

Email Newsletter

Road Transport Media has a strong email marketing presence.

Email marketing is a key element in all our own lead generation campaigns and we can make it work for you. **Road Transport Media's e-newsletters are content rich** and recipients trust us to provide them with job-useful content and products which are relevant to them.

We have been building our newsletter audiences over the last five years and the audiences range from **senior operators and decision makers to commercial vehicle drivers**. The audiences interact with content and have signed up for our products and selected third party products.

	Frequency	Avg. Delivered (last six months)	Open Rate	Audience
News Alert	Weekly	8,139	19.4%	Decision makers and influencers with all fleet sizes
Executive Brief	Weekly	14,710	18.1%	Decision makers and influencers in larger fleet owners
Compliance Bulletin	Fortnightly	5,406	20.4%	Decision makers and influencers with an interest in best practice and compliance
Freight in the City	Fortnightly	9,168	18.2%	Decision makers and influencers with an interest in urban freight
Top Deals	Fortnightly	7,064	13.7%	Used vehicle buyers
Product Update	Bespoke	5,235	14.2%	Decision makers and influencers with an interest in product information
Dealer Update	Bespoke	7,108	15.8%	Used vehicle buyers

Video

Video is increasingly important as a way of conveying complex marketing messages in an engaging format.

Road Transport Media has been using video for news, product reviews and events for some time and has an experienced internal team to support this. **We can use this experience to support you.**

Product updates, Company Focus, New initiatives, Meet the staff, Road Tests etc – we can produce, edit and align you with our journalists for an independent review. These can be promoted on social media, e-newsletters and our website.

Metric	Followers (October 2018)
CM: Facebook	27,327
CM: Twitter	17,906
CM: LinkedIn	5,751
CM: YouTube	16,465
CM: Instagram	6,861
CM Used: Facebook	3,021
CM Used: Twitter	6,114
MT: Facebook	1,232
MT: Twitter	16,138
T&D: Facebook	23,097
T&D: Twitter	17,893
T&D: Instagram	2,991

Social Media

The quality and reputation of our journalists and the content they produce has allowed us to build up substantial social media followings for all our brands. We can help you benefit from this coverage by presenting your brand messages through our social media networks.

