

*e-shot*TM

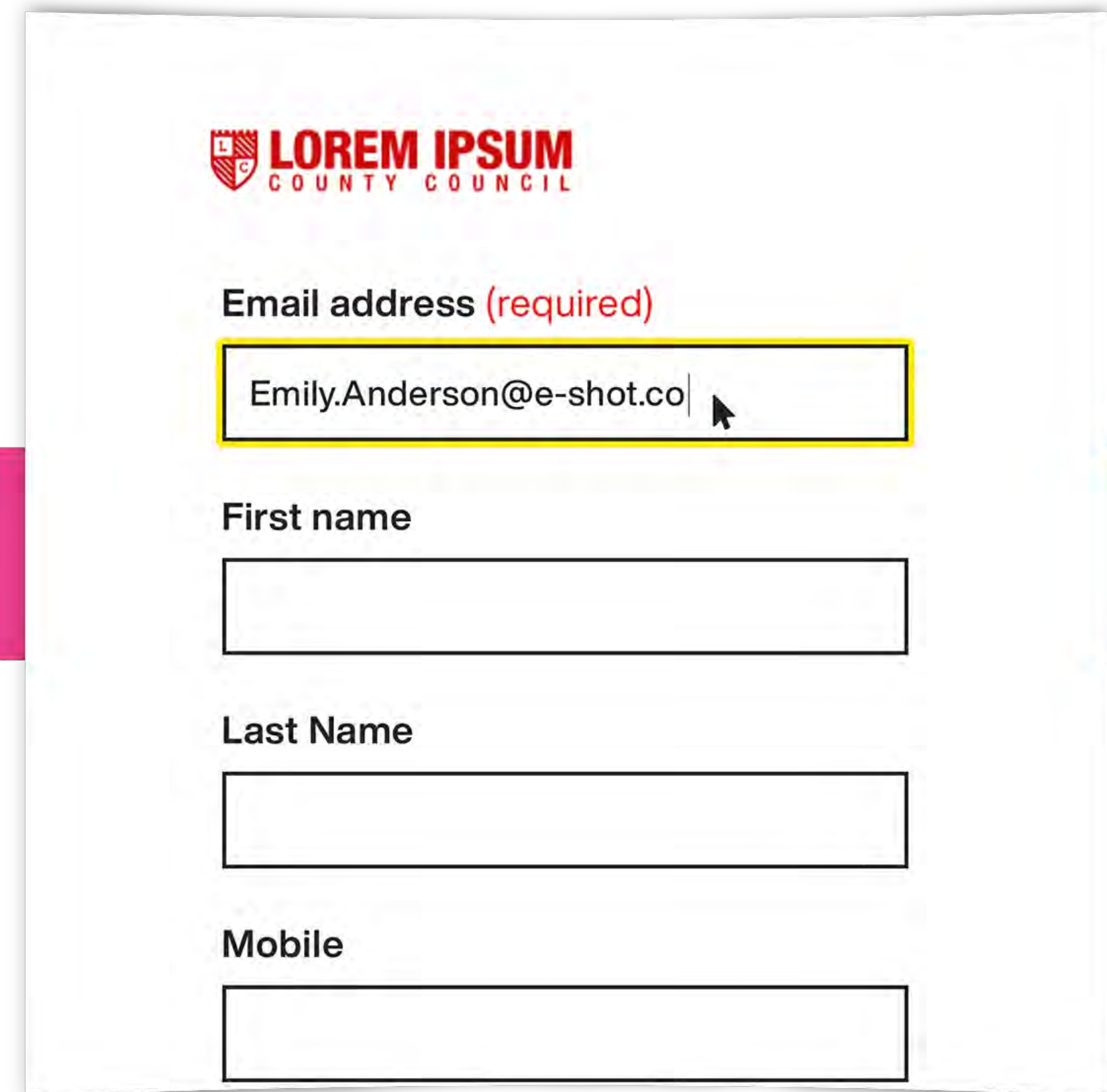
AUTOMATING DIGITAL CAMPAIGNS


LG Comms Academy 2023

Dan Hare



**WHO HAS AN
EMAIL SIGN UP
FORM ON
THEIR WEBSITE?**



 **LOREM IPSUM**
COUNTY COUNCIL

Email address (required)

