



Better Inform, Serve, and Engage Your Residents

April 18, 2023

Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console.



govCommunity

See additional resources and chat after the webinar.



Chat

Your peers are in the chat. We encourage you to connect there!

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services

Today's Speakers



Amy Wood

Segment Marketing
Manager, Granicus



Matthew Jacques

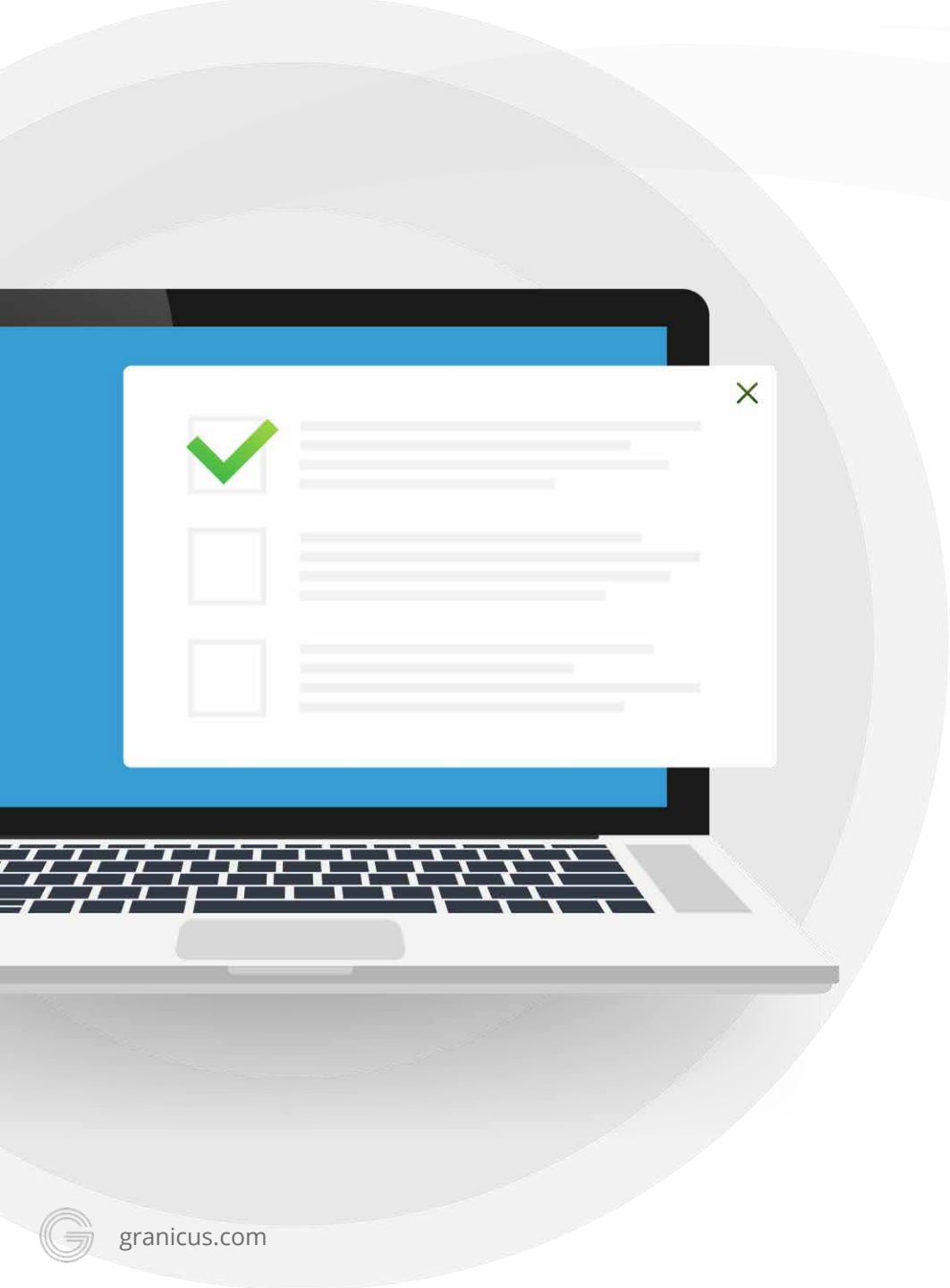
Associate Solution
Consultant, Granicus

Your Mission Is More Important Than Ever



You are being asked to:

- » **Provide reliable and trustworthy information** about city / county goals, initiatives, and priorities to your whole community
- » **Standardize communications** across departments and enable team effectiveness with secure and cost-effective tools
- » **Drive awareness and consumption** of timely and relevant programs and services available to your constituents



Poll: What is your communication strategy?

