

MARKETING UPDATE AGM 2016

MARK NEAL
JASNA SUHADOLC

May 2016

Meeting Content

General Marketing Update – Mark Neal

Database of contacts.

Questionnaire Highlights ,Results & Marketing
Activity

Web Site Development

Update from Virtua PR – Jasna Suhadolc

LinkedIn

Newsletter

Database of Contacts

The database is now complete and fully working.

Managed database of 282 contacts, 251 ESA

We've gone from 25% hard bounce to 1 bounce

We can target specific divisions and individuals via their job function.

Complete the Contacts sheet for your business please.

Questionnaire

This was the first, repeated every 24 months

Valuable feedback from Members,

should we target non members?

Gaining responses was difficult.

47 were complete by Members

This has been evaluated by the Exec team and forms the basis of:

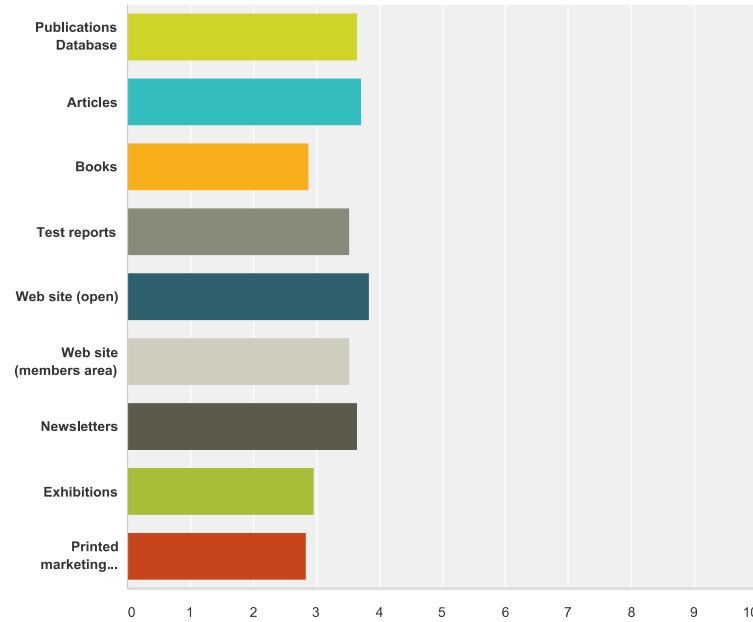
The proposed ESA strategy – presented at the GM.

Our marketing Activity for 2016

Q1

Q1 There are several marketing communication tools ESA uses. How much do you agree with the following statements? I would like an expansion of:

Answered: 47 Skipped: 0

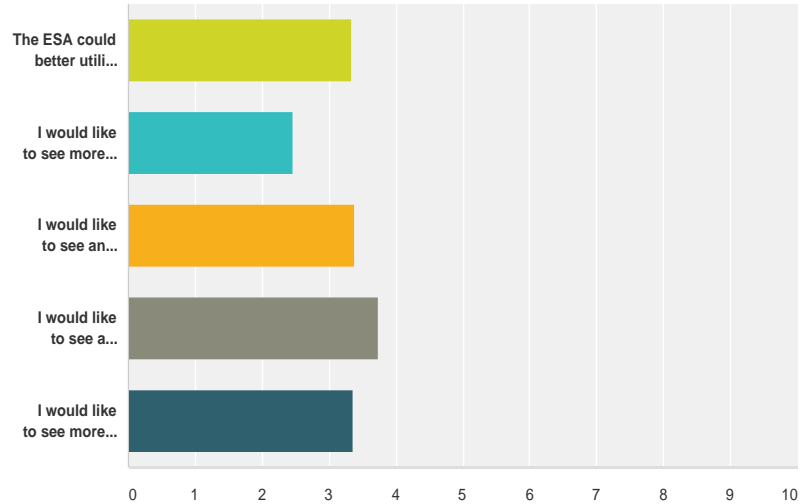


	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
Publications Database	0.00% 0	2.13% 1	38.30% 18	51.06% 24	8.51% 4	47	3.66
Articles	2.13% 1	2.13% 1	29.79% 14	53.19% 25	12.77% 6	47	3.72
Books	8.51% 4	17.02% 8	51.06% 24	23.40% 11	0.00% 0	47	2.89
Test reports	2.13% 1	12.77% 6	25.53% 12	48.94% 23	10.64% 5	47	3.53
Web site (open)	0.00% 0	2.13% 1	29.79% 14	48.94% 23	19.15% 9	47	3.85
Web site (members area)	0.00% 0	4.26% 2	48.94% 23	36.17% 17	10.64% 5	47	3.53
Newsletters	0.00% 0	6.38% 3	34.04% 16	46.81% 22	12.77% 6	47	3.66

Q2

Q2 Regarding other marketing activities, how much do you agree with the following statements?