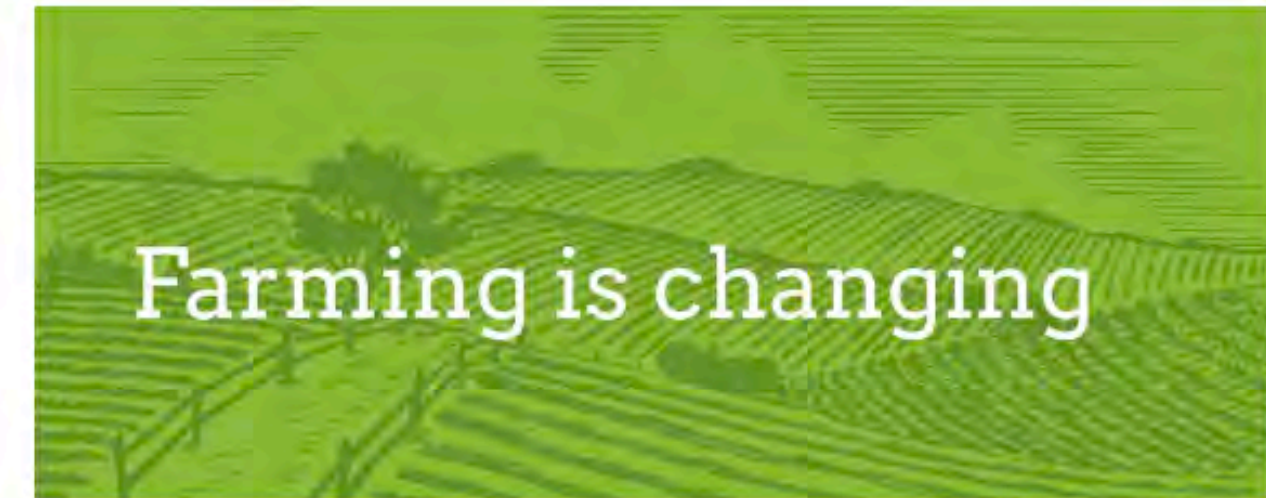
Emily.Anderson@e-shot.co

First name

Last Name

Mobile

**WHO HAS A
WELCOME
EMAIL AFTER
SOMEONE FILLS
IN THAT FORM?**



Welcome to our Future Farming and Countryside Programme Virtual Forum

Welcome to our Future Farming and Countryside Programme Virtual Forum where you can stay updated with everything going on in the programme.

Keep an eye on your inbox to make sure that you don't miss out.

We hope that you find our updates useful and informative, but if you would like to update your details to change what or how often you hear from us, simply click the link below to manage your profile.

Update preferences



Newsletters



Segmentation



**Dynamic
content**



Triggered



Automation

WE'RE GOING TO HAVE
TO DO MORE WITH LESS.



TOM
FISH
BURNE

© marketoonist.com

LET'S FIND WHAT'S NOT WORKING



**VOLUME OF
ENGAGED
SUBSCRIBERS**

**OVER
50%**

**VOLUME OF
UNSUBSCRIBES**


**UNDER
0.5%**


Subscription Topics

☐ Council news

☒ Council news and updates


☐ East Riding Leisure


☒ East Riding Leisure 

☐ The Mill 

☐ Health and Fitness

☐ Active Coast

☐ Holiday Activities and Food Programme 

☐ Health and Wellbeing Community Groups 

☐ Tourism

☒ Sewerby Hall and Gardens

Spooky news from Surrey County Council



Events near you this October half term

Check out our seasonal what's on guide for the spookiest Halloween events near you this half term.

[Read more »](#)



Get outdoors for nature's autumn treat

Outdoor walks across Surrey for everyone, from crunching through



Check out this 100 year old Halloween poster

Look back in time with the Surrey History Centre this half term

ENGAGED
SUBSCRIBERS
58%

Your Brent News

No place for hate

We have all seen the horrifying scenes of the current conflict in Gaza and Israel which are truly shocking and devastating.

I know that many Brent residents have friends or family directly affected and our thoughts and prayers are with all the people killed, or injured, and with their loved ones during this incredibly difficult time.