1. Broad outreach for general population
2. Broad outreach, moving toward targeting
3. Some targeting for specific groups
4. Advanced multi-channel targeting

Communications Without A Strategy is Not Enough

Typical Approach

Communications through paid ads, billboards, PR, and direct mail

Broad outreach tactics for the general population

Using a single digital communication channel to engage



LIMITATIONS

Traditional paid channels are costly and less effective in reaching your whole community

Mass communications miss critical groups of residents

A single-channel approach results in limited reach and actions taken



NEGATIVE IMPACT

50% fewer desired interactions when using more expensive traditional channels

12% lower than average response rates for email communications that lack relevance and targeting

5% audience engagement on average, limiting impact and outcomes achieved

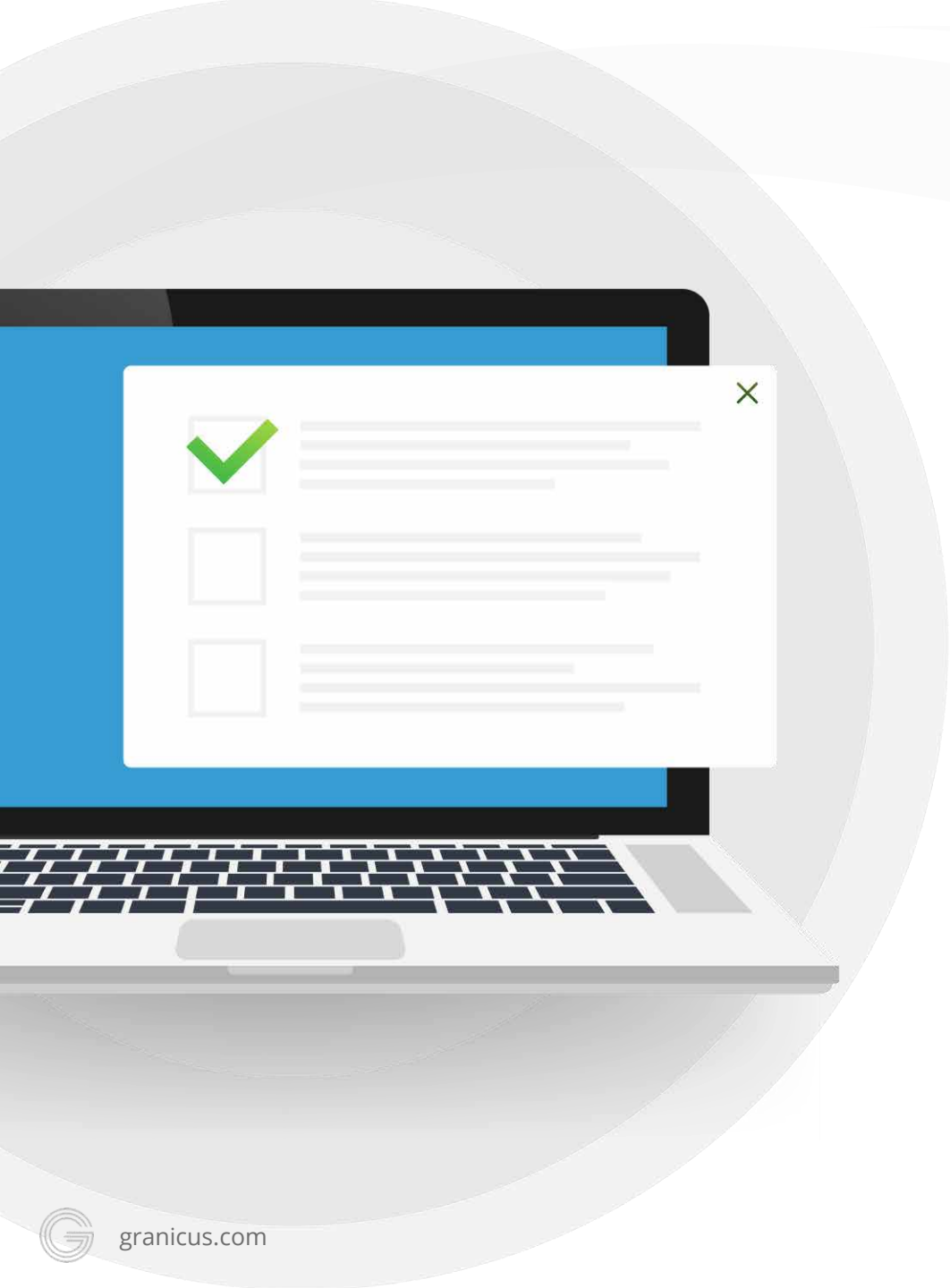
Choosing a Communications Platform

? What Matters

- » Measurable and cost-effective
- » Reach and outcome-orientation
- » Purpose-built for government
- » Scale and future investment

? Why

- » Connect with communities directly through their preferred channels; measure every effort
- » Reach more of your community and capture the public's specific interests and concerns to drive the outcomes that matter most
- » Improve staff productivity with distributed authoring (write-once, publish everywhere)
- » Leverage cloud-based technology that grows and adapts in step with your agency's needs



Poll: What matters most to you when choosing a communications platform?

1. Measurable and cost effective
2. Reach and outcome oriented
3. Purpose built for government
4. Scale and future investment

govDelivery is the Choice for Government Communicators

? What Matters

- » Measurable and cost-effective
- » Reach and outcome-orientation
- » Purpose-built for government
- » Scale and future investment