Answered: 47 Skipped: 0

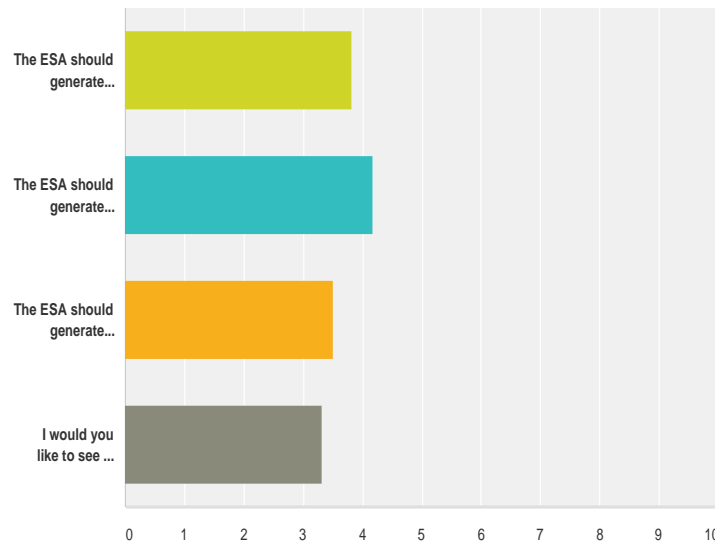


	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
The ESA could better utilise Social Networking.	0.00% 0	14.89% 7	38.30% 18	44.68% 21	2.13% 1	47	3.34
I would like to see more than 6 News Letters a year.	6.38% 3	53.19% 25	27.66% 13	12.77% 6	0.00% 0	47	2.47
I would like to see an Internal members only Forum.	0.00% 0	14.89% 7	40.43% 19	36.17% 17	8.51% 4	47	3.38
I would like to see a discussion forum on the ESA website where any visitor could write or comment.	0.00% 0	8.51% 4	23.40% 11	53.19% 25	14.89% 7	47	3.74
I would like to see more exposure in trade magazines.	0.00% 0	17.02% 8	38.30% 18	36.17% 17	8.51% 4	47	3.36

Q3

Q3 The ESA is connected to several other associations. How much do you agree with the following statements?

Answered: 45 Skipped: 2

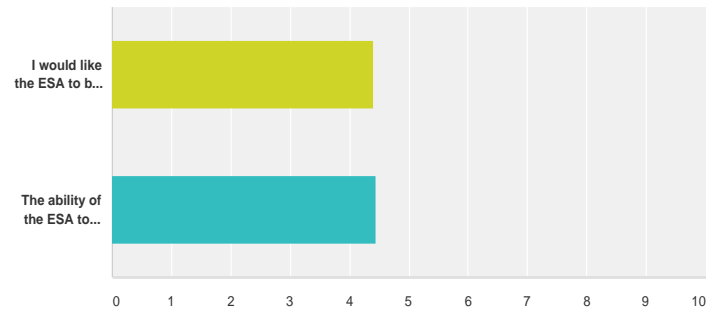


	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
The ESA should generate stronger links with other Trade Associations.	0.00% 0	4.44% 2	22.22% 10	60.00% 27	13.33% 6	45	3.82
The ESA should generate stronger links with End User Associations.	0.00% 0	4.44% 2	4.44% 2	60.00% 27	31.11% 14	45	4.18
The ESA should generate stronger links with the Fluid Sealing Association in the USA.	2.22% 1	6.67% 3	44.44% 20	31.11% 14	15.56% 7	45	3.51
I would you like to see the development of the ESA's links with the Chinese Sealing Association.	15.56% 7	6.67% 3	22.22% 10	42.22% 19	13.33% 6	45	3.31

Q4

Q4 Legislation is an important part of the ESA's activities. How much do you agree with the following statements?