We condemn violence in all its forms and hope that a peaceful resolution is found soon to prevent any more loss of life.

Tragically, we know that violence in the Middle East can lead to a rise in hate crime here in London and we call on everyone to stay calm and look out for your friends and neighbours. Brent is a proudly diverse borough and it is important that we report any incidents of hate crime immediately to the Police. There is no place for hate in Brent.

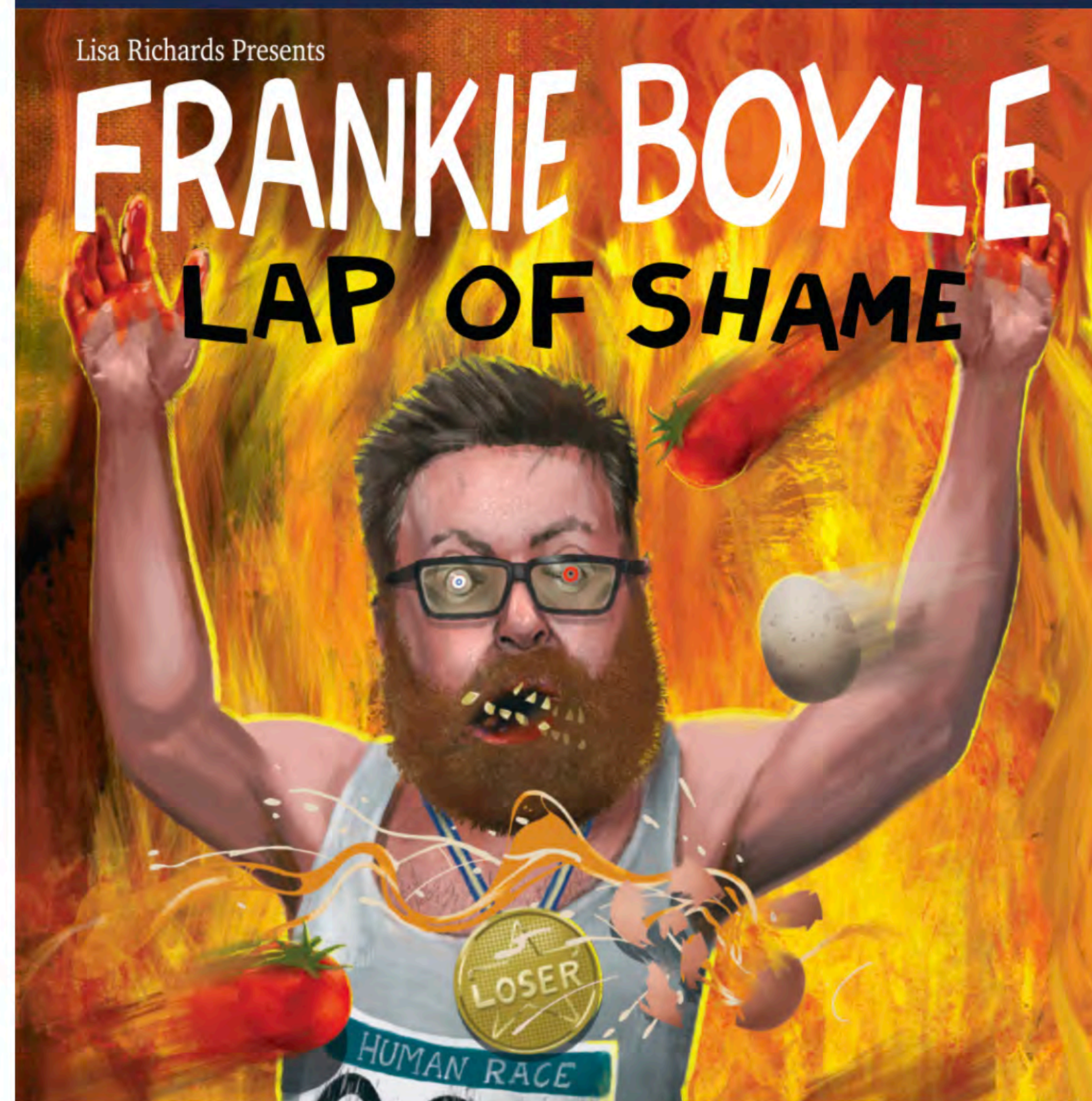
In other news, there is lots happening this October to mark Black History Month across our libraries. This year's theme is 'Celebrating our Sisters', honouring the contributions of Black women throughout history and today, from mothers, care givers, businesswomen, doctors, scientists, and everything in between.

