

**Business & Skills
June 2020
Communications Report**

1. Background

Business & Skills communications messaging has in June focused on telling the story of recovery, providing support to business and job seekers so they could get back to business once the restrictions allowed. #rescueto recovery

Via:

8 press releases, 4 Mayor interviews, 5 videos, 43 media coverage pickups, 62 social media posts & 20,000 newsletters

1. Sharing the case studies of the Micro and Capital grants via PR, video and social media
2. Nearly 20,000 emails sent to local business keeping them up to date about Government support and Combined Authority services via the 121s, Webinars, Talent Portal and Retaining scheme.
3. PR & Social media - Driving digital connectivity to support Covid recovery
4. PR, blogs, social and setting up a dedicated Facebook Market Towns page for the Market Town multi million pound give away.
5. Celebrating Good news - Local Grant Funding.

2. Digital Transformation

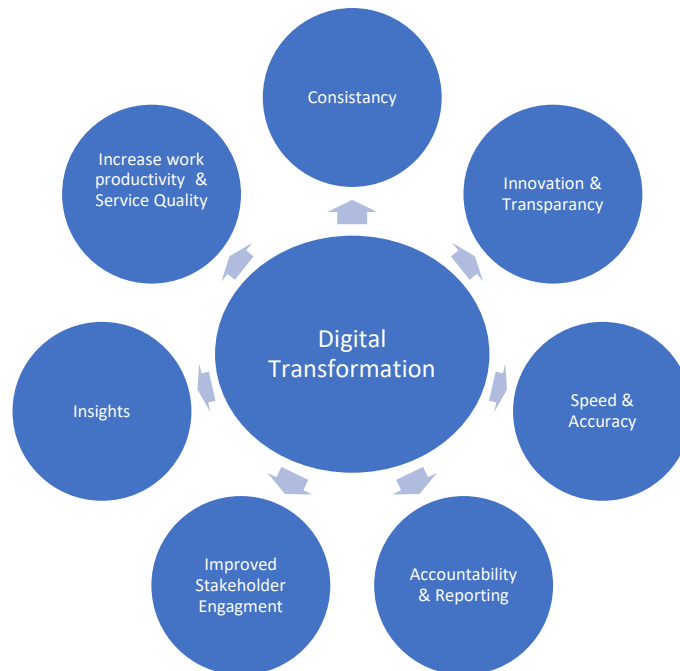
The Combined Authority communications team has gone through a digital transformation over the last couple of months - accelerated because of Covid and the need to engage directly with our stakeholders. This has allowed Combined Authority Business & Skill communications to be consistent, streamlined and targeted.

Throughout June much work has been done to embed these new ways of working with new engagement tools such as HubSpot, refining and building on our data collection to target business and skills stakeholders and allowing for tailored communications, driving engagement for the Growth Hub 121 and webinars, Talent Portal and Retaining Scheme and sharing good news stories and case studies by using more video, images and call to actions in our social media campaigns.

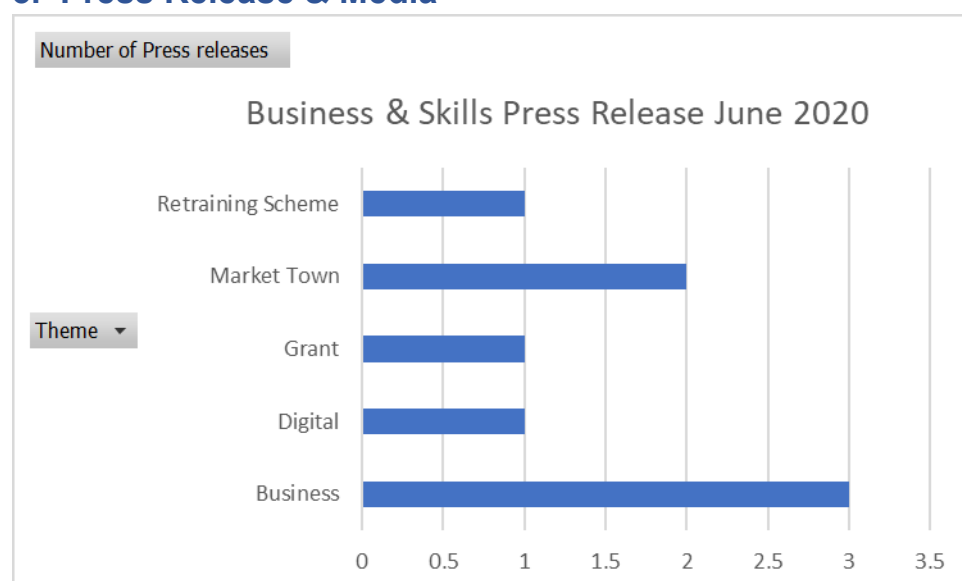
The communications team have provided targeted communications for the Micro and Capital grants, set up paid for ads and a Facebook group page to drive engagement for the Combined Authority Market Town work. The team have continued to focus on using digital technology to increase productivity and quality by using online automated invitations to the virtual online launch of the Adult Education's Partner announcement of the University of Peterborough in July.

