

# MINUTES OF MEETING

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### MARKETING COMMITTEE MEETING

07.08.24, 10.00 h (CET), Zoom Meeting

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#### Last newsletter stats

- The last newsletter performed well, the open rate stays very high at 40%, and well above the industry average (23 %).
- The subscriber growth is steady, we have gained 13 new since the last newsletter, all of them subscribed by themselves on the ESA website. There were no unsubscribes.
- We introduced a new category in this newsletter: News from member companies. It worked very well; those were among the most clicked articles. Others most read articles include PFAS update, message from ESA chair and Divisional update.

#### Next newsletter deadlines

- Deadline for submitting all the materials: **6. 9. 2024**
- Sending date: mid-September, when everyone is back from the summer holidays, around **19. 9. 2024**

#### Newsletter topics

- Message from the Chair – article from John M.
- PFAS Update – article from Sandy
- Sustainability – article from Sandy
- Standards and legislation update – article from Ralf
- Divisional update – article from Ralf
- People and positions – nothing new for now, but will add if something comes up
- New members feature – 2 new members, Mark will get in touch
- News from partners – Mark will ask around
- Website stats – article from Actuado
- Article by Actuado
- Events – Valve world, ADIPEC, face-to-face divisional meeting in Dusseldorf (planned for September 25/26)
- News from member companies – we will prepare a separate email and LinkedIn post, to invite member companies to contribute to the next newsletter. Actuado will prepare the content for email and post.

### **ESA Website and LinkedIn stats**

- Website had 91% increase in sessions and 181% more pageviews than last year
- LinkedIn followers grew to 2,321 (+ 404 this year), engagement stays very high
- The practices that we implemented this year are paying off and we will continue in this manner to get even better results

### **AI translation Tools**

- Jasna presented the AI translated training course video examples in multiple languages
- It was agreed that this should be presented at the next divisional meetings, Actuado will prepare the presentation and examples

### **ESA Invoice fraud**

- Mark explained that some scammers obtained ESA member invoice and are sending out fraudulent ones
- As a preventative measure, List of members has been removed from the ESA website
- We will email members about identifying fake invoices

### **Action items:**

- Send email inviting members to contribute news by Sept 6 deadline (Actuado)
- Update website content per shared Excel file (Mark to coordinate internally)
- Check on OpenAI for Nonprofits application status (Mark & Actuado)
- Pilot AI translation with gasket installation video for division feedback (Actuado)
- Schedule invoice scam warning email to members (Mark & Actuado)

### **Date and time of the next meeting:**

- October 2, 2024, 10.00 CEST