

Cutting out the middle man – Digital news distribution

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In February 2015 the NOC created 'NOCmail' and issued its first weekly e-news bulletin. It was sent directly to the inboxes of just 69 subscribers; by the final issue of 2015 the bulletin was sent to 5,303 subscribers. Each of these subscribers had opted in to receive weekly news, through their email, from the NOC, and the numbers have risen steadily ever since.

The NOC communications team invests a considerable amount of time creating regular email communications – weekly and monthly – but we believe that we are building better engagement with some of our audiences than we are through media relations activity. Using analytics from nearly two years of use, the NOC Communications Team will lead this workshop to look at how this channel works alongside other communications activity, what content has prompted the highest engagement, how to reduce the time taken to produce bulletins, how to generate new subscribers and what we think makes people unsubscribe.

The NOC uses GovDelivery as its software provider, but the lessons we have learned from creating weekly and monthly bulletins are equally applicable to those using other providers such as MailChimp.