

# ESA MARKETING COMMITTEE MEETING

12.03.2025, 11:00 CET, Zoom meeting

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## 1. Last newsletter stats

- The last newsletter's open rate was over 28%, lower than the previous one but still above industry average
- Most clicked articles: PFAS, Gasket & Seals Show, Positions Within the ESA, Message from the ESA chair, PFAS interview in World Pumps
- We gained 34 new subscribers, 1 person unsubscribed.

## 2. Next newsletter dates and deadlines

Deadline for the materials: **31. 3. 2025**, we will be sending asap after the AGM (April 14-16) so we can include highlights from the event

## 3. Topics for the next newsletter

- Message from the Chair of the ESA (2 articles this time as 2 people stepping down and there will be a new chair after the AGM)
- PFAS – Sandy – Summary from the ECHA meeting and FFPP4eu meeting on March 27), article from Sandy's presentation at Gasket & Seals Show combined with Valve World interview
- AGM highlights – Mark to prepare
- Gasket and Seals Show highlights – Mark to prepare
- Sustainability and Carbon Footprint programme for the ESA – Sandy – progress with sustainable packaging
- Standards and Legislation – Sandy
- Divisional Update – Ralf – updates from the meetings before AGM, there were also new articles published in VW & Flow magazine (Ralf to send info for LinkedIn posts)
- New training courses – article by David – new courses live on the website
- People in Exec positions and divisional changes – changes in the Executive team
- A Spotlight on New Members – 2 new members, Mark will ask them to send something
- News From Member Companies – Mark to ask around, Ceetak can maybe prepare something
- News from Other Trade Associations – Mark to ask around, deadline March 31
- Website Statistics – Actuado
- Relevant industry events – Valve World Expo (December), Mark will look for other events

## 4. Analytics

### Website

Total visitors: 2,257

AVG. Session Duration: 37s

Bounce Rate: 42,3%

Traffic from:

- Organic search: 893
- Direct: 746
- Email: 266
- Social: 175
- Referral: 154

#### New vs. Returning Visitors

- New: 92%
- Returning: 8%

#### Top pages:

1. European Sealing Association (Homepage)
2. The FSA Spiral Wound Gasket Test Procedure Update
3. [NEWS FROM ESA MEMBERS] Sealing Without PFAS?
4. AGM 2025
5. List of Members
6. Events
7. News page

#### Top Countries:

- United States: 280
- France: 219
- Germany: 213
- United Kingdom: 202
- Italy: 164
- China: 152
- India: 124
- Netherlands: 82
- Spain 82
- Belgium 72

#### LinkedIn:

Total followers: 2,995

New followers: 26

Total page views this month: 293

Unique visitors this month: 123

Impressions this month: 8,113

Engagement this month (reactions, comments, clicks and reposts): 373

Engagement rate: 4,5%

Total posts this month: 13

#### 5. Other activities

New training courses (Mechanical Seals, Flange Gaskets - Gasket Selection) are live and need to be promoted: mailing to our subscribers, LinkedIn posts, Ralf will prepare something for VW and Flow magazine, article for the website/newsletter (David)

March 19-20 Gasket & Seals Show – Mark, Sandy to send photos and updates so we can post on LinkedIn as the event is taking place. Engineers from Ceetak will be there, chance to meet&tag each other in posts and photos to boost visibility.

#### 6. Date, time and venue of the next meeting

14. 5. 2025, 11:00 CEST