

E-NEWSLETTER LATINO EVENTS NEWS



The eNewsletter went through an evolution in 2019 with the first updated issue on February 1, 2019. This new version **started with a 19% open rate and a 5% click rate** the first 2 issues.

As the year continued, the eNewsletter increased its numbers **to end the year with an average of 27% open rate and 7% click rate** on the last 2 issues.

In 2019, **8 issues** were sent as a digital newsletter by email. It presents local, national and international events that might be of interest to authors, the community and professionals.

OBJECTIVE

Fill a void in information about Latino events.

NEED

Lack of information about many Latino-focused professional, business and community events.

AUDIENCE

People interested in the Latino community, business and professional events around the USA.

2020 GOALS

Get out 15+ issues of Latino Events. Add a new section on free webinar events.

HISTORY

Started in 2019 as a monthly eNewsletter to 6,340 professionals and people interested in Latino events. This was the evolution of an newsletter for the Latino Book & Family Festivals that was started in 1999.