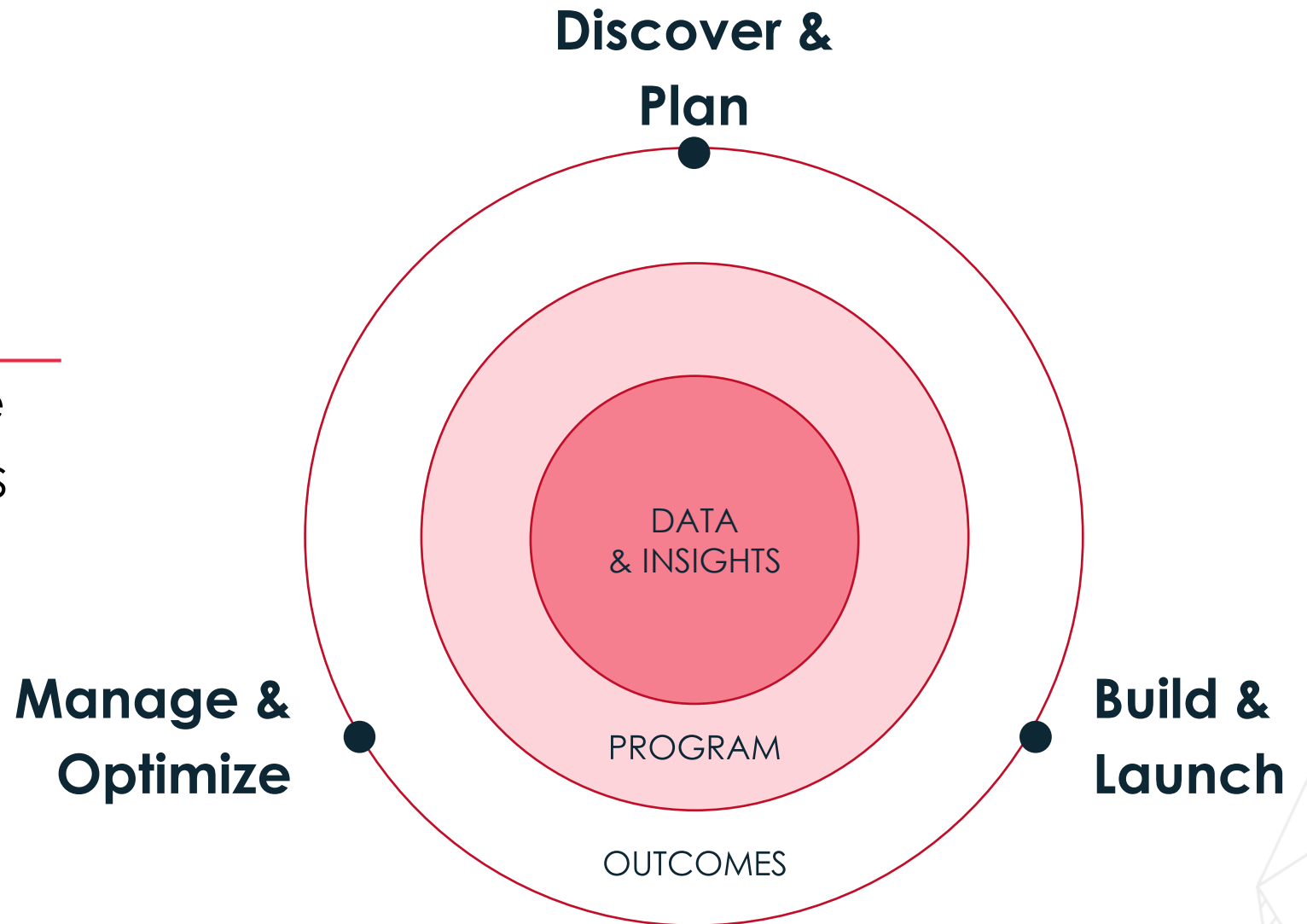
G What We Deliver

- » **98% email deliverability** and detailed digital reporting
- » **One multi-channel solution** for email, text, and social communications
- » **Network of 300M subscribers** to accelerate public connections
- » Segmentation and targeted messaging to provide the most **relevant information**
- » Peer-sourced best practices from **5,500+ gov agencies** and **600,000 gov users**
- » **FedRAMP authorized** security protocols already in place
- » Centralized content creation for **as many as 1,000 admins**
- » Strategic growth **without expensive 3rd party** support

WE EMPOWER GOVERNMENT TO
BUILD BETTER CONSTITUENT EXPERIENCES
AND GET MORE VALUE OUT OF
THEIR CIVIC-ENGAGEMENT TECHNOLOGY.

OUR APPROACH

We use an agile, flexible and repeatable process that enables **program maturity** year-over-year.





GRANICUS EXPERIENCE GROUP

GXG is Granicus' digital agency focused on customer experience & digital communications, providing consultation, human-centered strategies, data-driven insights & hands-on marketing services

DIGITAL AGENCY



STRATEGY & PROGRAMS

Design, develop, and manage a sophisticated program to enhance the **constituent experience** across your owned channels.



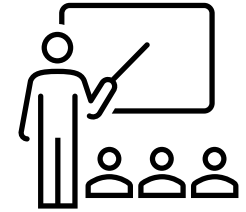
DATA & INSIGHTS

Analyze data throughout program strategy and management. **Discover** insights for meaningful audience segmentation and message optimization.



CREATIVE & CONTENT

Leverage our digital content **expertise** to refine or create email or SMS messages, website content, graphics, videos and more.



TRAINING & RESOURCES