Black History Month is a time to reflect on the contributions of Black people to our society and to celebrate our rich culture. It is also a time to learn about the

**ENGAGED
SUBSCRIBERS
64%**

News and Events from Colchester's Charter Hall,
Castle Park and Town Hall.

LAST FEW TICKETS



Frankie Boyle: Lap of Shame – Charter Hall

Monday 16 October

ENGAGED
SUBSCRIBERS

77%

NEWSLETTER ENGAGEMENT AVERAGES

NEWS
57%

LEISURE
66%

ENVIRONMENT
61%

FOSTERING
39%



Newsletters



Segmentation



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content**



Triggered



Automation

**“The epitome of small
team doing big strategic
thinking and things”**

**WINNER OF BEST SMALL TEAM
UNAWARDS 2022**

ROB MCCLEARY
GEDLING BOROUGH COUNCIL





bin collection reminder

Don't forget to put out your **BLACK** bin tomorrow

Please put the bin out **before 6am** at the latest and take it back again as soon as possible after it has been emptied.

Ensure that your bin lid is fully closed when out for collection.

[Check which items **can** and **can't** be recycled in Gedling.](#)

DON'T WASTE YOUR RECYCLING



Stay up to date with what we
can and cannot recycle



e-shot™

Welcome to the e-shot movieverse!
Email campaigns worthy of an UnAward

NOW PLAYING ON E-SHOT

Improve digital outcomes and reduce the burden on your
resources with email automation.



The Night Before They Arrive

Waste & Recycling

[Go to Screen One](#)



Any of us

Fostering

[Go to Screen Two](#)



Essex County Council Case Study



Louise Alabaster
Senior Content Advisor,
Essex County Council





Fostering has many benefits and challenges.

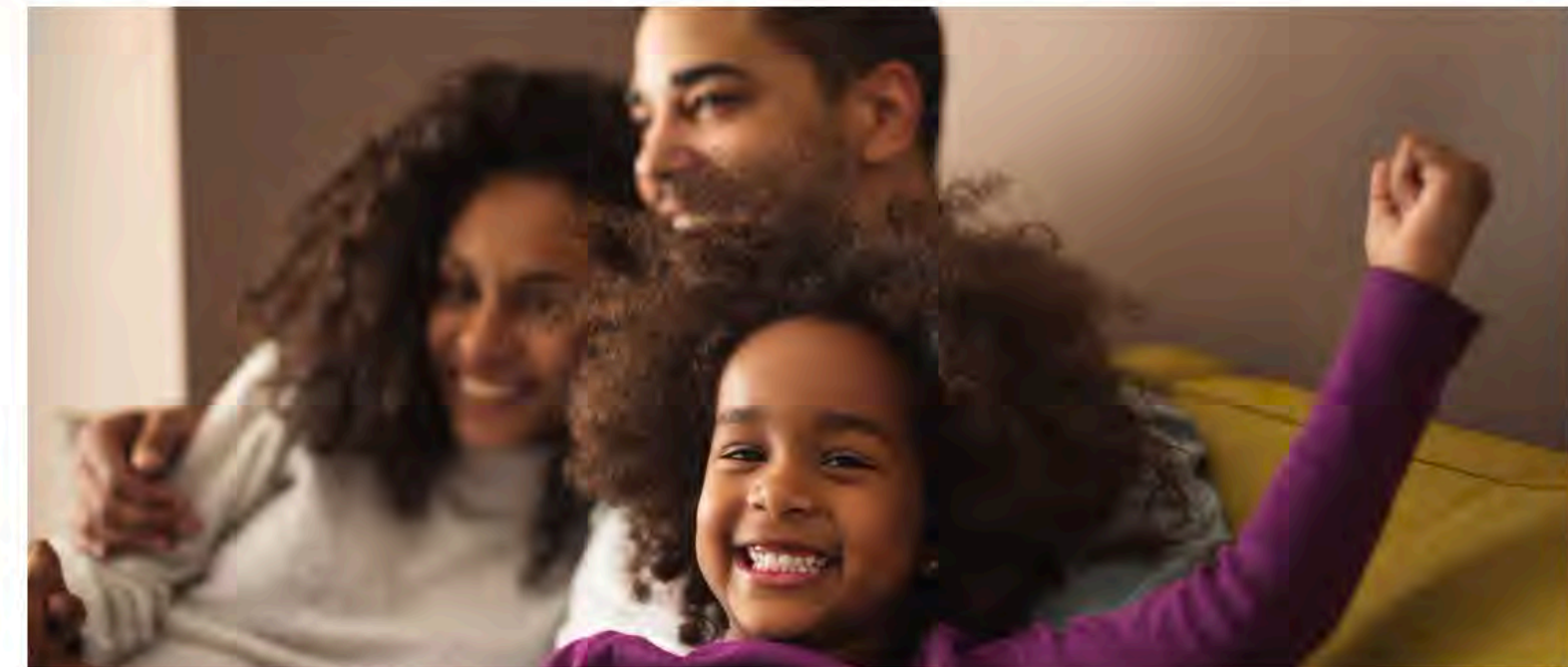
Currently, there are over 80,000 children and young people in care across the United Kingdom, with fostering applications dropping by 2000. While we urgently need foster carers, we want our applicants to know what they're getting into.

