

## ABOUT WOMEN IN PPC

Women in PPC is a group of diverse PPCs who love the pay-per-click and search engine marketing industry, and who also understand that the industry is on an inclusion journey. We are dedicated to helping the industry on this journey, to reach the destination of an inclusive industry where all are treated fairly.

## HISTORY

WomenInPPC began in late 2020 as an idea from a discussion of a group of women in PPC within the private PPC professional community PPC Club 83 ( PPCClub83.com ).



## OUR ACTIVITIES

- ✓ We're creating a mentorship network to help less experienced experts grow.
- ✓ We're conducting a survey to map out the State of Women in PPC.
- ✓ We're conducting written interviews with different women PPCs about their digital marketing careers.
- ✓ We've created a space to share and talk about our experiences, challenges, and difficulties as women in our industry.
- ✓ We have a growing Slack community where we're helping each other.
- ✓ We have a space on our site where we share job opportunities.

## BENEFITS FOR OUR MEMBERS



Access to the mentorship program (as either a mentor or mentee)



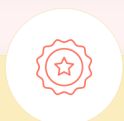
Written Interview & Profile for every member



List on WomenInPPC.com as a member



Online networking with other WomenInPPC members, including occasional virtual coffees



Elegant WomenInPPC Supporter Badge to use on your own site



Via our partner PPCCertification.com: PPC Industry Certification (including niche specialization listing & certification badge)



Via our partner, PPC Club 83: Membership in the private PPC/ SEM Slack community



No cost!

## HOW TO APPLY

Email us: [info@womeninppc.com](mailto:info@womeninppc.com)

Or contact us via <https://womeninppc.com/say-hi/>