



CASE STUDY

This PR company needed help with their newsletter, we got them a **12.9% increase in sign-ups.**

45.83% open rate
4.1% click rate



The Nightmare

JoTo PR Disruptors is a public relations firm that positions itself as an "Anti-PR" agency, focusing on delivering measurable results rather than traditional PR metrics that aren't measurable.

This team is always busy getting the best clients for their results. That means that they might be a bit too busy to put in the work to promote themselves as industry leaders. Thankfully, we've got them covered.



The Dream

The Dream

They really made this part easy for us. They needed an effective email newsletter that would turn onlookers into clients. Our team decided to focus on tantalizing subject lines, insightful content, and eye-catching CTAs.



The Reality

PUBLIC RELATIONS



45.83%

Open
Rate

+ 4.1%

Click
Rate



JOTO PR Disruptors Newsletter

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PR & Hurricanes: What the Waffle House Index Can Teach Us About Crisis Management

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October 09, 2024



PR & Hurricanes: What the Waffle House
Index Can Teach Us About Crisis
Management

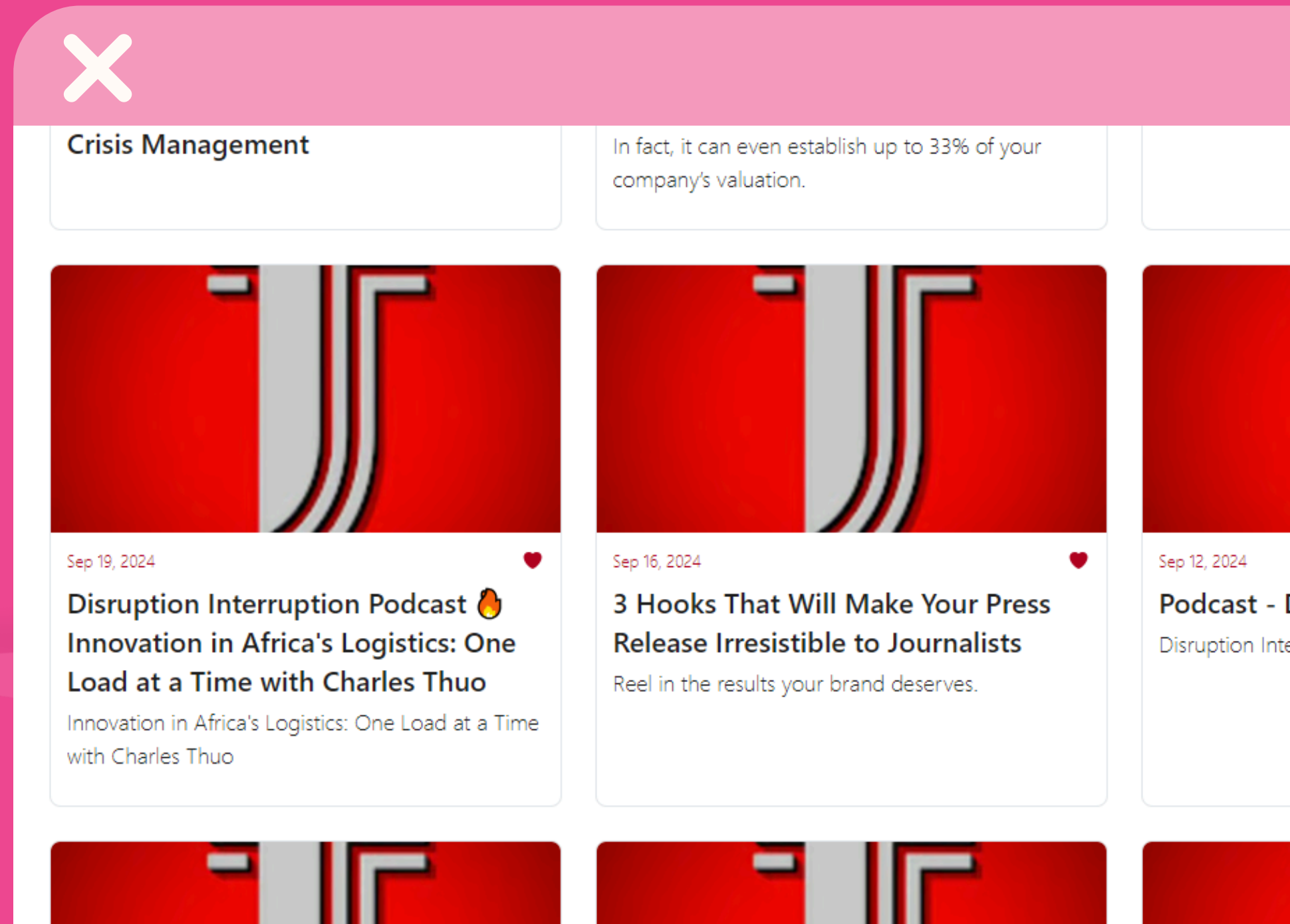
As Hurricane Milton barrels toward Tampa Bay, we're reminded that even in the stormiest situations, preparation is key—not just for safety but for crisis communication. And if you haven't heard about the **Waffle House Index**, now's a great time to learn how a humble diner chain became the unsung hero of crisis response.

