
  - The different housing on campus always has businesses or groups coming by to drop off some form of advertisement.

# ROSIE

NETWORK OF  
PROFESSIONAL WOMEN

## 1000 WOMEN. 1000 RESOURCES

Rosie's mission is to help connect, partner, collaborate and continue to increase the support and access to resources for women as it relates to professional development, business assistance and leadership, and mentorship...

# ROSIE

WE'RE DOING IT!

## WHAT WE'RE DOING

- NETWORKING
- PROFESSIONAL RESOURCES
- MENTORSHIP
- LEADERSHIP
- NO DUES OR TIME COMMITMENT

CONTACT US!



@ROSIE\_SGF

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FLYER

# CREATE STRUCTURE & CONSISTENCY

- Send out a welcome email to new members that will inform them about what to expect from Rosie. The welcome email will include descriptions of the different roles between mentors and mentees, along with information about Rosie events and board placement opportunities. The welcome email may also include information about what Rosie isn't to keep all members on the same page. (example email on next page)
- Consistent bi-weekly blog posts using the freelance website FIVERR to keep Rosie relevant outside of meetings and events.
- A quarterly newsletter sent via email will keep members informed about the next upcoming quarterly event, along with what is going on among Rosie members. The newsletter will include full versions of the testimonials shared on Rosie's social media pages to keep members inspired.

# WELCOME TO ROSIE!

Now what?

**Here's what you can expect:**

## MENTORS



Mentors are expected to offer guidance, advice, and support to mentees. Mentors are expected to maintain a closed Facebook group for their specified field of work for continuous communication among members. Mentors are also encouraged to arrange one-on-one or small group meetings with their mentees monthly. Mentors are the backbone of Rosie and provide inspiration to mentees.

## MENTEES



Mentees are expected to gain knowledge about their career field. Mentees will receive the advice and guidance they need to succeed in their selected career path. Mentees will be able to network with women in their own career field along with others.

## EVENTS



Events will be held quarterly. Events will help members form connections and network. Events will hold educational value to members.



## BOARD PLACEMENT OPPORTUNITIES

Rosie advocates for members to be placed on hundreds of boards throughout Springfield and the surrounding area. Board placement opportunities include non-profits, community, city of Springfield, and Greene County.

**CONTACT US:**  
[WWW.ROSIEGF.COM/CONTACT](http://WWW.ROSIEGF.COM/CONTACT)

**BOARD PLACEMENT:**  
[WWW.ROSIEGF.COM/BOARDS](http://WWW.ROSIEGF.COM/BOARDS)



@ROSIE\_SGF

# Freelance Work

Freelance work will be one way that Rosie can stay consistent and relevant without becoming a huge time commitment for the leaders of the organization. FIVERR is a great website that offers a variety of freelance work from a huge network of freelancers. This site offers anything from written blog posts-to digital marketing help and videography.

- **Blog Posts**
  - Utilize FIVERR to create bi-weekly blog posts about women in the workforce, women empowerment, women in the news, etc. This will offer more content for your loyal Rosie members.
- **Videos**
  - Use FIVERR, or someone known locally, to create videos for your social media platforms. Testimonial videos are what we think will really engage and capture your target market's attention because they will get to see what people are truly getting out of Rosie.



# Sponsorships

Another way we are going to use the budget is to sponsor one Junior League Springfield meeting. These women are women who are already involved in the community and fall into our target market. A \$500 sponsorship that will come with:

- Sponsor Products and brochures shown exclusively to the membership.
- Recognition at JLS membership meetings-Company banner on seat sheet agenda and slide in Powerpoint presentation.
- Informational table at membership meetings, if desired.
- Tax receipt provided.

# BUDGET

Annual Marketing Budget														Total: \$5,000
2019		Q1			Q2			Q3			Q4			
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
<b>Social Media</b>														
Facebook		\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	1,440
Instagram		\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	2,280
<b>Print</b>														
Stickers	1000 stickers	\$31.59												31.59
Business Cards	2000 cards	\$40.00												\$40
Flyers	2000 flyers	\$62.65												62.65
<b>Sponsorships</b>														
Junior League	\$500		\$500											500
<b>Free Lance</b>														
Blog Posts	\$50 each	\$50		\$50	\$50		\$50	\$50		\$50	\$50		\$50	400
Videography	\$100 each	\$100									\$100			200
													<b>Grand Total:</b>	<b>4954.24</b>

# MEASUREMENTS

**We will record our success of gaining awareness and engagement among new and existing Rosie members by:**

- Having a minimum of 800 new members join Rosie by the end of 2020.
- Better engagement on social media by having at least 200 likes per Instagram post, and 40 likes/reactions per Facebook post.
- An increase in the number of private Facebook groups lead by Rosie mentors. There should be an active closed Facebook group for each career field that is represented among Rosie members (about 15-20).

# RECOMMENDATIONS

We recommend that Rosie's founders keep up with a few things to ensure the growth and stability of Rosie:

- Follow up with Rosie mentors quarterly to check on the progress of their closed Facebook groups and small group meetings.
- Encourage members to meet up and do their own thing, without the help of the organization leaders. This can be done through the quarterly newsletters and/or welcome email.
- Renovate the website to get rid of misleading information.

# CONCLUSION

Rosie is an empowering and important networking tool for women of all ages in our community. We want your customers to know this. We want these women to know that Rosie is 1000+ Women and 1000+ resources...And it is still growing! Our objectives are to create and establish a strong brand personality for Rosie, increase awareness of the brand, and to create a working structure for the brand on social media. We believe that by improved social media marketing, a improved website, sponsorships, freelance work, and print advertising that we can accomplish these objectives. Once these objectives are accomplished, Rosie's leaders should be able to keep the brand thriving by utilizing its members.



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**Kat Milla - Copywriter & Creative**

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