



4 STEPS TO AN EFFECTIVE COMMUNICATIONS STRATEGY

GovLoop Virtual Summit 9/19

3 Things You Will Know When You Leave

01

IDENTIFY GAPS IN YOUR COMMUNICATIONS STRATEGY

02

4 STEPS TO TAKE YOUR COMMUNICATIONS STRATEGY TO THE NEXT LEVEL

03

ASSESS YOUR CURRENT COMMUNICATIONS AND EXECUTE YOUR NEW STRATEGY

Where You Are

So you have....

- A large audience
- Regular communication
- Basic reporting

But....

- You don't know who they are
- Messaging is very broad
- You aren't sure if your efforts are ultimately effective



POLL 1

What are your goals? (choose all that apply)

- More clearly defined audience
- Send more targeted messages
- Establish clear outcomes to measure your success
- Other

Where You Want to Be

Defined Audience



Targeted Messages



Clear Outcomes





4 Steps to a Better Communications Strategy



1

Define Your Organization's Outcomes



2

Understand Your Audience



3

Map Your Customer Journey



4

Design Communications to Fit Your Audience's Needs



Step 1



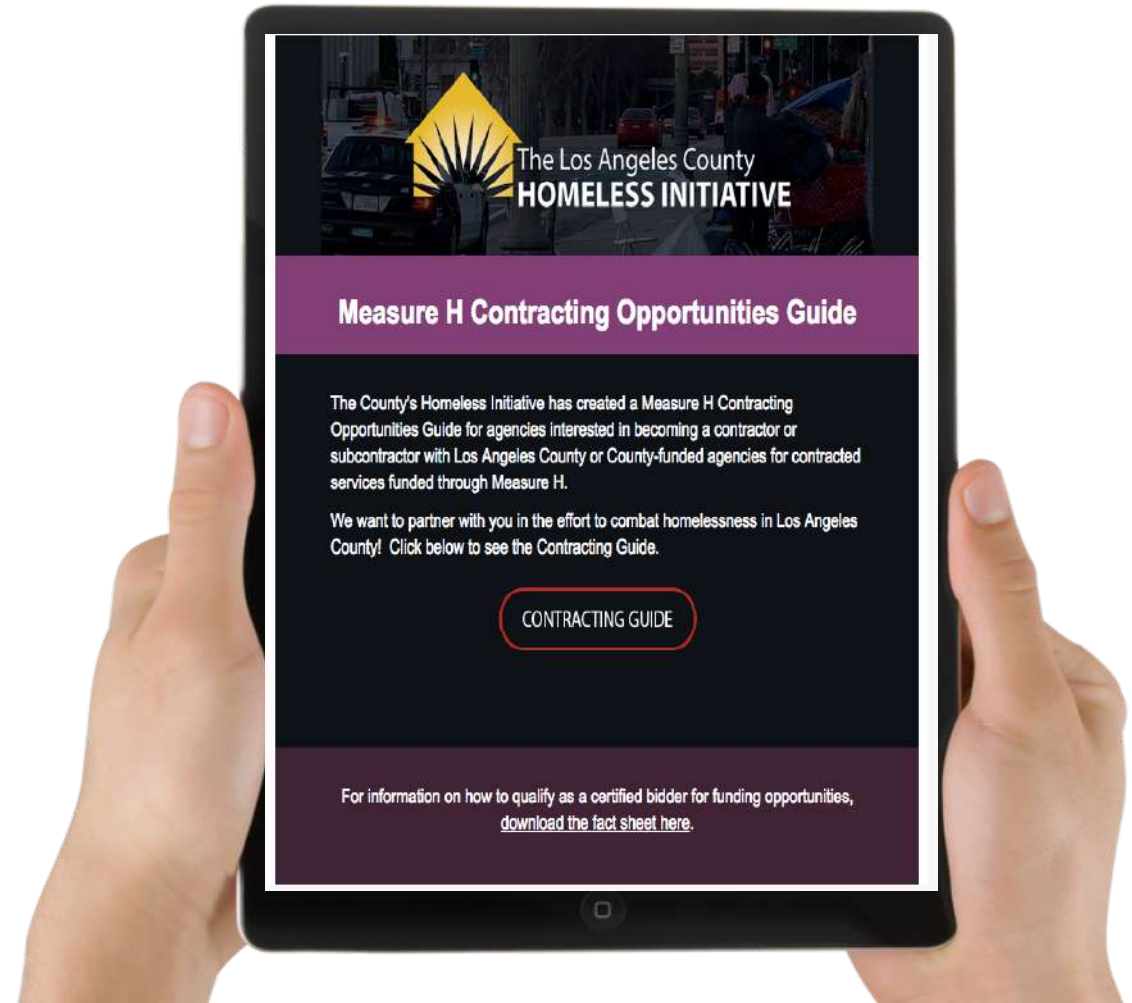
Define Your
Organization's
Outcomes

An Example

Define Your Organization's
