



Requirement: To promote the fully-funded, 7-week Eisenhower Women's Leadership Programme in order to identify 2 candidates to go forward for consideration as UK representatives.

Outcomes: One of two candidates identified directly through this promotion and awareness of Programme raised.

COST: £75 (+vat)

Per click: £1.25

Per impression/view (total 9257): £0.008

- Website post viewed 138 times
- Women in the City newsfeed resulted in 29 clicks to more information

- 8 days of Twitter activity
 - 2617 impressions
 - 65 clicks
- 2 tweets ranked as #1 and #2 of Women in the City's November Tweets

women
in the city



fully funded
Women's Leadership
Programme

Website banner 6324 impressions

WIC Promotion Case Study

Eisenhower Fellowship Women's Leadership
Programme

3 – 29 November 2014



8 days of Twitter activity

2617 impressions | 65 clicks



date	impressions	clicks	% engagement
3	605	25	4.1
6	210	12	5.7
7	204	3	1.5
7	461	8	1.7
7	257	0	2.3
7	259	6	2.3
13	364	11	3.0
19	257	0	0

Source: Twitter (Eisenhower Tweets)

Hootsuite analytics rank following 2 tweets as the #1 and #2 most clicked of those issued by Women in the City in November.

32 CLICKS to Women in the City's Post (Nov 9)

Check out the amazing Eisenhower Fellowship. A fantastic opportunity on a women's leadership programme. <http://ow.ly/3tRHak> #WIC

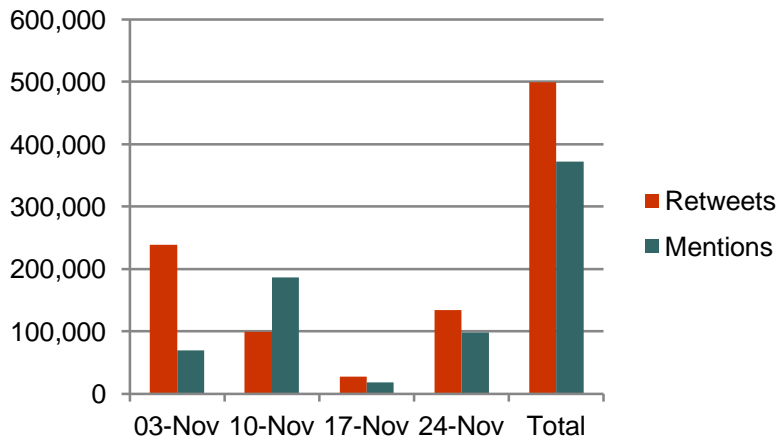
29 CLICKS to the Eisenhower website page (Nov 3 – prior to WIC posting its own page)

Become a #EisenhowerFellow through the Women's Leadership Program @EFStaff. 2015 applications sought. Global. <http://ow.ly/DHdi4>

NOTE the hyperlink to the WIC site is no longer active.

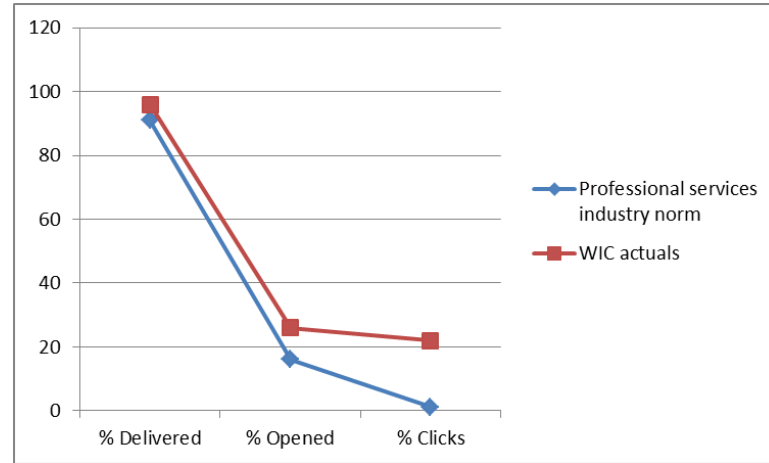
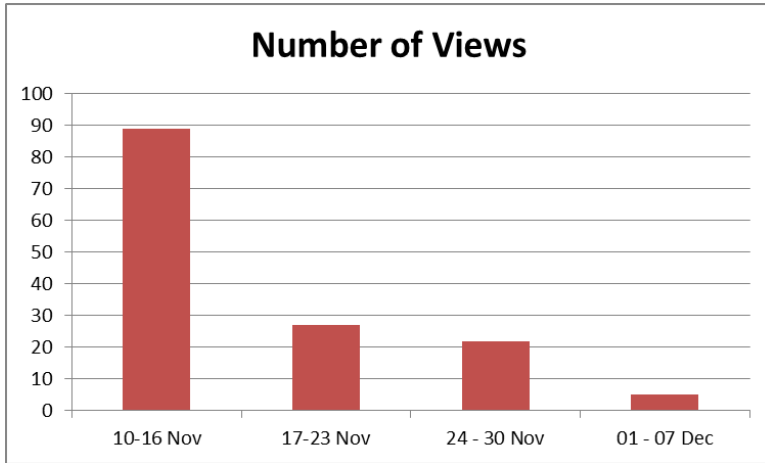
Average 2.56% of our Twitter followers engaged with Eisenhower tweets

Average engagement of all tweets in month 2.1%



Source: SumAll (All Women in the City Tweets)

+ Website Post and Newsfeed engagement above industry norms



The post was viewed 138 times.

And received the most views on 13 Nov (34)

1280 recipients of which 96% were received.

Just over a quarter of these opened the email and 22% clicked on a link

Outcome: 29 clicks to the Eisenhower page on the WIC website.