



INTERNATIONAL PRESTRESSED
HOLLOWCORE ASSOCIATION

MARKETING REPORT



NEWSLETTER

WEBSITE

TWITTER

LINKEDIN

PROMOTION



INTERNATIONAL PRESTRESSED
HOLLOWCORE ASSOCIATION

NEWSLETTER



AUGUST 2015

FEBRUARY 2016

(SUMMER 2016)

ELECTRONIC AND HARD COPY ?



INTERNATIONAL PRESTRESSED
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TWITTER



LITTLE ACTIVITY

HOW DO WE INCREASE ?



INTERNATIONAL PRESTRESSED
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WEBSITE



EASY TO USE

INFORMATIVE

INCREASE IN TRAFFIC

MEMBERS ONLY SECTION



INTERNATIONAL PRESTRESSED
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LINKEDIN



GOOD PERSONAL USAGE

GOOD COMPANY USAGE

**IPHA PRESENCE, BUT LITTLE
USAGE**



INTERNATIONAL PRESTRESSED
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PROMOTION



**CARSTEN PRESENTED AT ICCX,
ST. PETERSBURG.**

**SEAMUS ATTENDED fib
COMMISSION 6 MEETING IN
IRELAND.**



INTERNATIONAL PRESTRESSED
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STRATEGY



**WE SHALL DISCUSS POSSIBLE
MARKETING STRATEGIES ON
SATURDAY.**