Answered: 45 Skipped: 2

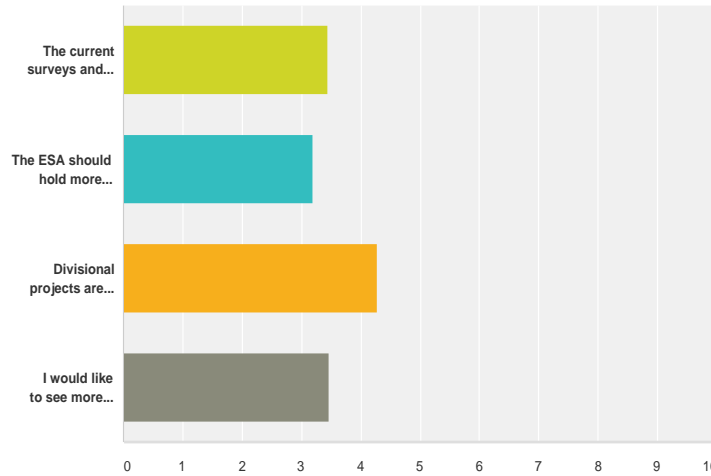


	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
I would like the ESA to be more active in trying to Influence Standards.	0.00% 0	0.00% 0	8.89% 4	42.22% 19	48.89% 22	45	4.40
The ability of the ESA to influence legislation is important to me.	0.00% 0	0.00% 0	2.22% 1	51.11% 23	46.67% 21	45	4.44

Q5

Q5 The ESA is also active in other areas. Again, please let us know how much do you agree with the following statements?

Answered: 45 Skipped: 2



	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Weighted Average
The current surveys and reports should be expanded to cover external related market information, e.g. sales of valves by country.	0.00% 0	17.78% 8	31.11% 14	40.00% 18	11.11% 5	45	3.44
The ESA should hold more Networking Opportunities similar to the AGM.	0.00% 0	15.56% 7	48.89% 22	35.56% 16	0.00% 0	45	3.20
Divisional projects are important.	0.00% 0	2.22% 1	4.44% 2	57.78% 26	35.56% 16	45	4.27
I would like to see more internal market statistics.	2.22% 1	4.44% 2	48.89% 22	33.33% 15	11.11% 5	45	3.47

Questionnaire Summary

Marketing Activity/Focus

Item	✓/ ✗	Action
More Articles	✓	Difficult but more papers. Form links with other agencies
Web Site Development	✓	Later Slide
Newsletter	✓	One every two months, more, different content?
Social Media Important	✓	Developing well
Open Discussion Forum	✗	Impractical to manage?
Links with other End User Associations	✓	BPMA, BVAA, VDMA, Others?
Influencing Legislation	✓	Now employ a S & L Director
Divisional Projects	✓	Very active, Expansion Joints review?

2016 Web Site Development

New Careers Area.

Each division being asked to provide a volunteer.

Listing of member graduate training programme

University career organisation links

Stream lining all languages to ensure consistency,
management of the site will be possible.

Members area now established - simple p/w system.

Position statements and forms to be updated

New environmental drop down menu, replacing Technical.

EGA, Potable Water, BAT for Sealing Devices

2016 Future Meetings

All held on line:

17th June

12th August

14th October

9th December

If you wish to attend please confirm via e mail/or call.

(Attending a meeting reduces your Membership fees by €500)

Marketing update AGM 2016

LinkedIn and newsletter

LinkedIn

LinkedIn Goals

- to position ESA as a credible organization that provides value for its members and demonstrates 3 key priorities: knowledgable, relevant and influential
- to promote the content ESA produces broadly to members and non-members, and to attract potential new members to ESA
- to engage in conversation with anyone with an interest in the sealing industry, to share and learn from each other
- to engage ESA members to be more active

LinkedIn Group

The screenshot shows the LinkedIn interface for the 'European Sealing Association' group. At the top, the navigation bar includes 'Home', 'Profile', 'My Network', 'Education', 'Jobs', 'Interests', 'Business Services', and 'Try Premium for free'. Below this, the group header displays the 'ESA' logo, the group name 'European Sealing Association', and '811 members'. There are 'Manage' and 'Member' buttons. A 'Start a conversation with your group' section is visible, followed by a 'Conversations' tab and a 'Jobs' tab. A featured post by Henri Azibert, Technical Director at Fluid Sealing Association, is highlighted with the title 'Leakage from static joints has been found to be a major contributor of emissions in many plants. How can our sealing devices help?'. Below the post, there are 'Like' and 'Comment' options, and a 'View previous comments' section showing a comment by Nils Christian Mathisen. On the right side, the 'ABOUT THIS GROUP' section describes it as a leading industry association knowledge base. Below that, it states 'Membership is Worldwide with significant sales into Europe. This comprises the leading manufacturers in their fields.' and includes a 'Group rules' link. A 'MEMBERS' section shows 811 members and an 'Invite others' button. At the bottom right, there is a TripAdvisor advertisement for hotels in Doha, Bangkok, and Doha.