We're here to offer you various support and advice if you're thinking about becoming a foster carer. Check out our article on the benefits and challenges of fostering to decide whether it is right for you.

[Read More](#)



Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)



Could you give a child the future they deserve?

Our foster carers help us to provide a safe, nurturing, and stable environment for vulnerable children and young people. If you gave a child a chance, you could drastically transform their lives for the better.

You can become a foster carer with our fantastic training, 24/7 support and generous allowances. Get in touch with us and request your free digital brochure today.

[Get your digital brochure](#)



Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)



Unlock a child's potential



Recruiting now

We need you

By offering a child a safe and nurturing home, perhaps for the first time you are giving them the opportunity to enjoy life and succeed. Together we can help children to overcome their trauma and set them



Get in touch

If you're interested in learning more about fostering in Essex or you'd just like to talk to someone, please get in touch.

"It's the best thing we've ever done."

Full Name *



Age *

Preferred contact number *

Is there a best time to call?

Any time



Email *

Postcode *

Foster for Essex

Join us and together we can transform children's lives.

Fostering in Essex

We want to shed a light on the incredible world of foster care. We understand if you're considering fostering you'll have lots of questions for us, such as:

Who can be a foster carer?

Our foster carers come from all walks of life, each bringing with them unique experiences and skills.

Perfection is not a requirement; all that is needed is a commitment to supporting a child to overcome their trauma. We provide all the **training and support** that you

Foster for Essex

Join us and together we can transform children's lives.

Speak with our foster carers

Understandably many people think about fostering for a long time before they get in touch. However, if you speak with our foster carers, they'll tell you they wished they'd join us years ago!

There's no harm in coming along to an information event to find out more.

It's a great opportunity for an informal chat with our fantastic foster carers and social workers. You can also learn about the children who need a home and how you could make a difference. 🏠

**ENGAGED
CONTACTS
80%**

PICK A DIGITAL OUTCOME

FOSTERING

RECYCLING

ADULT
EDUCATION

SOCIAL
CARE

DIGITAL OUTCOME: IMPROVE RECYCLING IN THE BOROUGH BY X%

Check which items **can** and **can't** be recycled in Gedling.



Please **do not** put your recyclable items in plastic carrier bags.
Recyclable materials should be clean, dry and loose in your bin.