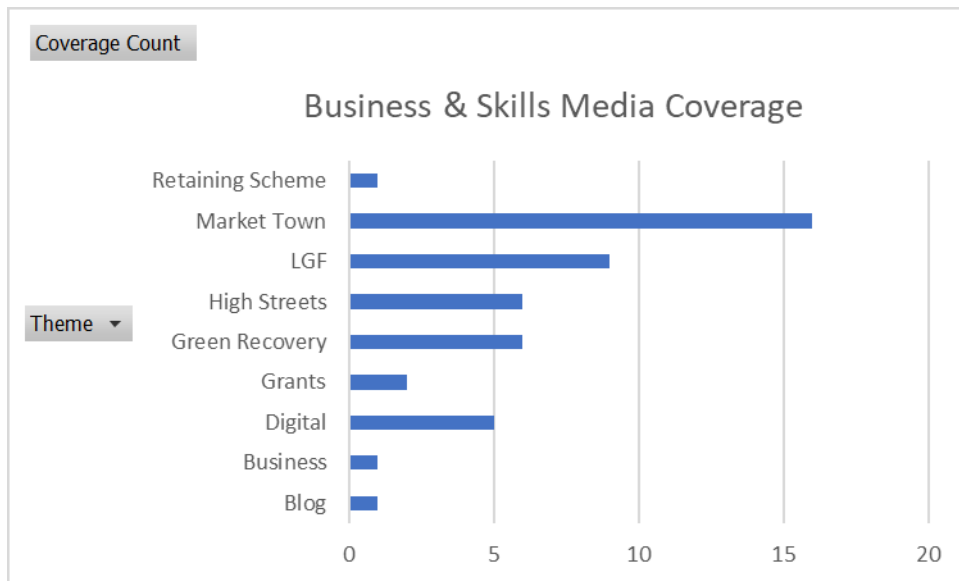
This digital transformation has allowed for the improved reporting and analytics for all our digital marketing activity to provide transparency and set benchmarks for delivery. This has all helped improve the speed and consistency of communications and allowed for improved stakeholder engagement.

The team will continue to embed this digital transformation within business and skills communications and are continuing to work on a number of different projects which will benefit from this approach.



3. Press Release & Media





4. Digital Marketing - Newsletters

Business & Skills Emails Name	Sent	Click Through Rate	Delivery Rate
ISSUE 26 Business Bulletin 24 June 2020	2423	10	99
Home working Webinar 18 June 2020 REMINDER	2425	4	93
Business Efficiency Webinar 16 June 2020 on day remin	2428	5	99
Redundancy Register - No	7	100	86
Redundancy Register - Yes	3	50	67
Business Efficiency Webinar 16 June 2020	2424	4	93
Home working Webinar 18 June 2020	2428	5	93
ISSUE 25 Business Bulletin 1 June 2020	2391	12	99
Businesses: Free 1-2-1 Webinars for June	2390	9	99

