



ZOMA Foundation



Moderated By:

Joy Burkhard, MBA
Executive Director
2020 Mom



Natalie Telyatnikov
Better Postpartum
Founder

"In a social media campaign run by Better Postpartum, moms used the hashtags #NobodyToldMe and "Women Deserve a #BetterPostpartum," to raise awareness about the NEED for women to have a better postpartum education, as a means for improving their maternal health outcomes."

Better Postpartum Team



Natalie Telyatnikov

Founder & Creator

- Parental educator, doula, and certified postpartum support specialist and health practitioner
- Background in Journalism and Business
- Over 5 years of experience teaching childbirth and postpartum support



Mary Sullivan

Business Development & Communications Manager

- Represented several women's empowerment-impact clients, including Speaking for Moms & Babies, and Girls Inc.
- Over 10 years of experience in media relations and business development



Blakeley Lowry

Public Health Consultant

- Global public health researcher and maternal health advocate with the Peter C. Alderman Foundation and HealthRight International
- Over 15 years of experience using health informatics to improve health outcomes.



Nubia Wilson

PR/Marketing Manager

- More than a decade developing brand awareness and sales
- Managed strategic partnerships, media relations and social media campaigns for motherhood brands such as Lark Adventurewear and Rookie Humans.



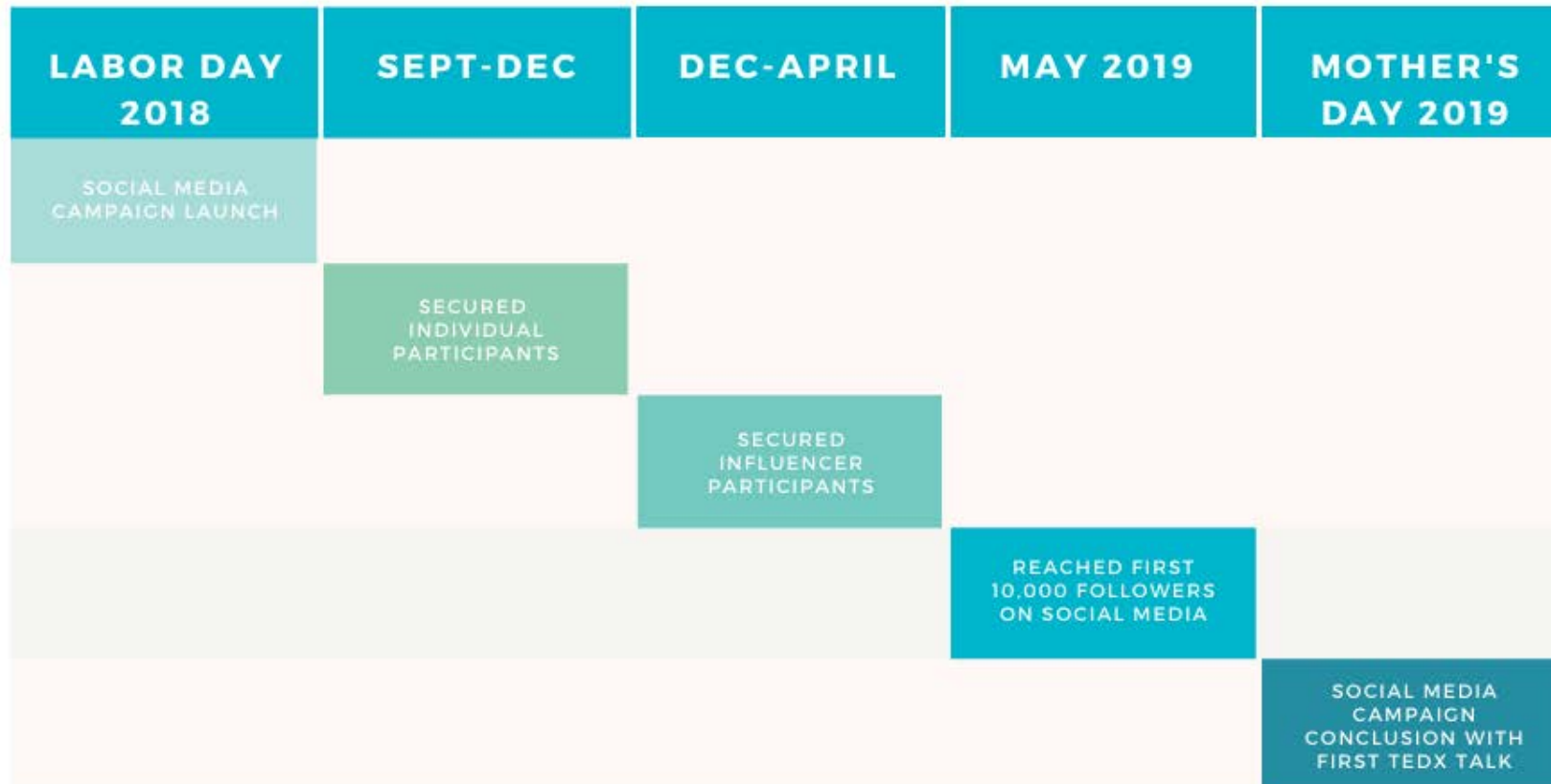
Igor Telyatnikov

Strategic Advisor

- Co-Founder, President, & Chief Operations Officer at [AlphaPoint](#) startup
- Serial entrepreneur and investor with successful ventures and exits in online media, financial services and technology companies.

TIMELINE

SOCIAL MEDIA AWARENESS CAMPAIGN



“

"Initial and sustained funding came in the form of personal investment, which was partially supplemented by online postpartum education program sales to our social media audience, which boasts almost 20K members worldwide."

NATALIE TELYATNIKOV

EVIDENCE OF IMPACT



25K LIKES ON
SOCIAL
MEDIA

5,000 #NOBODYTOLDME
POSTS

95% APPRECIATED
LEARNING
ABOUT OUR
POSTPARTUM
EDUCATION
PROGRAM

STATS

How to Scale an awareness campaign:

- Invite influencers with large followings to participate, based on the "mission"
- Offer to promote their post to your audience for extra incentive
- Understand that some influencers only accept paid promotional arrangements, so you'll need a budget



Learn More at :

BetterPostpartum.com

Email: natalie@betterpostpartum.com

Follow: [@betterpostpartum](https://www.instagram.com/betterpostpartum)

THANK YOU!



For more Information and for recorded webinars:

<https://www.2020mom.org/innovation-awards>

Email: Joy@2020mom.org

ZOMAFoundation