**EDUCATE
RESIDENTS ON
HOW TO RECYCLE
EFFECTIVELY
EVERY WEEK**

**BIN
REMINDERS**

**INFORM
RESIDENTS OF
WHAT WE'RE
DOING ABOUT
RECYCLING EACH
MONTH**

**RECYCLING
NEWSLETTER**

PICK A DIGITAL TRIGGER

**WEBSITE
FORM**

**LANDING
PAGE**

**SOCIAL
OR PAID
MEDIA**

**TRACKED
ACTIVITY**

Search

Home / My Neighbourhood

Wigan, Wigan, WN1 1HW

Search another postcode

☐ Remember This Address

My Neighbourhood

Find my nearest

Black Bin



NEXT COLLECTION

Friday

10th

Nov 2023

LAST COLLECTION

20 October 2023

Brown Bin



NEXT COLLECTION

Friday

17th

Nov 2023

LAST COLLECTION

27 October 2023

Green Bin



NEXT COLLECTION

Friday

10th

Nov 2023

LAST COLLECTION

27 October 2023

Blue Bin



NEXT COLLECTION

Friday

24th

Nov 2023

LAST COLLECTION

03 November 2023

[Home](#) > [Children young people and families](#) > [Fostering and adoption](#) > [Fostering](#) > [Fostering stories](#)

Fostering stories

Discover fostering through the eyes of our carers and the children they look after

From helping children in care to do well in school, to building their self-confidence and improving their mental health, Brent foster carers are doing everything in their power to change the lives of local young people.



Muriam and Waseem's story

Muriam and Waseem continued the fostering legacy their parents left them and were approved as Brent carers in 2018



Julie's story

Fostering has helped Julie to develop her skills as well as put her professional experience to good use.



Deborah's story

Deborah has looked after 13 children in the last 14 years and has enjoyed watching them all grow and develop.

DISCUSS YOUR DIGITAL TRIGGER

**EXISTING
FORM**

**NEW
FORM**

**SOCIAL
OR PAID
MEDIA**

**TRACKED
ACTIVITY**

MEASURE
TWICE
CUT
ONCE

**FOR EVERY
ACTION, THERE
IS AN EQUAL
AND OPPOSITE
REACTION.**





Confirmation email

You have successfully signed up to go to our fostering information event. We hope you find the information useful and informative.

You can update your information or your email preferences at any time by selecting manage preferences in the footers of our emails.

About this event

Tuesday, 25 April 2024 from
15:00 to 17:00

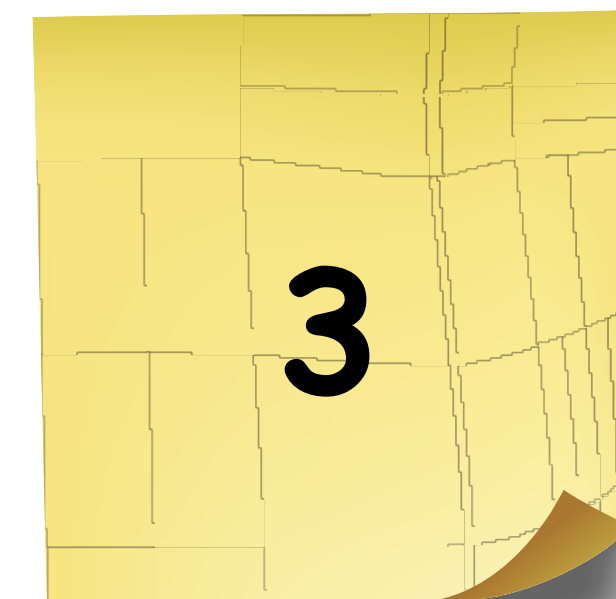
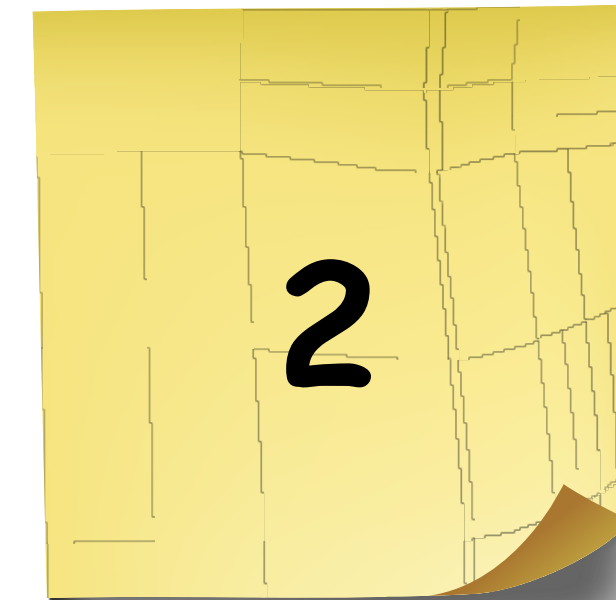
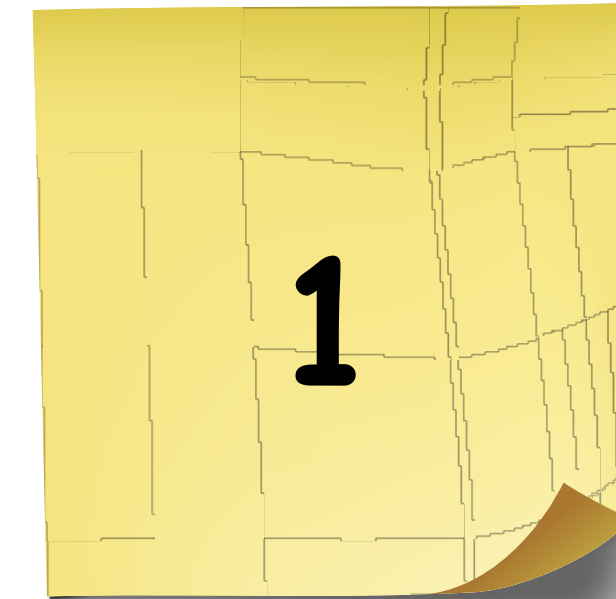
**Ashley House Annexe, Ashley
Rd, Epsom KT18 5AB**