Outcomes



- The LA County Homeless Initiative overall goal is to reduce homelessness in the county.
- There are a lot of outcomes between where the Initiative is now and ending homelessness.
- The communications team identified some of these outcomes and designed communication activities to get results.



Questions to Consider

Define Your Organization's
Outcomes



01

What do you know about your organization's strategic priorities?

- What are they?
- What are the highest priority?

02

What does success for these initiatives actually look like?

- What are the desired outcomes?
- How are these outcomes being measured or quantified?

03

How can communication support these outcomes?

- What types of communication would drive the right actions?



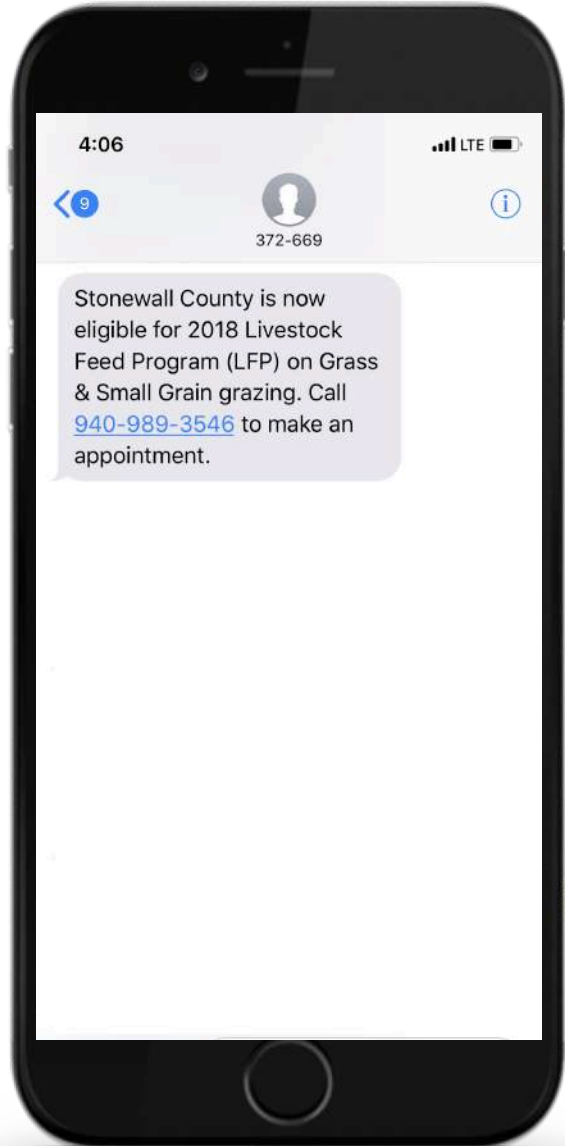
Step 2



Understand Your
Audience

An Example

Understand Your Audience



- The USDA needed to send program reminders to producers.
- Traditional email outreach was not effective because it was meeting producers where they were.
- The agency designed a text message program designed to meet producer needs.

