

9th Annual Digital Communications Summit

#DCcomm16

April 28, 2016

What Now?

SUCCESS DRIVERS



CITIZEN EXPERIENCE MATURITY

- Low alignment on desired outcomes
- Limited awareness of the importance or reach
- Aging, legacy and inefficient solutions
- Not reporting on outcomes

EMERGING

- Occasional outcomes focus
- Initial focus on audience growth and understanding
- Shared strategy but little measurement
- Defined tech needs
- Tracking upstream metrics (clicks, follows, subscribers)

PROFICIENT

- Importance of reach prioritized
- Audience acquisition and segmentation strategy aligns with organizational priorities
- Dedicated digital marketing tools and playbooks
- Using data to improve outcomes and measure ROI

EXPERIENCED

- Ability to reach key audiences at scale and aligned with org goals
- Measuring and celebrating improvement of outcomes
- Integrated into citizen's lives to improve outcomes
- Measuring ROI from organizational and citizen perspective

EXPERT



5 Ways to Improve Tomorrow

Go from Emerging to Expert

1 From Surveys to Understanding

PROFICIENT

Survey end users
to see what they want to do
and when



EXPERT

Understand citizen by
monitoring actions and testing
what works

“Most people are terrible at understanding and enunciating what they actually do day in and day out, and on what basis they make decisions.

They’re even worse at defining what tools they would use in the future.

But if you give them something they can see and touch, then both they and you can get experience as to a program’s utility and applicability, or at least have a common basis for enhancements.”

-Michael Bloomberg

Test What Works



Veteran-Oriented Appeal

Subject Line: "Attention Veterans and Survivors"

Benefit Oriented Appeal

Subject Line: "Making it Easier for You to Receive Benefits"

U.S. Department of Veterans Affairs

Take Control of Your Claim

Putting Veterans and Survivors in control of their disability claims

Last month, VA reached a historic low in the disability claims backlog by dipping below 100,000 to 98,535 – and the number of these claims (pending more than 125 days) has come down even further since. This milestone means that VA is processing disability claims faster and more efficiently so that Veterans, their families, and Survivors get the benefits they deserve.

By participating in the Fully Developed Claims program, Veterans and Survivors can take charge of their claims by submitting all relevant records with their claims at once. The fastest way to receive a decision on your disability claim is by filing an FDC electronically through eBenefits.va.gov.

Visit VA's website to learn more about filing an electronic Fully Developed Claim and what you can do to get started.

[Learn More Here](#)

VS

U.S. Department of Veterans Affairs

Take Control of Your Claim

Putting you in control of your disability claim

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Visit VA's website to learn more about filing an electronic Fully Developed Claim and what you can do to get started.

[Get Started Now](#)

+47%
Click Rate


Test What


“Nov






November Deadlines for Drawn Hunts

Texas Parks and Wildlife Department
tpwd@service.govdeliver...

 Detailed Report


 Preview Bulletin


 View Recipients





Last Chance to Apply for Drawn Hunts

Texas Parks and Wildlife Department
tpwd@service.govdeliver...

 Detailed Report

 Preview Bulletin


 View Recipients


Final Final Send ▾


Your campaign was sent automatically to the bulletin with the highest calculated score.

2 Drawn Hunt Deadlines Approaching

Texas Parks and Wildlife Department
tpwd@service.govdelivery.com









11/02/2015 03:49 PM CST


Delivery	
Recipients	90,863
Delivered	98.18% ▲ +0.16%
Pending	0
Bounced	1.82% ▼ -0.16%
Opens	
Open rate	21.03% ▲ +2.34%
Avg. opens per recipient	0.21 ▲ +0.02
Clicks	
Click rate	3.25% ▼ -1.67%
Avg. clicks per recipient	0.03 ▼ -0.02
Opt-Out	
Unsubscribes	42 ▲ +39




November Deadlines for Drawn Hunts

Texas Parks and Wildlife Department
tpwd@service.govdeliver...










11/02/2015 08:31 AM CST


Recipients	11,223
Delivered	97.85%
Pending	32
Bounced	1.86%
Open rate	13.42%
Avg. opens per recipient	0.13
Click rate	1.58%
Avg. clicks per recipient	0.02
Unsubscribes	1 ★





Last Chance to Apply for Drawn Hunts

Texas Parks and Wildlife Department
tpwd@service.govdeliver...