Add to my calendar

[Google](#) [Outlook](#) [Yahoo](#)



**DISCUSS AND PLAN UP
TO 3 EMAILS IN
RESPONSE TO YOUR
DIGITAL TRIGGER**



EMAIL 1
AWARENESS

EMAIL 2
CONSIDERATION

EMAIL 3
ACTION

FOSTERING NEWSLETTER WELCOME SERIES

EMAIL 1

Intro to
fostering

FAQ

EMAIL 2

Types of
fostering

Case study

EMAIL 3

Support
available

Fostering
events

Future in Fostering

We understand that becoming a foster carer is a big [decision](#) and with every big decision there are always lots of questions, for example;



Who can be a foster carer?

Our foster carers come from all walks of life and each brings with them unique skills and talents. You must have patience to work through difficulties and the dedication to invest time and energy into supporting a vulnerable child.

You don't have to be perfect to be [suitable to be a foster carer](#); if you have a passion to help give a child an incredible future, we will provide all the [support and training](#) you will need along the way to be the best foster carer you can be.

Take a look at our Fostering FAQs



NOW PLAYING ON E-SHOT

Improve digital outcomes and reduce the burden on your resources with email automation.



The Night Before They Arrive

Waste & Recycling

Go to Screen One



Any of us

Fostering

Go to Screen Two





LOREM IPSUM
COUNCIL

Remember to put your bin out!

Green Bin this week!

Your **green bin** is due for collection tomorrow.

Please ensure that your bin is out by **7.30am** ready for collection.

Visit our **Waste and Recycling FAQs** for more information.



What goes in your bin



What goes in

- Aerosols
- Aluminium foil
- Cans and tins
- Food and drink cartons
- Glass - bottles and jars
- Lids - plastic and metal
- Plastic bottles, pots, tubs and trays

Please..

- Empty and rinse all containers
- Squash plastic bottles
- Remove film lids from pots, tubs and trays
- No paper or card

Foster for Essex

Familiar comforts

Transform a child's life, be the parent they need.

You might have noticed how pleased Chloe is with her hoodie after it has been washed and ironed. Connections to familiar clothes and objects are really important for children when they are fostered.



Foster carers can set up a new life for traumatised young

Foster for Essex

More than just a rucksack

Over 32,000 children enter foster care each year.

"I was 8 years old when I first went into foster care. I don't remember a great deal, other than just standing there with my possessions in a black bin bag. It was all rather traumatic, and I didn't understand why I couldn't be with my parents."



When Chloe is taken into care, we see her putting some of her belongings in an ordinary-looking bag. This bag is one of the



Newsletters



Segmentation



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content**



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*e-shot*TM

AUTOMATING DIGITAL CAMPAIGNS

Thank you!



*e-shot*TM



[Find out more](#)