Questions to Consider

Understand Your Audience



01

Who is your audience?

- Who are your core audience groups?
- What defines the differences between these segments?

02

What do they want from you and what do you want from them?

- How are they trying to connect with you?
- Why are they interested in your content?
- What actions do you want them to take?

03

What do you need to know about them?

- What information about them would help you communicate with them more effectively?



Step 3



Map Your
Audience Journey

POLL 2

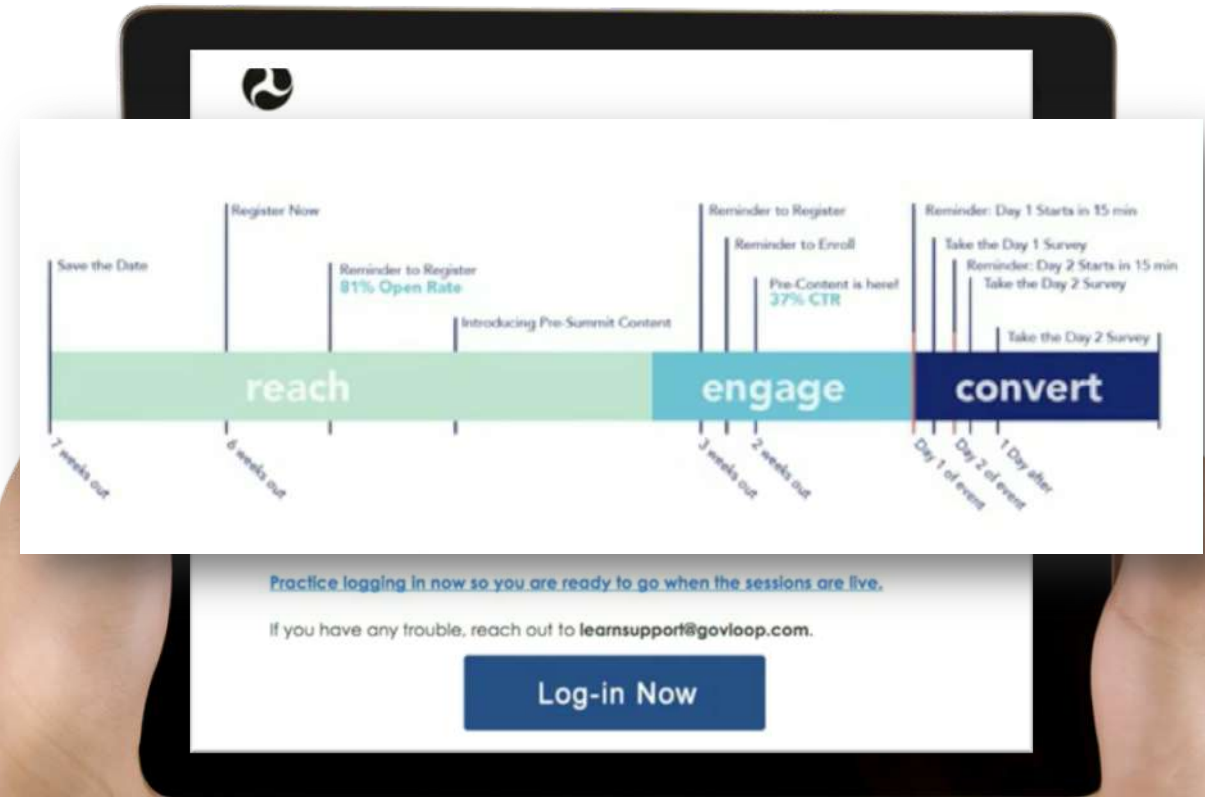
Have you ever mapped your audience's journey?

- Yes
- No
- I don't think so

An Example



- The Department of Transportation wanted to increase attendance at a virtual summit.
- The DOT created an audience journey map .
- The map identified all touch points from a Save the Date to post-webinar follow up.





