

THE COMFORT AKINTAYO


WOMEN OF COLOR IN COMMUNITY DEVELOPMENT (WCCD)

CASE STUDY



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 THECOMFORTAKINTAYO.COM

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COMFORT AKINTAYO

WCCD

Women of Color in Community Development (WCCD) is an organization dedicated to supporting the personal, educational, and professional development of women of color in the community and economic development sectors. Founded in 2008, WCCD has grown from an informal network to a robust membership organization, offering professional development events, panel discussions, mentoring, and networking sessions.

AT A GLANCE

CHALLENGES

Despite WCCD's impactful mission and activities, their digital presence was not fully optimized to engage their target audience. The organization needed a strategy to enhance its online visibility and effectively communicate its values and opportunities to both existing and potential members.

OVERVIEW

WCCD's mission encompasses the advancement of students and younger women through mentoring, celebrating professional accomplishments, and advocating for the development of affordable housing, educational, recreational, health, and social service opportunities in low-income communities.

WHY THEY NEED THE PROJECT

Women of Color in Community Development (WCCD) recognized the need for this project to enhance their digital presence and outreach. The project was essential for several reasons:

To increase the visibility of WCCD's mission, events, and initiatives to a broader audience. To foster greater engagement with current and potential members, stakeholders, and the community at large. To improve communication channels for sharing success stories, opportunities, and resources available to women of color in the community development sector.

RESOURCES THE CLIENT PROVIDED

- Login details
- Brand colors

WHAT I DID

1

Content Creation

Designing and producing attractive social media posts that highlight WCCD's events, success stories, and member achievements.

2

Page Management

Regularly updating WCCD's social media pages with relevant content, engaging with the community, and responding to inquiries in a timely manner.

3

Analytics Monitoring

Tracking the performance of social media activities to understand audience behavior and refine the strategy accordingly.

Key metrics

- The revamped social media approach led to significant improvements in WCCD's digital engagement.
- Increased follower count, enhanced engagement rates, higher attendance at WCCD events, as evidenced by a 25% rise in online registrations.



WCCD
WOMEN OF COLOR IN
COMMUNITY DEVELOPMENT:

Sustaining Member Brunch

Gloria Nauden
Guest Speaker

Sunday September 25th, 2022
1:00pm to 3:00pm

District Winery:
The Yards Park 385 Water St. SE, Washington DC

SHE RISES

Elevating Women in Business

Moderator **Speakers:**

CLIENT'S FEEDBACK



We recently had the pleasure of working with an outstanding social media manager who took our community development project to new heights. Her dedication to amplifying the voices of women of color has not only increased our online presence but also sparked meaningful conversations and engagement within our community

HIRING PROCESS

1

Discussion / Consultation

Discussing your project requirements to determine the right marketing approach for your business.

2

Proposal

Following our meeting, I'll put together a proposal document including project scope and associated costings for your approval.

3

Execution

With the proposal approved, I'll get to work designing, developing, strategizing and executing the project as discussed

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YOUR MARKETING ALLY

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DISCLAIMER: The increased lead capture rate presented in this case study is specific to this client and their campaign. Landing page performance depends on various factors like target audience relevance, email campaign effectiveness, and overall marketing strategy. While we strive to optimize landing pages for maximum conversions, we cannot guarantee specific results.