LinkedIn Page

European Sealing Association (ESA)
Mechanical or Industrial Engineering
1-10 employees
405 followers

Admin Center

Drive engagement
Posting daily company updates is the most effective way to start a conversation, and create word of mouth for your business. [View tips](#)

Share an update

Share with: All followers [Share](#)

Today's social actions
Sorry, no activity on your content today. Post an update to start a conversation with your community.

Customize your image when you post a link!
Now you can upload the image you want in your company's updates with links.

- 1 Create your update, paste in your URL, and then wait for the preview
- 2 Click the icon in the upper right of the preview image
- 3 Pick your image file (JPG, GIF, or PNG, max: 100MB) and click **Open**
- 4 Hit **Share** once your image has loaded

The European Sealing Association (ESA) is a non-profit trade association registered in Neu-Ulm (DE), representing the manufacturers and suppliers of sealing devices and materials. The Members of the ESA represent a strong majority of the sealing industry in Europe. We are a democratic, market-led

[See more](#)

Recent Updates

European Sealing Association (ESA) Excited about the ESA Annual General Meeting (AGM) 2016 next week. Hope you find the programme and the location interesting. Get important information with links in the news below. See you soon!

ESA AGM 2016 getting closer
europeansealing.com - We draw ever closer to this year's Annual General meeting in Eesen, Germany. For those of you that haven't yet booked accommodation there are still some rooms left at the Atlantic Congress Hotel but if you are struggling there are others nearby. All...

Organic
Targeted to: All Followers

668 impressions	19 clicks	8 interactions	4.04% engagement
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[Sponsor update](#)

Like (7) · Comment (1) · Pin to top · 2 days ago

How You're Connected

- 5 first-degree connections
- 1 second-degree connection
- 7 Employees on LinkedIn

[See all](#)

Featured Groups

European Sealing...
811 members
Member

People Also Viewed

[American Sealing Association](#)
[American Sealing Association](#)

Content

- environmental regulations, ESAs work on the topic
- ESA projects and news
- working groups' or divisions' projects
- conversations on ESA activities, online networking with members
- online documents/publications available on ESA website
- trade publications (such as Valve World)
- calendar of trade events (exhibitions, conferences, webinars etc.)
- job vacancies (in member companies)
- events member companies are participating in
- reasons for potential members to join ESA
- content from the related organizations (FSA, China Sealing Association)

Results

New members from 2014 > 2015 > 2016

- LinkedIn group:
509 > 712 > 811 members

- LinkedIn Page:
142 > 269 > 405 followers

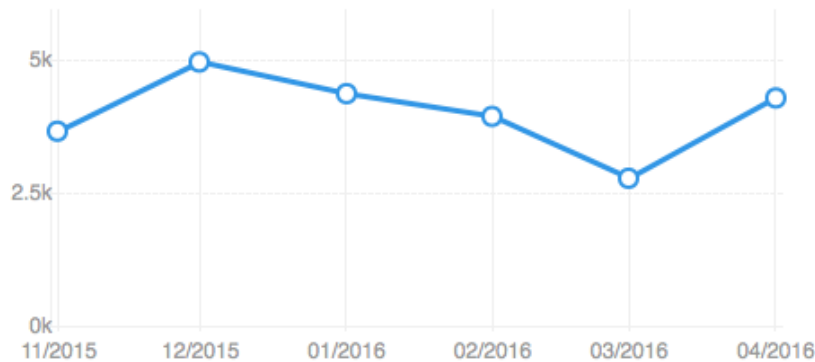
Page statistics

Date Range: Last 6 months

Reach ?

Organic

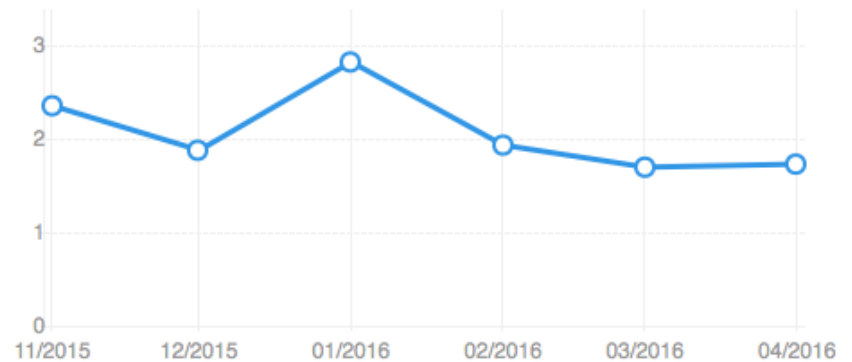
Impressions Uniques



Engagement ?

