

**From Madeleine** Boomgaarden

## **Marketing progress (September 2017 to February 2018)**

### Summary

Over the last six months, the website has been maintained and developed with spikes in visitor numbers when blog posts about the Love Box/FieldDay campaign have been posted and promoted. A new, fresh-look e-newsletter was produced and regular updates sent out to the membership, particularly on campaign news and key FoBP dates. The Herne Hill Forum has become a key communications channel with news and events posts. We have also begun to use the gallery section to visually highlight the car boot sales. Social media continues to be strong with increasing followers and engagement.

### Website

- Created new document archive section and added all minutes given to me
- Updated all events up until end 2017 and 2018

- Updated park opening and closing times
  - Added blog content including Love Box/FieldDay campaign updates
  - Filtered and approved posts including dialogue about the Love Box/FieldDay campaign
  - Updated site throughout when needed, for example adding new committee members and bench scheme details
  - Liaised with developer progressing issues regarding emails and site speed
- E-newsletter
- Template produced
  - 8 e-shots developed and sent out
  - Average 50% open rate with last two issues 55% and 57.8% respectively.

Tuesday, 20 February 2018

## Herne Hill Forum

- Added all FoBP events up until July 2018
- Wrote and added FoBP news stories including Love Box/FieldDay campaign updates.
- Created a photo gallery of car boot sale

images from 2017 for promotion    Social Media

- Facebook: followers up to just under the 1,000 mark with some posts achieving reach of more than 3,000. Replied to comments, messages and requests for information. Added all events up until December 2018.

- Twitter: followers up to nearly 2,500. Campaign statements posted and engaged with stream of campaign tweets.

- Instagram: 158 followers