What's the Waffle House Index?

In the world of emergency management, the Waffle House Index is a real

After some hard work, this newsletter is ready to be shown to the public!

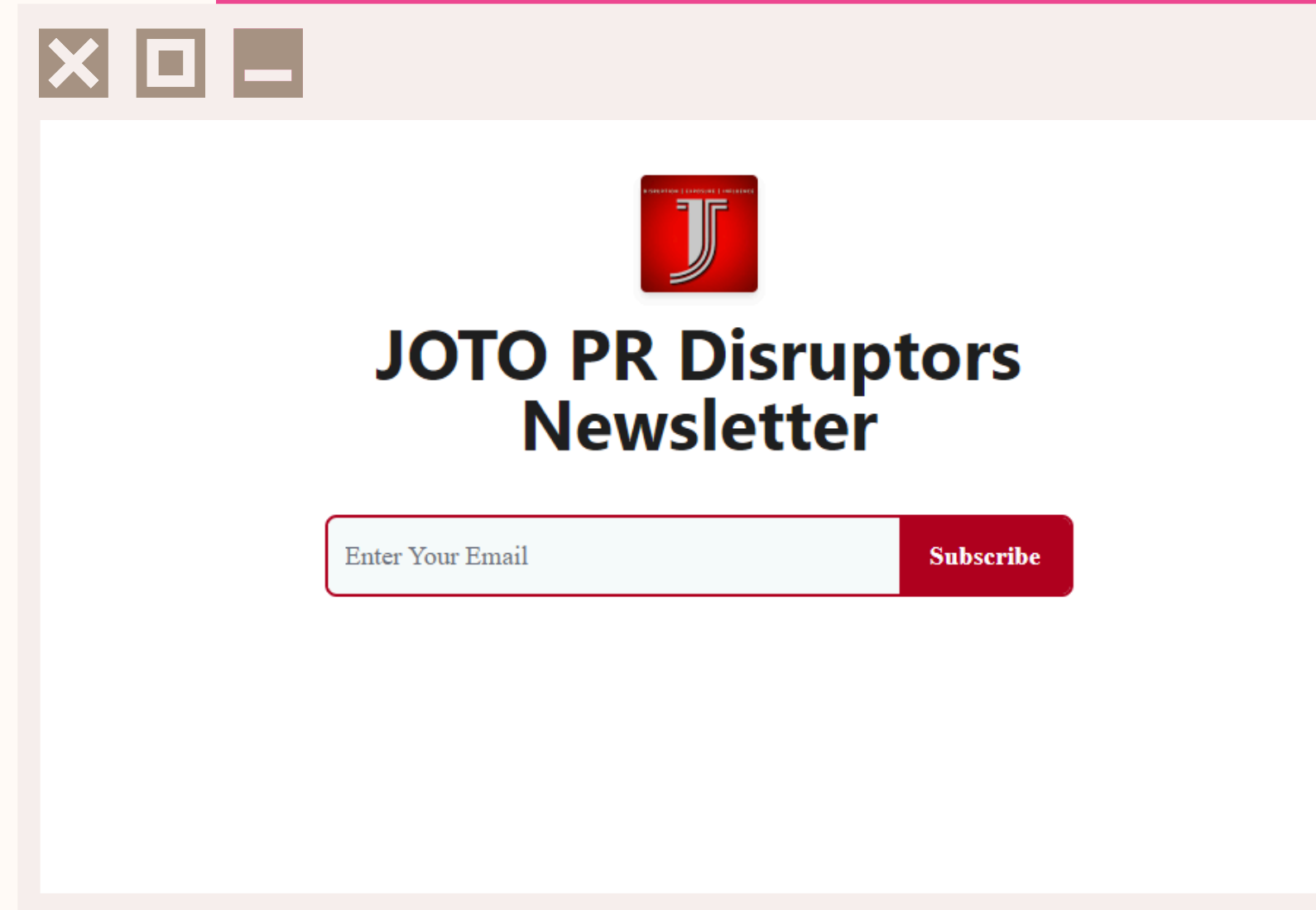
The Reality



Recap

JoTo PR is an innovative company doing innovative things. We have to show the world that JoTo is full of thought leaders. We wrote captivating subject lines with addictive copy to keep readers interested in what we have to say.

When you offer your prospects value, then they'll listen. Our client can rest easy knowing that their emails are opened and read.



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+ 4.1%
Click Rate