Organic

Clicks Likes Comments Shares Followers Acquired Engagement %



Page statistics

Updates ?


Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
Excited about the ESA Annual Gene...	5/13/2016	All followers	Sponsor	673	19	8	-	4.01%
Latest news from the ESA in our ne...	5/11/2016	All followers	Sponsor	416	5	2	-	1.68%
Standards and Legislation workgrou...	4/22/2016	All followers	Sponsor	848	7	6	-	1.53%
Mechanical Seals Division is workin...	4/13/2016	All followers	Sponsor	540	9	1	-	1.85%
The ESA has been able to agree a sp...	4/5/2016	All followers	Sponsor	1,146	19	9	-	2.44%
FSA Update: The FSA continues on ...	4/1/2016	All followers	Sponsor	1,296	10	8	-	1.39%
The new article written for Valve Wor...	3/23/2016	All followers	Sponsor	620	8	2	-	1.61%
The recent work of Elastomeric & Po...	3/17/2016	All followers	Sponsor	781	10	5	-	1.92%

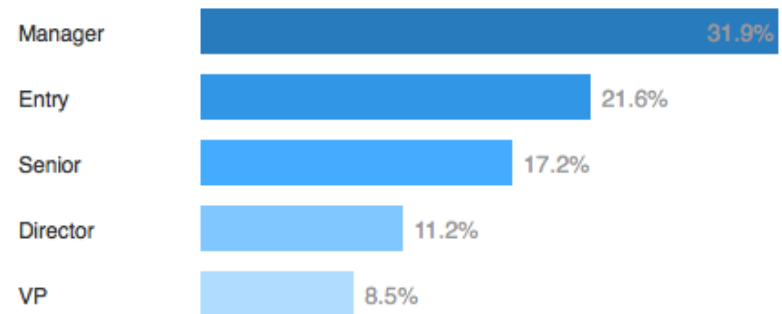
Page statistics

 Followers

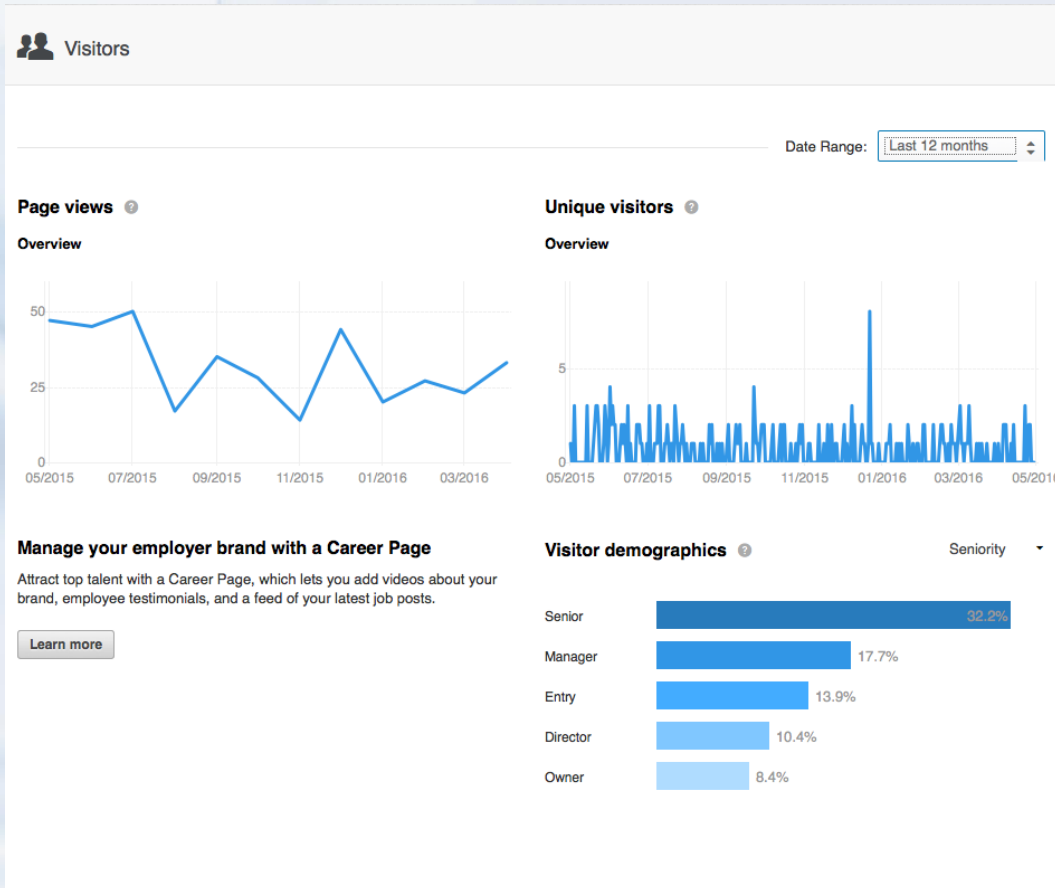
Total 
408

Follower demographics 

Seniority 



Page statistics



Action required

- Comments in the group & use it to discuss relevant topics
- Each member likes the page and sends the link to the coworkers
- Division chairs inform us about the new activities
- Each division is hosting a topic in the LinkedIn group each month; the teasers are posted on LinkedIn page, too
- Each member frequently visits the LinkedIn page and likes/comments
- Authors of the articles inform me each time one is published in Valve World magazine, Sealing Technology magazine etc.
- ... ideas??

Marketing update AGM 2016

Newsletter

Issue No. 8



News



ESA AGM getting closer

We draw ever closer to this year's Annual General meeting in Essen, Germany. I am pleased to confirm that we have two guest speakers at this years AGM. [More >](#)



Latest research work of Elastomeric & Polymeric Seals Division

The Elastomeric & Polymeric Seals Division has continued to work on a new Low Temperature test methodology designed to give seal specifiers better knowledge other than the material property testing often specified for Low temperature seal performance. This has involved a collaborative approach to designing the method and testing it. [More >](#)



Website Careers Area Development

The ESA is to develop a new area within the Web site initially called Careers. The aim will be to attract suitably qualified graduates and engineers to the Sealing industry. Focussing initially on highlighting those members that have Graduate Training programmes, the Careers area will develop to form links with Universities in