01

How does your audience interact with you?

- How did they find you?
- What channels are they using to interact with you?

02

What information do they need from you at different points in their journey?

- What are they looking for when they first reach out?
- After they've gotten to know you, what do they still need from you?

03

What actions do you want them to take at different points in their journey?

- What do you want them to do when they first reach out to you?
- How does that change over time?



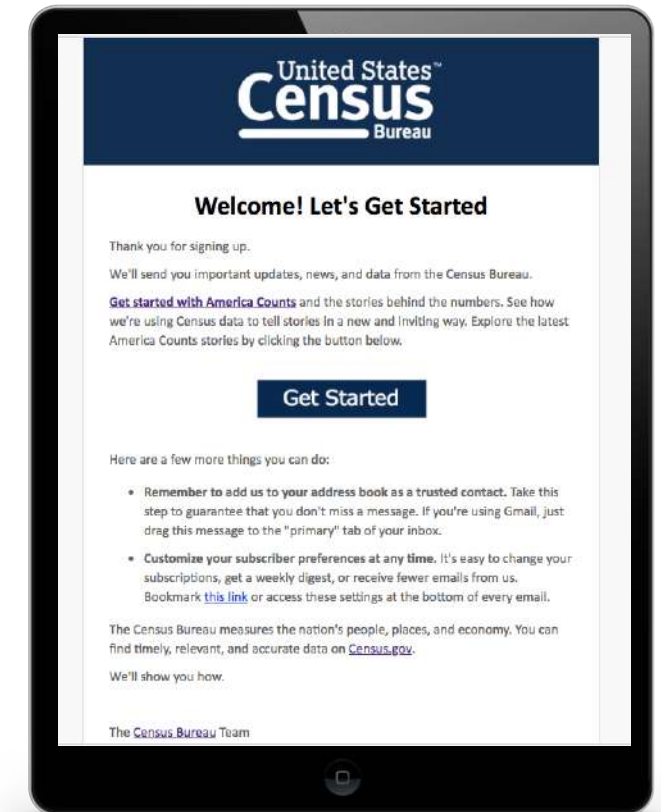
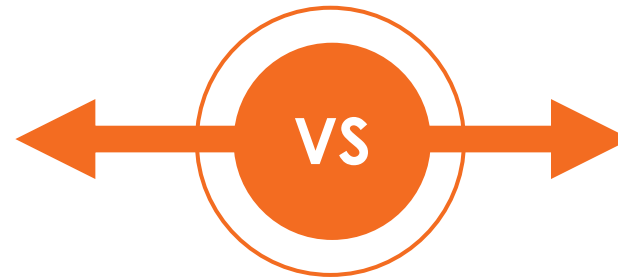
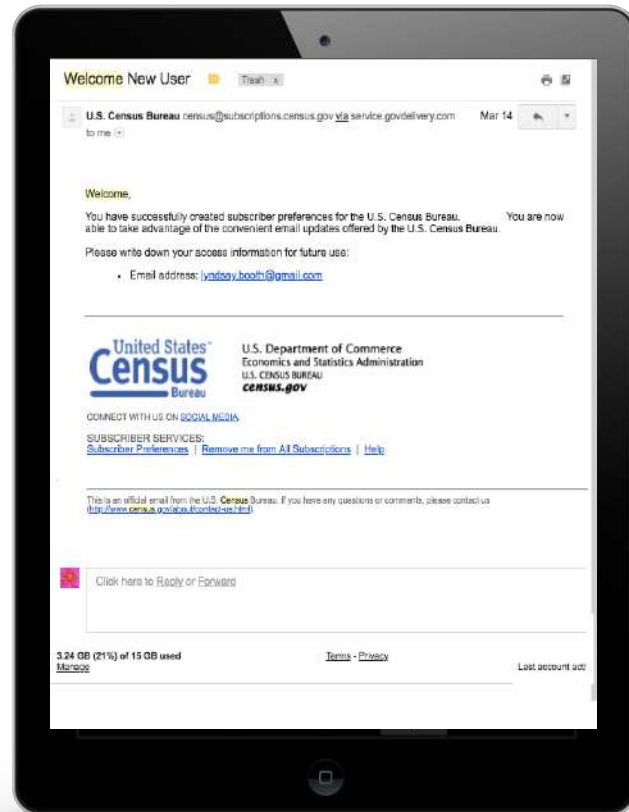
Step 4