11/20/2015 05:08 PM CST

Recipients	10,205
Delivered	98.02%
Pending	0
Bounced	1.98%
Open rate	18.69% ★
Avg. opens per recipient	0.18 ★
Click rate	4.52% ★
Avg. clicks per recipient	0.05 ★
Unsubscribes	3

 Version 'B' is the winner!



2 From Touchdown Focus to First Down Focus

EMERGING


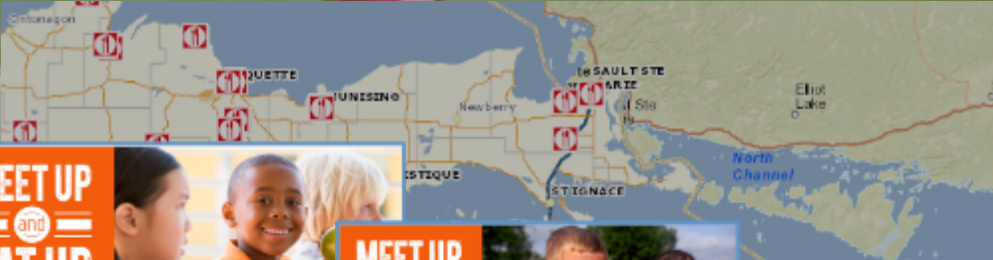
Touch Downs...
Narrowly defined actions
as the “End Result”



EXPERT

First Downs...
Understand how
incremental actions matter
toward end goal

Understand the Citizen Through Actions



**MEET UP
and
EAT UP**

michigan.gov/meetupeatup


Meet Up and Eat Up!

Meet Up and Eat Up is a way to help parents and caregivers identify places where kids and younger can gather for healthy, free summer meals at hundreds of sites across Michigan. We encourage you to share our updates with your family and friends.

Take the next step by finding the closest Meet Up and Eat Up site to you here:

[Find a Site](#)

Share this with Friends!



**MEET UP
and
EAT UP**

michigan.gov/meetupeatup

Top 3 Ways to Spread the Word!

Dear Colleague,

Happy August! We're working hard to keep the Summer Food Service Program and Eat Up going strong! Let's get as many meals as possible into the hands of kids.

Below are three easy steps you can help spread the word and share news about Meet Up and Eat Up.

1. Invite your audience to sign up for Michigan Department of Education meals news and updates! Your audience can follow this link to sign up here.
2. Promote text to subscribe to invite your audience to get updates! Download images and share on Facebook or Twitter!
3. Tweet #MeetUpEatUpMI Here's a pre-populated tweet. Just click and share!

Thank you for all your help!

Share this with Friends!



**MEET UP
and
EAT UP**

michigan.gov/meetupeatup

Upcoming Event - this Thursday!

Meet Up and Eat Up is a way to help parents and caregivers identify places where kids 18 and younger can gather for healthy, free summer meals at hundreds of sites across Michigan.

This Thursday, you're invited to a **Meet Up, Eat Up, and Read Up** in Flint. If you can't make it, but know someone who might be interested, we encourage you to share these event details with them!

Free lunch will be provided for children 18 and under. There will also be free books, face painting, and kids' gardening activities and giveaways! We hope to see you there.

WHO: Genesee County Community Resource Development Agency (GCCARD)
WHAT: Meet Up, Eat Up, and Read Up!
WHEN: Thursday, August 13, 2015, 11:00am - 2:00pm
WHERE: Genesee County (GCCARD)
601 N. Bagshaw St., Ste. 1-B
Flint, MI 48902

