myWorth

Campaign Case Study

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myWorth is a financial wellness publication offering actionable resources for women looking to own their financial future.

A content media platform aiming to build knowledge and provide financial resources to women, myWorth offers actionable (read: actually helpful) financial guidance specifically catered to the pivotal moments women come up against in their lifetime. Think college, post-grad, marriage, babies, career changes, divorce, the whole shebang.
While this generation of women is prone to introspection, self-actualization, and experimentation, they’re also plagued by some less-than-ideal financial behaviors, including financial avoidance and impulsive consumerism.

In digging deeper, we found that many of these behaviors stem from a fixed money mindset learned and cultivated during childhood and early adulthood, that prevents women from taking action toward a better financial future.
There’s more. Across the board, we found that women treated their finances as a personal matter not to be discussed among family and friends, making it increasingly difficult to build communities where women can ask difficult questions around topics such as divorce, debt and investing.

This led us to ask ourselves...
“How do we encourage our audience to change their mindset and fully realize their financial potential?”
If we wanted this audience to get the most out of the incredible financial resources myWorth provides, we needed to help them visualize possibilities of life beyond a fixed money mindset, manifest their financial goals, and ultimately challenge them to take action toward those goals by breaking through that mindset barrier.
We broke it down into three phases:
Phase 1: Visualize
Our approach was simple: to start at the beginning.

First, we introduced the concept of a fixed money mindset by presenting our audience with visuals of life beyond such a mindset.

Copy played a huge role in this campaign, as we used playful language that was as relatable as it was empowering, and meant to spark curiosity about how one might go about the “challenge” of building a bright financial future.

We deployed these visuals through a series of Facebook and Instagram creatives amplified by paid media.
Attracting the money of my dreams.

Learn More

myworthfinance independence is v trendy. myWorth has the tools to help you challenge your mind, change your money, and meet your financial goals.

Big Money. Big Mood.

Learn More

myworthfinance A small mindset shift can change your financial future. Are you up for the myWorth challenge?
Then, we invited them to dream: manifest.

Phase 2 was all about encouraging thoughtfulness. We used our ad dollars to retarget our audience with educational website content on the negative impact of a fixed money mindset, how it can manifest and how to identify it. Through this content, we encouraged our audience to look inward at what might be holding them back from achieving their financial goals and how they might address negative thought patterns around success, growth or money.

Aside from our ad dollars, we supported this phase organically by creating a private Facebook group that provided women a secure space to work through their financial setbacks and hangups together. We vetted group members through a series of onboarding questions that collected info such as:

1. Their top financial goals for the year
2. How they’re working on personal growth right now
3. Their name and email address
Navigating a crisis that’s taking a toll on your finances? Here’s how to find peace amidst the chaos.

MYWORTHFINANCE.COM
Finding Peace When Your World Is Falling Apart

MyWorth
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When your creative candle flickers, these mindset shifts can reignite the flame.

MYWORTHFINANCE.COM
3 Practices to Light Your Creative Flame

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Want to be a millionaire? Start thinking like one. Here’s how it’s done.

MYWORTHFINANCE.COM
Want to Be a Millionaire? Start Thinking Like One

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About

Welcome to myWorth's Money Mindset, an exclusive group created for women with the mission to open up the conversation about finances, emotions, mindset, and spending habits. Our intention is to create a safe space for women to get real about their finances, including their goals, questions, insecurities, and the emotional connotations surrounding money.

myWorth is a digital publication on a mission to bridge the confidence gap between women and their money. For more information on myWorth, visit www.myworthfinance.com.

Please make sure to review the group rules before posting to the discussion board. We take our group members' privacy and safety seriously, and any member deemed to be in defiance of the group's rules will be banned.

Private

Only members can see who's in the group and what they post.
Phase 3: Challenge
Finally, time to take action: challenge.

In Phase 3, we focused on encouraging action.

We offered a downloadable "Money Mindset Workbook" with a call to action to challenge your mind and overcome a fixed money mindset through a series of simple exercises.

We also concepted and executed a strategic brand partnership with The Honey Pot Co., a feminine hygiene company focused on breaking down barriers and encouraging tough conversations around women’s wellness—the perfect alignment for myWorth. This partnership manifested via a giveaway with an email barrier to entry. Women exchanged their information for a chance to win a Wellness on the Go prize package to tend to their wellness from a 360 degree angle, financial wellness included.
myWorthfinance 💘 Enter to win! 💘 myWorth x @thehoneypotco are pairing up to give you a package full of feel-good products that are guaranteed to keep you productive, mindful and well. #GIVEAWAY

Wellness on the Go

myWorth

myWorthfinance 💘 Enter to win! 💘 myWorth x @thehoneypotco are pairing up to give you a package full of feel-good products that are guaranteed to keep you productive, mindful and well. #GIVEAWAY
The Results
100k landing page views
5m+ impressions
32% conversion rate
115k+ fearless community members

*results reflect one-quarter period of time
Through this campaign, we set out to shift the conversations women have with each other and with themselves about their money.
The most important result from these efforts was the community of powerful women we cultivated. Not only were these women fearless in their pursuit of financial wellness, but they were also consistent, communicative and dedicated to creating change for themselves and future generations of women.
Hi, we’re wimze.

We’re a Brooklyn-based social storytelling agency working exclusively with conscious wellness brands. (TLDR; We’re taking over the wellness space.)

If your brand’s not crushing it on social, did it even happen? And by crushing it, we mean sharing thumb-stopping stories of your every day, illustrating your most sacred values, and deeply connecting with your audience on a meaningful (read: molecular) level.

There’s enough 💩 on Instagram, particularly in the wellness world. We’re raising the collective consciousness around what it means to be a socially-conscious brand (and consumer), one connection at a time.