**2025 Marketing Plan for Women Presidents Organization (WPO) in NY**

**Objective:**

Increase awareness and membership of the Women Presidents Organization among women business owners with over $1 million in revenues.

**Target Audience:**

Women entrepreneurs and business owners in New York with annual revenues exceeding $1 million.

**Key Strategies:**

**1. Social Media Engagement:**

- **Platforms**: Focus on LinkedIn, Instagram, and Facebook, as these platforms have a strong presence of professional women and business communities.

- **Content Strategy**:

* Share success stories and testimonials from current WPO members.
* Create engaging content such as infographics and videos highlighting the benefits of joining WPO.
* Host live Q&A sessions with successful women entrepreneurs and WPO members.

- **Advertising**: Use targeted ads to reach women business owners in specific industries likely to generate $1 million in revenue.

* If WPO will not fund, try $10 ads on Facebook.

**2. Speaking Engagements and Conferences:**

**- Conferences:**

* Women in Business Expo
* National Association of Women Business Owners (NAWBO) local chapter
* Forbes Women’s Summit
* Legal bar associations
* Real estate associations

**- Organizations:**

* Partner with local chambers of commerce and business associations to host workshops and seminars.
* Collaborate with women-focused entrepreneurial networks like Ellevate Network and Ladies Who Launch.

- **Topics**: Focus on leadership, scaling businesses, and networking strategies.

**3. Referral Program:**

* Encourage current chapter members to refer potential members by offering incentives such as discounts on membership fees (check with WPO HQ), monthly billing, or exclusive event access (shows, WPO events, etc.)
* Host member-only networking events where members can invite potential new members.

**4. Industry Focus:**

**- Types of Businesses:**

* Professional services (consulting, legal, financial advisory)
* E-commerce and retail
* Health and wellness (gyms, spas, health coaching)
* Real estate and property management
* Technology startups

Highlight case studies of solopreneurs in these industries who have successfully scaled their businesses to $1 million in revenue.

**5. Content Marketing:**

* Develop a series of blog posts and whitepapers on topics relevant to women entrepreneurs, such as scaling strategies, leadership development, and financial management.
* Feature interviews with successful women business owners and industry experts.
* Piggyback off WPO posts and interviews.

**6. Partnerships and Collaborations:**

* Collaborate with media outlets and podcasts that focus on women in business to feature WPO and its members.
* Partner with educational institutions offering entrepreneurship programs to reach emerging women entrepreneurs.

**Metrics for Success:**

* Increase in membership inquiries and sign-ups.
* Engagement rates on social media platforms.
* Attendance and participation in events and workshops.
* Number of referrals from current members.