Design
Communications
to Meet Your
Audience's Needs

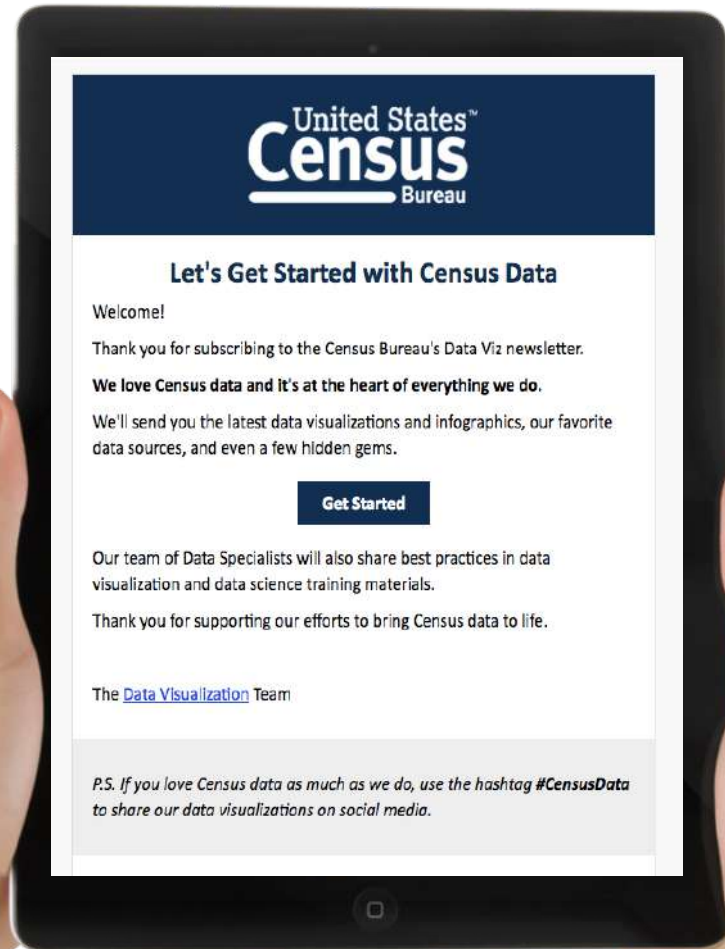
Welcome Message

Design
Communications to Fit
Your Audience's Needs



Special Interest

Design
Communications to Fit
Your Audience's Needs



- Audience members indicate their interests to you by selecting topics at sign up.
- Take advantage of that knowledge and get them that information as soon as they ask you for it.

Awareness Messaging

Design
Communications to Fit
Your Audience's Needs



- Many agencies are tasked with building public awareness.
- Awareness can be a tricky concept to design specific communications for.
- Break awareness down into specific actions you want your audience to take.



Behavior-Triggered

Design
Communications to Fit
Your Audience's Needs



- Often audience interactions with one message will inform the best information to send them in the second message.
- Include special links in your messaging so you can track audience behaviors.
- Use clicks on those links to segment your audience in subsequent messages.



POLL 3

Which step do you need to work the most on to develop a better communications strategy?

- Defining Your Organization's Outcomes
- Understanding Your Audience
- Mapping Your Customer Journey
- Designing Communications to Fit Your Audience's Needs
- All of the Above!

Questions?