Email totals by sent, opened, and clicked

Date range: In the last 30 days

SENT
19,660
▼ 22.62%

OPENED
4,117
▼ 32.83%

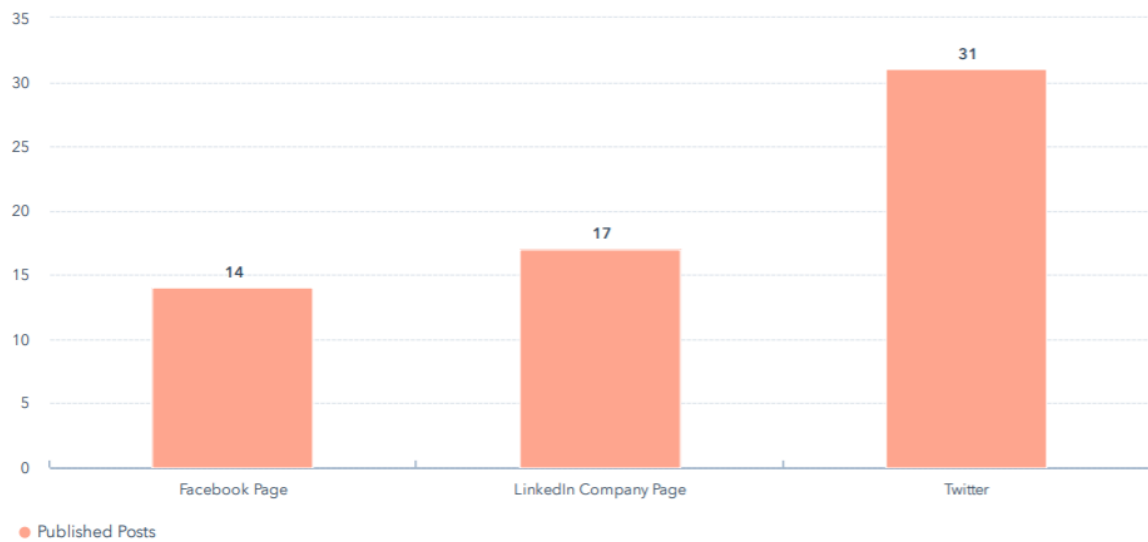
CLICKS
335
▼ 61.63%

CLICK RATE
1.76%
▼ 49.67%

5. Digital Marketing – Social Media

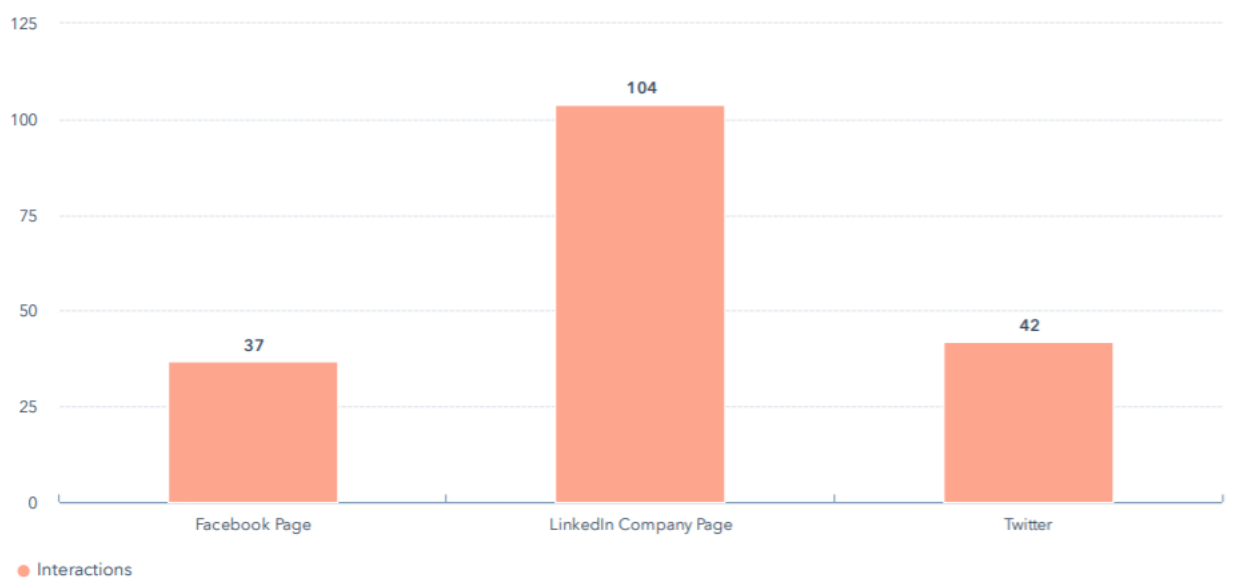
Social Media Analytics BB June 2020

Date range: From 31/5/2020 to 29/6/2020



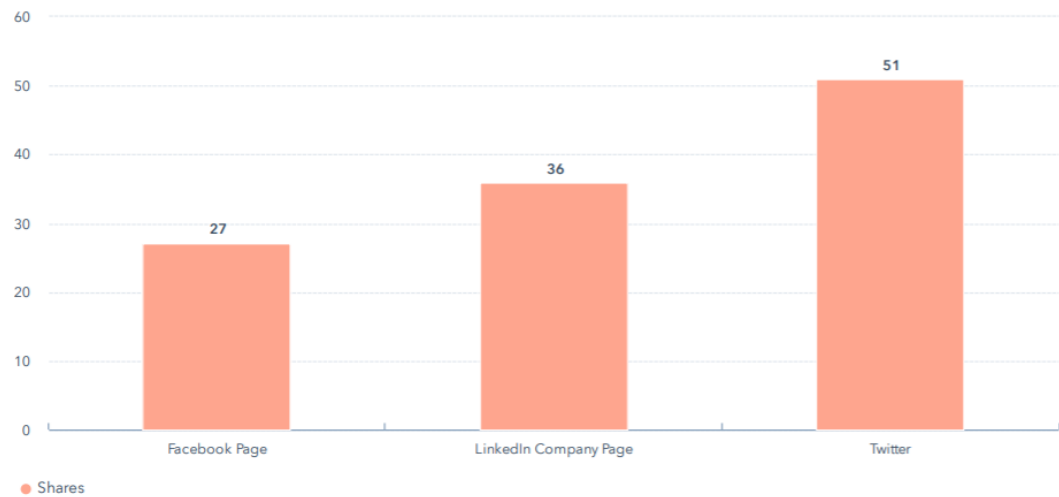
Social Posts Interactions by Network

Date range: From 31/5/2020 to 29/6/2020



Social Posts Shares by Network

Date range: From 31/5/2020 to 29/6/2020



Social interactions by network

Date range: In the last 30 days