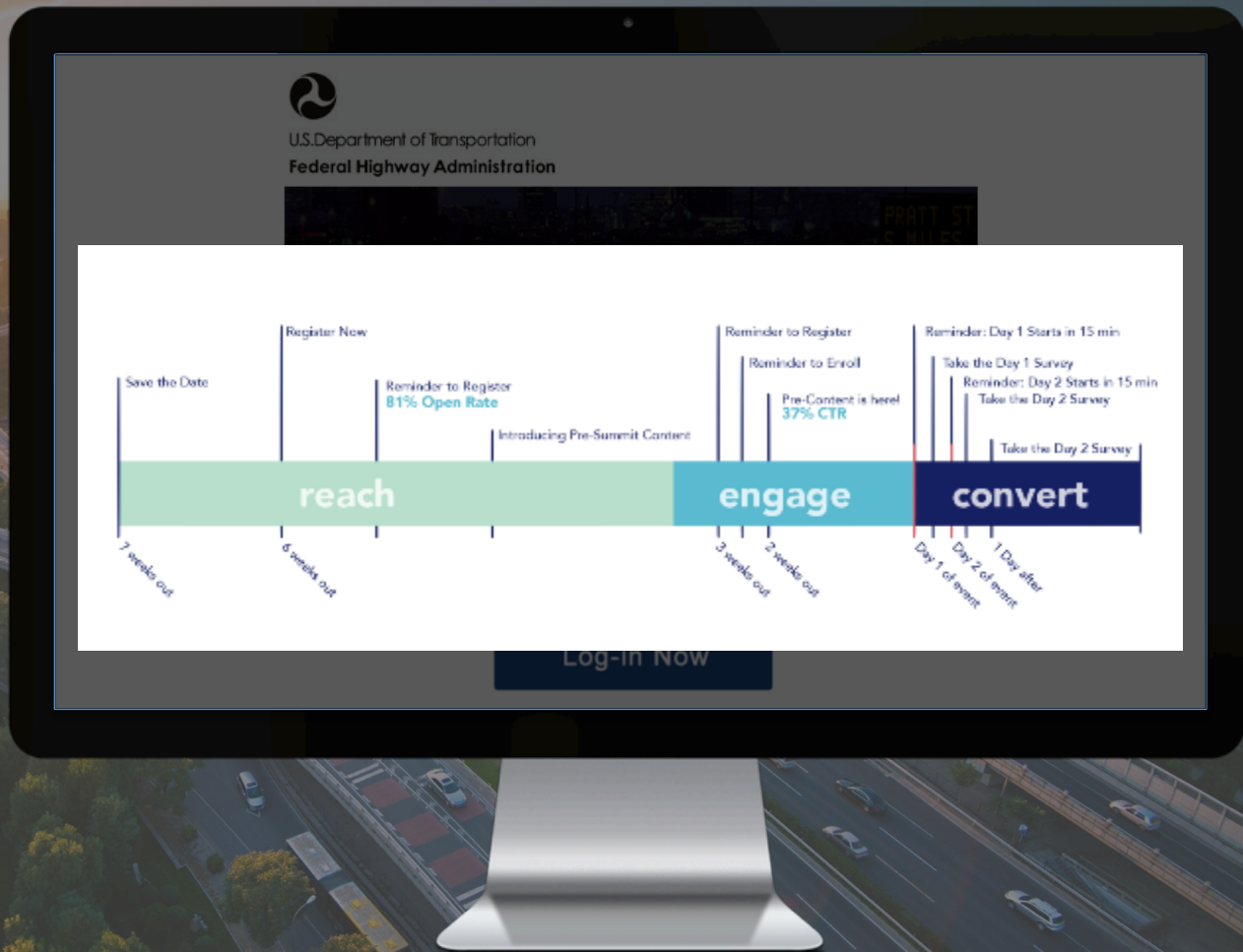
For more information, please call (810) 230-3667

You can also find all Meet Up and Eat Up meal sites here:

[Find a Site](#)



