

Marketing and Communications update

Title			
Marketing and Communications Update			
Period Covered			
From	30/4/21	To	25/6/21
Achievements and Highlights			
<ul style="list-style-type: none"> • TFB approve marketing strategy and approach • First e-newsletter “Renew” published and circulated – feedback: 343 circulated, 26% open rate, non–unsubscribed. • NewsDirect Podcast Episode 2 – now live and available here News Direct Podcast: Episode 2 - Faisal Baig GP by North Lincolnshire Council (soundcloud.com) 			
<ul style="list-style-type: none"> • Project leads developing headlines/key messages for each project plus launch press release • Project specific engagement plans complete – project timelines in development • Marketing & Communications team to develop detailed communications plans aligned to project time lines. 			