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The Power of Clarity



IPRN E-Newsletter

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Frequency

2018

- February
- May

2017

- March
- August
- November

2016

- February
- August
- December

- Increase frequency to bi-monthly
 - Would this be useful to members?

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Statistics

Year	Month	Sent	Opens	Clicks
2015	October	48	23	8
2016	February	50	23	3
2016	September	Unknown – Heading2Market sent		
2016	December	72	35	5
2017	March	79	39	9
2017	August	128	45	4
2017	November	134	53	11
2018	February	143	60	18
2018	May	136	46	9

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Get involved

- A handful of proactive agencies sending news, everyone should send:
 - original content
 - good news stories
 - new business / award wins
 - successful campaigns
 - interesting blogs
 - useful hints and tips

Get involved

- What do IPRN members want?
 - Is an e-newsletter useful?
 - Frequency?
 - Content? – should be original



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