Map the Journey You Expect Stakeholders to Follow



3 From Convenience to Impact

EMERGING

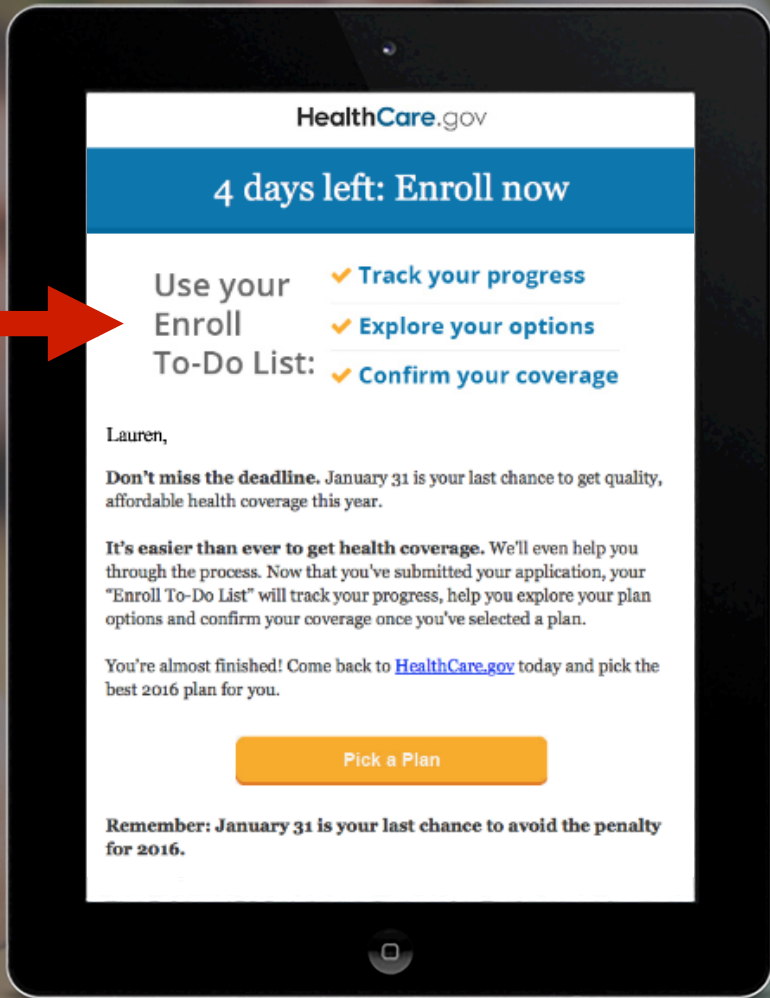
Citizens do what they
want to do quickly



EXPERT

Drive citizens to most
compelling actions

Prioritize
most
compelling
actions



4 From Organizational ROI to Comprehensive ROI

EMERGING

Measure ROI for organization



EXPERT

Measure ROI for citizen and organization

Focus on ROI for the Citizen



“I don't know where we would be were it not for SS Disability.”
-Paula

Share your Social Security story

Social Security has a lot to be proud of this year. Over the last eight decades, our programs and services have helped create better lives for millions of Americans.

That's why we want to hear from you! How has Social Security made a difference in your life and the lives of your family and friends?

Share your story 

5 From Focus on How to Focus on Results

EMERGING

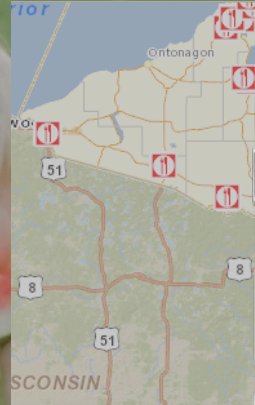
Technology / Design /
Digital Service / UX / Style
Guides as the solution



EXPERT

Improving lives is the end
goal... everything else is
the means

Improving Lives is What Matters



680K+ messages sent to digital audience

Dramatically grew their target audience, targeting key households and geographic locations

Doubled website page views to find a meal site

Served **4.1 million meals**, *a record in the history of the program*

5 WAYS TO IMPROVE TOMORROW

01

FROM SURVEYS
TO UNDERSTANDING

02

FROM TOUCHDOWN FOCUS
TO FIRST DOWN FOCUS

03

FROM CONVENIENCE
TO IMPACT

04

FROM ORGANIZATIONAL ROI
TO COMPREHENSIVE ROI

05

FROM FOCUS ON HOW
TO FOCUS ON RESULTS



5 WAYS WE SUPPORT YOU

01

Unrivaled Outreach

Best in the world at helping you building a large online audience through the **GovDelivery Network**

02

Flexible & Capable

Use at all “Maturity” levels. Advanced marketing capabilities support segmentation, campaigns, and A/B Testing when you’re ready

03

Highly Secure

World class security, accessibility, and compliance

04

Expandable

Add-on solutions for learning, open data, and interactive text messaging

05

World Class Services When You Need Them

Awesome support and training to help you and a Digital Engagement Services Team to supplement and enhance your work if you need it





FedRAMP

Federal Risk Authorization Management Program

**GOVDELIVERY IS COMMITTED TO SECURITY BEING
BEING THE FIRST FEDRAMP COMPLIANT
DIGITAL COMMUNICATIONS PLATFORM**

THANK YOU!

Text your email to
(410) 324-7057
to join us on May 12th