

ESA MARKETING COMMITTEE MEETING

28.01.2024, 11:00 CET, Zoom meeting

1. Last newsletter stats

- The last newsletter's open rate was over 38%, so we are keeping with the positive trend.
- Most clicked articles: PFAS, message from the ESA chair, Divisional Update, member news
- We gained 27 new subscribers, no people unsubscribed.

2. Next newsletter dates and deadlines

Deadline for all the materials: **10. 2. 2025**

3. Topics for the next newsletter

- Message from the Chair of the ESA – article by John M.
- PFAS – Sandy to prepare – talking to Plastics Europe, attend meeting on PFAS with RAC – will hopefully have information by February 7
- Sustainability and Carbon Footprint programme for the ESA – Sandy – progress with sustainable packaging
- Standards and Legislation – Sandy - updates from DWD, also the Antwerp EU Deal
- Divisional Update – Ralf
- People in Exec positions and divisional changes – two people from the Exec have to step down, so we'll invite people to apply
- A Spotlight on New Members – Mark will ask OVE Plasmatec if they will prepare something
- News From Member Companies – we already received some news from Flexitallic as well as VED Italy, Kastis will also prepare a topic
- Website Statistics – Actuado
- Relevant industry events – Gaskets and Seals show (Sandy is presenting there), IVS 2026,
- Actuado feature

4. Website

Website January

Total visitors: 1,482

Total page views: 2,330

AVG. Session Duration: 1m

Bounce Rate: 38,5%

Traffic from:

- Organic search: 563
- Direct: 504
- Email: 166
- Social: 143
- Referral: 93

New vs. Returning Visitors

- New: 92%
- Returning: 8%

Top pages:

1. European Sealing Association (Homepage)
2. Storytelling in Marketing: Advantages and Disadvantages of Using Storytelling in Marketing, Methods of Implementation in B2B Markets - European Sealing Association
3. PFAS Restriction Update
4. ECHA Recognizes Sealing Applications in PFAS Restriction Process: A Promising Development for the Sealing Industry
5. List of Members
6. Events
7. The FSA Spiral Wound Gasket Test Procedure Update - European Sealing Association
8. News page

Top Countries:

- United Kingdom: 209
- United States: 145
- Germany: 134
- France: 127
- India: 109
- China: 76
- Italy: 69
- Netherlands: 62
- Spain 54
- Belgium 33

LinkedIn January:

Total followers: 2,945 (1.1.2025: 2,896)

New followers: 49

Total page views this month: 161

Unique visitors this month: 62

Impressions this month: 7,147

Engagement this month (reactions, comments, clicks and reposts): 383

Engagement rate: 5,4%

Total posts this month: 12

5. Other activities

Some new training courses are nearly ready, we'll prepare a campaign to promote them when they are posted on the website.

6. Date, time and venue of the next meeting

12. 3. 2025, 11:00 CET