



EMMA WILD

Joint Marketing and
Communications Manager,
Wychavon and Malvern Hills
District Councils



IAN DIPPLE

Joint Marketing and
Communications Manager,
Wychavon and Malvern Hills
District Councils

Declining traditional media, but

You've Still Got Mail



What we'll cover

- The case for a system
- It's all about social isn't it?
- Why mail is still important
- Our successes
- The numbers
- And more to come!



The case for the system

- Communications strategy
- Declining traditional media
- People sign up/come to us/more engaged
- Tailored messages – based on interests
- Brand management
- GDPR compliant



It's all about social isn't it?

- Lower engagement
- Got to put your hand in your pocket
- Are we interesting?
- Peak social media?



Our successes

- Sign up rate
- Engagement
- Culture change –newsletters, control, style
- Saving money
- Bin reminder
- Service changes



The numbers

Wychavon

- Email subscribers: **12870**
- Email engagement rate*: **62%**
- Twitter following: **8860**
- **Email marketing = 45% higher reach than Twitter**

Malvern Hills

- Email following: **6850**
- Email engagement rate: **85%**
- Twitter following: **5820**
- **Email marketing = 20% higher reach than Twitter**



And more to come

- More ideas to connect to bin round data
- Expanding the topic areas
- Income generation
- Dragging some services out of the dark ages



Three key takeaways

- Make the case
- Get control and metrics
- Believe in Tom and Meg



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