



## Communications Committee

### Report to HPBAC Members

Monday, November 15, 2010

#### Committee Members

Alan Murphy      Ingrid Schroeter      Dominique Pagé      Darren Olson      Eric Barnhill

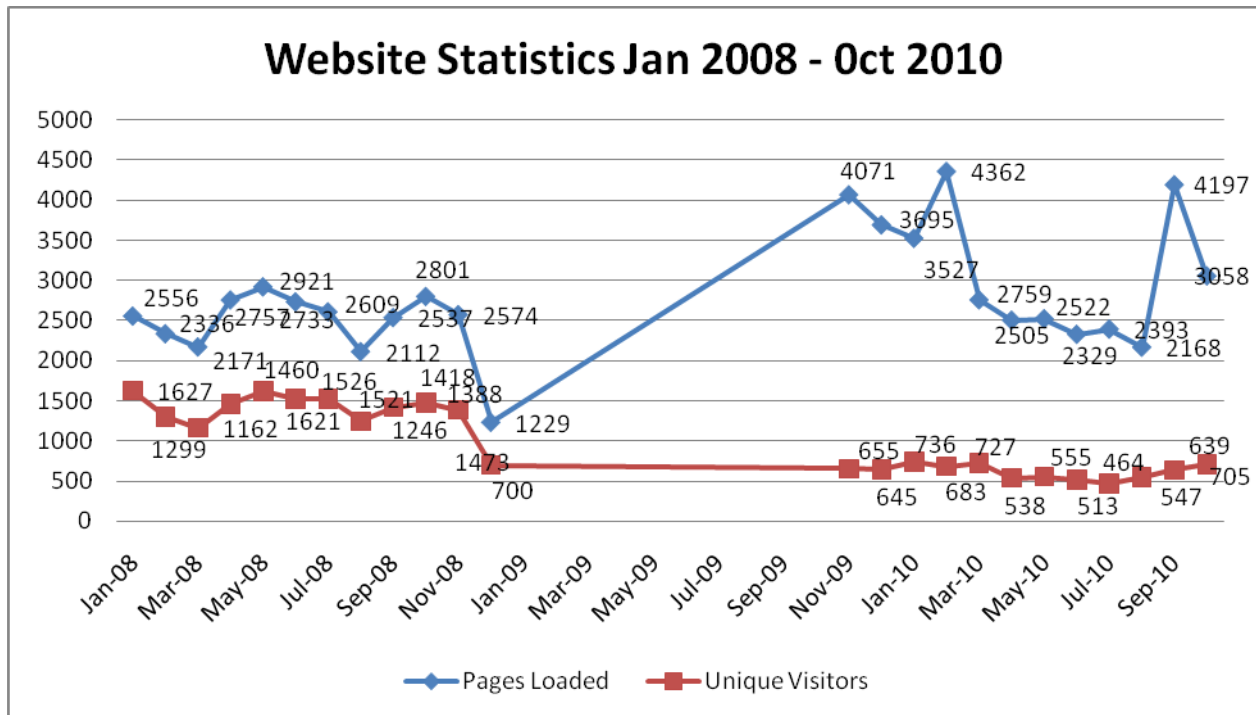
#### Staff

Laura Litchfield

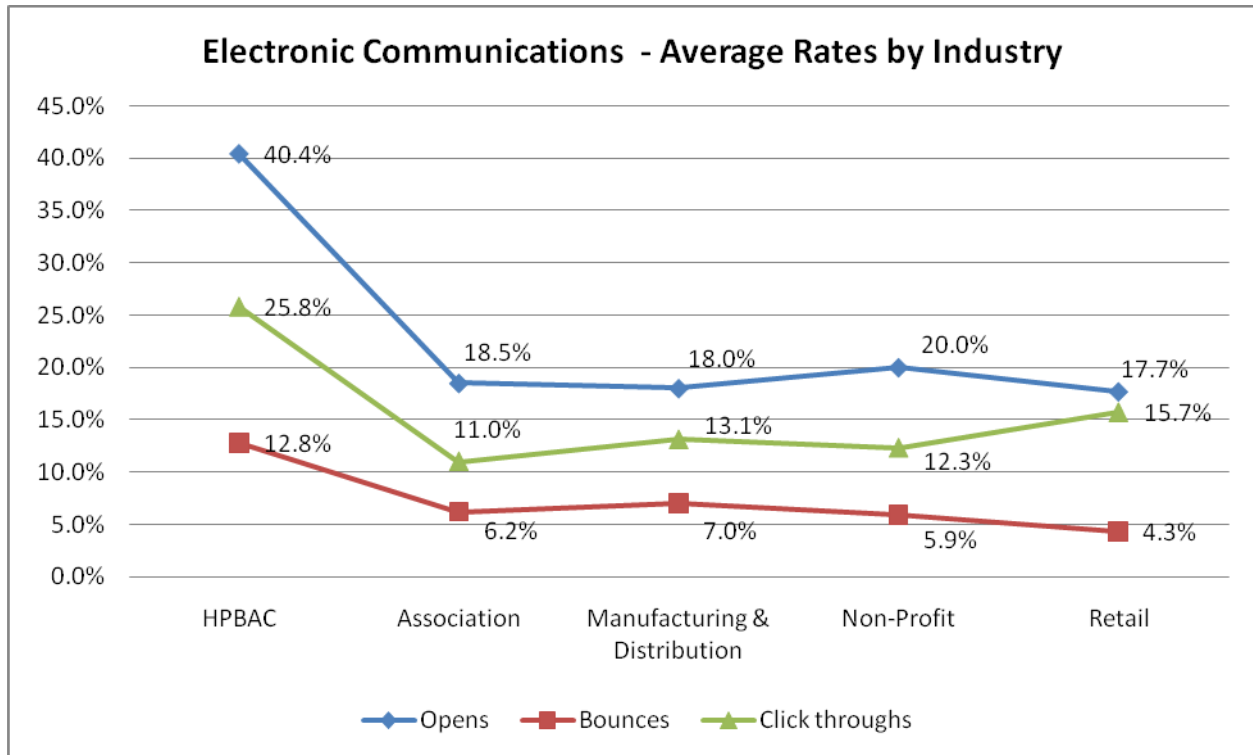
### Website Tracking Report

Website visits to the end of October total 9,227 with 6,134 unique visitors, 29,885 pages loaded and almost 132,000 hits. Increasing the number of links to our website from member sites and to other sites from our site will help drive these numbers up.

The Committee will be working on additional content on the Homeowner pages this fall.



## Electronic Communications



**Newsletters** – 4 have been published in 2010 to date and a November issue is in progress. Average open rate is 40.5%, peaking at 41.3% with the February issue. These open rates are well above the industry average of 18.5%.

**Bulletins** – 3 bulletins have been published by HPBAC this year along with several from various chapters. Members should see more updates from regional Chapters as they now have access to our electronic communication services.

**Surveys** – we have conducted 3 surveys this year with open rates of 42% to 47.8% and excellent completion rates of 25 to 49%. We will continue to use this survey to get membership feedback on programs and services.

**Event Marketing** – We’ve begun using the Event Marketing service through Constant Contact which allows us to hold online registration with online payment for events and will cut down on the labour required to manage registration.

### HPBAC blog

The blog is an interactive tool where members can post comments on HPBAC postings. Government affairs updates and event notifications are posted as they arise.

## Facebook page and Twitter

We have a Facebook page and send tweets occasionally. We plan to investigate how to use social media to build brand awareness in the new year.

