

#saytheFword

Overview

In 2018, **Celmatix**, a disruptor in biotechnology striving to advance women's health, recruited like-minded companies and non-profits to launch the **#SaytheFword** movement, a campaign with the mission to give women across the country a platform to break the silence about their fertility and reproductive health experiences.

Goals

- ➔ Build and launch #SayTheFWord as Celmatix's consumer-facing empowerment brand.
- ➔ Expand social reach and engagement among the Target Audience: Women, aged 25-40, who are interested in fertility and/or trying to get pregnant.
- ➔ Add 5,000 consumer emails to our database at a CPA <\$10.
- ➔ Partner with 10 mission-driven, reproductive health brands and/or non-profits.

My Involvement

- + Brand marketing, including digital, video, and print asset creation.
- + Partner marketing and relationship management, including recruiting brands and non-profits, tracking digital involvement and organizing events, and social marketing participation.
- + Social media content creation and paid campaign management.
- + Email marketing content creation and management.
- + Website and blog copywriting and editing.
- + Content planning and strategy management.
- + Event marketing production and promotion for all in-person and online events.

Results

- ★ 12.7 million social media impressions, 80,000 likes, +3,400 hashtag mentions, 1,769 new social media followers
- ★ +36,000 website visitors
- ★ 3,500 consumer emails added at \$5.75 CPA
- ★ 18 media placements in consumer publications.
- ★ 25+ brand partnerships and collaborations

Media Coverage

BRIT+CO

Bustle

Forbes

HelloGiggles

Inc.

TheLily

M
MOTHERLY

Psychology Today

Women'sHealth

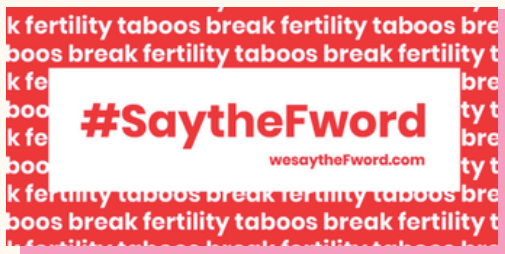
yahoo!news

Partners & Collaborators

[Ask Tia, Tia Clinic](#)
[Dear Darling Calligraphy & Co.](#)
[Endometriosis Foundation of America](#)
[Flutter Health](#)
[Harper Perennial](#)
[Healthtech Women](#)
[Kara](#)
[LMHQ](#)
[Maven Clinic](#)
[Planned Parenthood](#)
[Progyny](#)
[Resolve](#)
[RMA of New York](#)
[We the Birds](#)
[Women's March](#)
[Yona Care](#)

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Campaign Posts & Initiatives

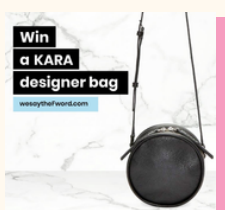
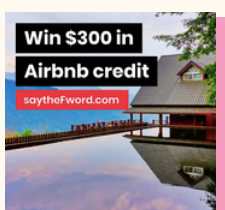
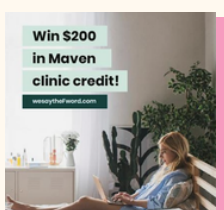
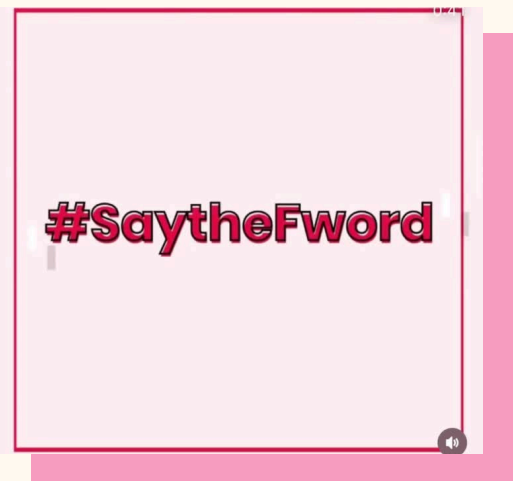


Too many women suffer through the pain of miscarriage in silence ...

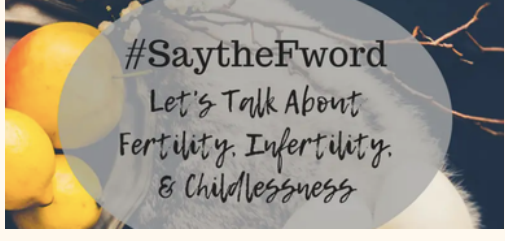
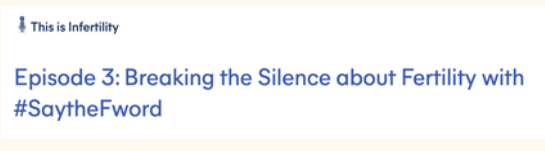
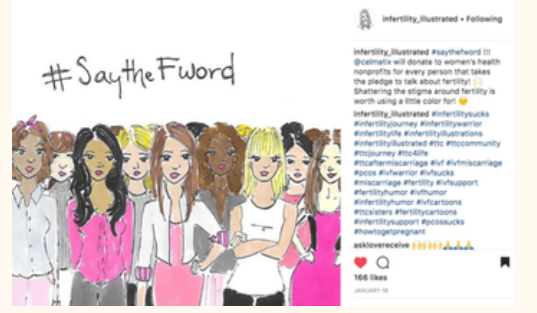
21% of women do not tell their partners about their miscarriage ...

43% did not tell their friends ...

40% never even told their doctor that they had a miscarriage.



Partner & Consumer Engagement



#SayTheFWord Campaign // Fertility is Not a Dirty Word by Maegan Tintari updated on February 2, 2018



What to Know Before Considering Fertility Treatment

How to start the conversation and plan for the future

Advocate Spotlight

- Georgene Huang, Fairygodboss
- Elyse Ash, Fruitful Fertility
- Leyla Bilali, Fertility Together
- Karen, Hilariously Infertile
- Robin Hopkins, If these ovaries could talk
- Anthonia Akitunde, mater mea
- Chiemi Rajamahendran, Miss.Conception Coach
- Karen Ajmani, Progyny
- Jay Palumbo, The Two Week Wait