



Become a WOW Contributor Partner

Share your unique skills with the WOW member community • Raise your business profile
Grow your reputation and attract new clients to your business

womenontheweb.co.uk

What is WOW?

Women On the Web (WOW) is a membership **learning platform** for women in business who want to learn more about doing business digitally or who are struggling in certain areas of technology.

WOW provides members with an extensive and fully searchable library of short, **targeted video tutorials** and documents/work-sheets delivered by female experts in their specialised digital field.

WOW video tutorials are **short, concise and easy-to-follow**, and they cover specific tasks within a wider topic, ideal for when you just need help with a particular bit of a programme or application that you are stuck on.



All content is written, produced and updated by WOW Contributor Partners (you!).

There is so much choice out there now and lots of choice can create lots of confusion. Even when we DO have a degree of digital literacy, it can still be confusing!



We are looking for women like YOU!

We are looking for women in business who:

- Understand and use digital technology in their daily lives and
- Want to share their knowledge and experience with others business women and beyond

By becoming an approved Contributor Partner you will be placed directly in front of an ever-expanding audience of WOW Members who are keen to grow their digital knowledge to run and promote their businesses.

You will have a fantastic opportunity to:

- Share your unique skills with the WOW member community
- Raise your business profile
- Grow your reputation and attract new clients to your business



Please read on to discover why becoming an approved WOW Contributor Partner will benefit you and your business.

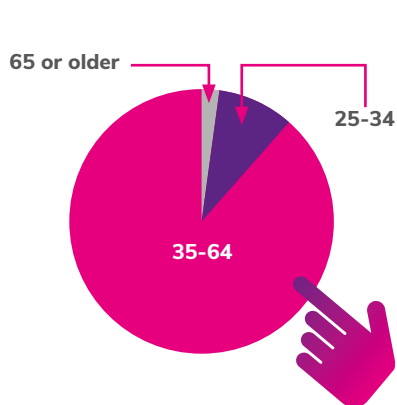


Our statistics

We are currently creating a report which has provided us with some interesting statistics regarding the state of digital literacy amongst women in business. The response has led us to believe that we are totally on the right track with WOW!

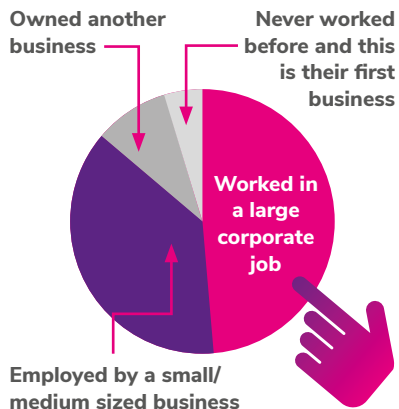
Here are some of our findings...

Nearly 90% of business women we surveyed were 35-64.

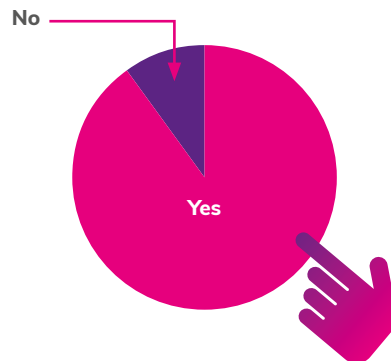


Nearly half had left a corporate job to start their own businesses.

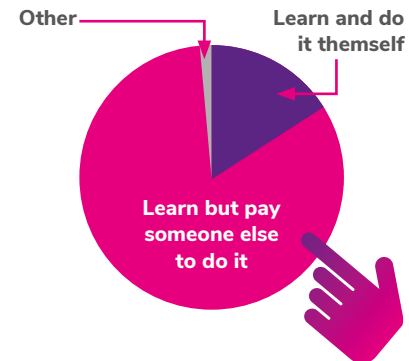
Typically, these women were also the most lacking in digital literacy as they had always had a team of people to support them.



When asked, “Do you think that to be successful in business today you need to know how to use technology and the appropriate digital systems for your business?” **over a staggering 90% said yes!**



And... most importantly for you... when asked, “When it comes to doing business online and using digital software do you think it is important to...?” **over 80% said they wanted to learn but, potentially, pay someone else to do it!**



What you will get...

