

# HEYMAMA CLOSES BUSINESS WITH NEW BRAND PARTNER, 80% FASTER THAN TYPICAL SALES CYCLE

## Challenge

HeyMama is a social network designed to make the lives easier for working moms, entrepreneurs, advisors, and boss women worldwide. Through digital panels, membership perks, and around-the-clock communication with other women, HeyMama has been able to satisfy a need for a systematic support network for moms while simultaneously uplifting and empowering the endeavours of working women. One way HeyMama builds their platform is through brand partnerships and campaigns that focus on product sampling, ambassador programs, leadership impact events and more.

By connecting working mothers to resources needed to thrive at the workplace, and at home, HeyMama's unique outlook to a common problem required unique solutions that could expand their network to curate effective brand partnerships.

In doing so, they created the [HeyMama Membership Grant Program](#) that allows brands to invest in providing mentorship community and resources for women in need. Grant recipients will receive a subsidized year-long membership to HeyMama coupled with tailored services curated to support their personal and career development.

Unfortunately, HeyMama lacked a functional way in finding the right partnerships for this program to create a meaningful impact in the present. **Average time for partnerships to come together would stretch for 3-6 months, so HeyMama needed a better solution for finding brand partnerships.**

Enter, BrandVerge.

“ The conversation with [SkipHop] through the Brandverge platform came at the perfect time, and it kicked off a whole new way that we're actually working with brands, which is really exciting. ”

Katya Libin,  
CEO at HeyMama



SKIP\*HOP



## Solution

In order to effectively find a company to take part in HeyMama's grant program, the company turned to Brandverge to accelerate the process and was introduced to SkipHop, an online consumer site for baby and children products, **"SkipHop is a brand that I have loved for a really long time, and so it just seemed like the stars aligned when they reached out to us through the BrandVerge platform, and we were able to kick off this meaningful project with them,"** Katya Libin, CEO of HeyMama noted, when explaining how Brandverge created the perfect platform to find partnerships HeyMama would have not thought to pursue otherwise.

After the two companies connected, the program was finalized quickly, **only taking about one-month to set live, which is 80% faster than the normal time it takes HeyMama to finalize a program.** Brandverge's resources made sure the outcome was a successful one.

Through this partnership, SkipHop funded a year-long HeyMama membership for the selected recipient, thus allowing for the grant program to expand its audience and make a true impact within the working moms community.

By working with BrandVerge, **HeyMama was able to optimize their budget in order to have smart, long term solutions to specific marketing campaigns for their future.**

## Results

After an exciting month of partnership talks, HeyMama and SkipHop launched their grant program in January of 2021. **"Partnerships are the most fruitful when you're working directly with the brand and sort of creating that vision together,"** said Libin on their experience with BrandVerge -- being able to work on a much more intimate and functional level with their partnerships. Their experience with Brandverge has opened their company to further pursue the platform as a great way in landing the best partnerships, for the best campaign, at the best time. Not only was HeyMama able to save the time and resources through BrandVerge, the company was able to land a partnership with a brand they would have not been able to do otherwise.

**“Using [Brandverge] has been fantastic. I know this opportunity is going to grow beyond the initial program into something even bigger and more beautiful, which wouldn't have been possible without being able to find great media partners and sponsors to allows to do the work that we do.”**

Katya Libin, CEO of HeyMama

