



## **Cronulla Triathlon Club**

### **Communication Report for the Blurb Newsletter**

The Blurb Newsletter is created and sent using free Mailchimp program. The newsletter is sent out to approximately 400 club members. The open rate is generally around 60%.

According to Mailchimp our content is well formed in terms of Best Practices for Newsletters. Text, Visuals and Links scored highly and Topography as well.