## Publications

### Pellet Flyer

The Committee has updated the *Making the Most of Your Pellet Stove* flyer. The flyer will be available on the HPBAC website once it is finalized. If budget allows, a French version will be developed. There are no plans to print the flyer.

### Annual Report

The 2009 Annual Report was published and distributed in early 2010. Work will begin on the 2010 report in December.

### Membership Kit

The Committee developed a booklet of member benefits and information early in the year. This kit is meant to be kept by the member throughout the year to provide easy access to information. To help cover costs we will be selling advertising space.

### Membership Flyer

New promotional copy for the membership application was developed this year illustrating the monetary value of membership in HPBAC.

### What Membership Means to You presentation

This presentation is being developed in consultation with the Membership Committee as a tool for the 2011 membership drive. It is designed to be presented at regional meetings and dealer meetings when the opportunity arises.

## Press Releases

The Committee has produced a 'Canadianized' version of *Clean, Versatile and Eco-Conscious Fireplaces and Stoves Heat Up the Market* HPBA press release and will produce several more over the next few months. These will be made available on our website and sent to all members for distribution to their local media.

## Income

The Committee developed sponsorship packages this year which included EXPO Reception Sponsorship, newsletter advertising and sponsorship, website links and Membership Kit advertising. The promotion was mailed in October and we have had three responses to date. The income goal is \$5,000 for advertising and \$12,000 for EXPO Reception sponsorship. These funds will be used to offset costs.

Meetings held on first Tuesday of each month at 2:00 pm EDT by teleconference