

BRINGING MOTHERS UNDER ONE UMBRELLA

THE FIRST KICK



It is common knowledge that mothers are undisputed and irreplaceable driving factors in the lives of a lot of people. The importance of motherhood and parenting is not lost on us here at Webcontxt. In a time where everyone relies so much on digital media and technology, the idea of an online aid for the new generation mothers was born.

The First Kick is an online motherhood and parenting community across social media platforms along with its newly minted website (thefirstkick.com). This digital initiative by Webcontxt came into being because of the lack of such portals in India as compared to the hundreds of reliable sources of information available in other countries.



The Beginning



This journey started in April 2018 with the introduction of The First Kick on social media platforms, namely Instagram and Facebook. While the initial vision for this project mainly centered around the need for a digital platform for mothers to interact, find the correct information and build a sisterhood; it was also understood that with social media, it was going to take a life of its own in whatever direction the followers took it. After all, our purpose was to facilitate and provide such means to them.



One of the first campaigns of The First Kick was, unsurprisingly, about Mother's day. The digital team members got in contact with mothers in the city to know more about their expectations of motherhood and how their own experience of it. Starting off this initiative with a video campaign like this was not just for the benefit of our target groups but also for the internal teams to better understand the mothers in this new community.





Curve of Growth

The curve of progress with The First Kick was as quick as it was impressive. In the single year since the start, we have amassed more than 31K followers on Facebook and 2K followers on Instagram. Already having done multiple successful campaigns, we are well on our way to achieving the goals set for our timeline. The most memorable and impactful of these was the on-ground event we conducted on Children's Day 2018. With a slew of activities ranging from storytelling to musical performance prepared for children from NGOs in the city, the event was a great hit.

Rakshabandhan contest, Letters From Santa, New Year campaigns or the many other engagement activities online, everything helped in instigating communication between the mothers and with us. Mothers had started to become religious followers of The First Kick, had started to use our hashtags and were willing to contribute more to this community. So what was next?

Opening New Doors

With ever-increasing participation, regular contributors on our pages and mothers actually reaching out to us, the next logical step was the launch of a website. This gateway opened up to a different set of people outside of social media platforms, contributing significantly to our original goal of reaching out to as many mothers as possible. The website, developed from scratch by the tech team in just a month, consists of blogs that are informative, reassuring and sometimes even entertaining for the readers. It is also an additional medium for the users to interact with us and each other through the comments section.

Webcontxt's digital and tech teams work on The First Kick, not just to help this community grow but also to be a helping hand to all the mothers looking for solutions to their problems online.