The ESA at the Fluid Sealing 2016 Conference

In March the ESA supported the 23rd BHR Group Sealing Conference at the Hilton Hotel in Manchester, UK. As well as a presentation and update on the ESA from Mark Neal, Andrew Douglas from the James Walker Group presented a paper on the Low Temperature test work and research that the Elastomeric and Polymeric division has been undertaking. [More >](#)



Valve World Expo & Conference 2016

The tenth edition of Valve World Expo will be held from 29 November to 1 December 2016 in Düsseldorf, showcasing valves and valve-related products and parts, actuators and positioners, compressors as well as engineering services and software applications. As before, the Valve World

Events

ESA Annual General Meeting



May 17 - 19, 2016

ESA Divisional Meetings



19th October 2016

Valve World Conference & Exhibition 2016



Nov 29 - Dec 1, 2016

All Events

Tip of the Month



In this issue learn:

How to create LinkedIn Company Page?

So far, we focused on using LinkedIn professional social network through personal LinkedIn profiles. Today we'd like to show you how to create a LinkedIn profile for your company. It will help you build brand awareness by sharing interesting and useful updates, promote products and services to customers and prospects and recruiting talents

[Find out >](#)

Newsletter LinkedIn tips, which we are publishing in our newsletters, will help you successfully communicate on the world's largest professional network with more than 400 million members in over 200 countries and territories.

Don't forget to follow ESA's LinkedIn Page.

Newsletter statistics

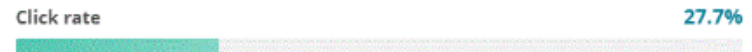
283 Recipients

List: ESA Subscribers

Subject: ESA AGM 2016, Latest Research Work of Elastomeric & Polymeric Seals Div., Special Deal for ESA Members at Fluid Sealing 2016, and more...

Delivered: Tue, Feb 16, 2016 9:57 am

[View email](#) · [Download](#) · [Print](#) · [Share](#)



List average **38.3%**

List average **19.5%**

136 Opened	78 Clicked	1 Bounced	0 Unsubscribed
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Successful deliveries **282** 99.6%

Clicks per unique opens **57.4%**

Total opens **736**

Total clicks **180**

Last opened 2/29/16 2:25PM

Last clicked 2/29/16 11:39AM

Forwarded **0**

Abuse reports **0**

[i Explain these metrics](#)

Thank you!

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THANK YOU

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