- **Exposure** of your business, brand and skillset to thousands of businesswomen online and offline
 - **Engagement** – Your profile and contact details will be on all your content giving members the opportunity to engage directly with you
 - **Visibility** – Even before businesswomen become members your profile and all your business links are visible on the WOW website
 - **Events calendar** – Ability to advertise your Events on the WOW calendar – be they courses, workshops, seminars etc. online or offline
- **Promote** your business through the Women On the Web social media channels
 - **WOW live!** – Invitations to join the panel at WOW Live! (networking and workshops; meet the members in person)
 - **Opportunity** to collaborate with other contributors and create meaningful strategic partnerships
 - **Free** life-time membership to WOW for all active Contributor Partners
 - **Full support** from the WOW team to help you make the most of your Partnership



We understand that you are busy women so we have been working hard to ensure that, for very little time commitment, you will get more out of our partnership than you put in. This is a WIN WIN opportunity!



Who we are looking for

Can you cover any of the following... and more?

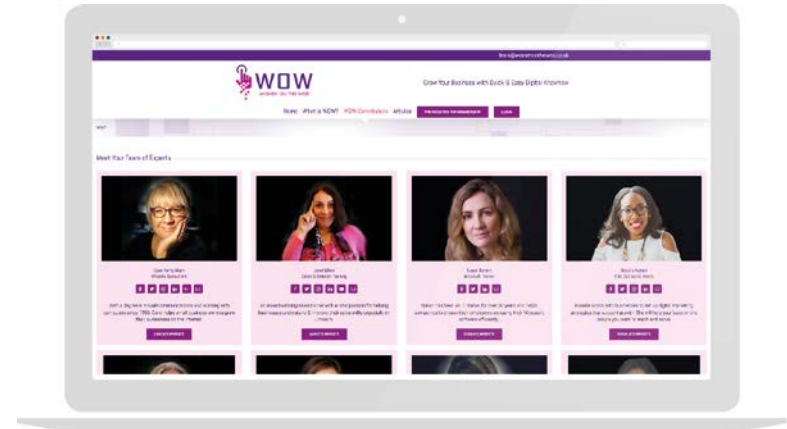
- Back Office and IT
- Branding and Design
- Content (video, copy etc.)
- Marketing and Social Media
- Mobile and Apps
- Business Set up (tech/digital)
- SEO
- Websites
- Communications



And anything else you can think of! Hints and tips on anything you do digitally to help others in their business lives.

What we will need from you:

- A minimum of 5 video tutorials (4-5 minutes maximum each)
- Supporting documents (if appropriate/available) i.e. worksheets
- Profiles of you and your business
- A professional profile photo
- Links to all your websites and social channels



Behind the scenes - marketing & promotion

Prior to our official launch in November 2018 we have been busy with our promotional campaigns, working with top PR and marketing companies to raise awareness of WOW in the media and through major tech companies and government.

We realise the importance of getting the WOW message out there to the many thousand potential members and have a dedicated marketing and PR team on-board and a promotional budget to maximise exposure for WOW and our valued Contributor Partners.

The WOW report

To coincide with the launch of WOW we are producing a valuable and well-researched report entitled *The State of Digital Literacy Among UK Business Women*.

This report is being co-produced with a major UK technology action group and addresses the issues that female entrepreneurs and women in business face when it comes to doing business in the digital age.

The report will be available in both digital and print formats and distribution will be extensive and nationwide which will also attract journalists and the media.

Be part of our report

We are offering just 5 'spots' to our Contributor Partners who would like to be considered for inclusion in the 'Case Studies' section of the report.

This will be a fantastic opportunity to further expose your own business presence and reputation.

Once you have been selected to be a contributor, please contact us if you are interested by emailing us at contribute@womenontheweb.co.uk



Interested in becoming a partner?



If you would be interested in applying to become a Contributor Partner, please fill in the form

<https://womenontheweb.co.uk/wow-contributor/>

You will then receive an email with a link to make an appointment for us to have a chat over Skype/Zoom and proceed to the next step.

Alternatively email contribute@womenontheweb.co.uk