Leverage our expertise to **build internal skills and capacity** with custom best practice curriculum.

We discover better insights, build better experiences, and achieve better outcomes.

THE GXG FRAMEWORK

HUMAN-CENTERED

GOALS

Determine what success looks like. Align on measurement plan.

AUDIENCE

Identify key audience segments, including their needs, motivations and barriers.

JOURNEY

Map the steps audiences take across multiple channels or touchpoints to achieve desired goals.

CONTENT

Access and create content needed at various touchpoints and phases of the journey.



District of Columbia, Fire and Emergency Medical Services (DCFEMS)

Goal: Increase health literacy and reduced 911 non-emergency calls with digital campaigns



1.3M Text messages



36K Clicks on SMS links



10% Reduction in non-emergency 911 calls



Without the help of the Granicus Experience Group (GXG), we would not have seen the engagement or success in getting our patients to the right form of care so quickly.

— Dr. Robert Holman, Chief Medical Director for FEMS

 govDelivery

 Granicus Experience Group (GXG)



Morrisville, NC

Goal: Improve the city's website functionality to continue to serve its tech savvy community



Improved customer experience



More accurate, complete search results



Established formal internal web processes



Standardized look and feel for top 20 most visited pages



Morrisville

Live connected. Live well.

“[GXG provided us with] the professional, technical assistance to help us quickly alleviate some of the pain points on the website.”

— Wil Glenn, Morrisville Communications and Outreach Director



GXG



govAccess



govMeetings



EngagementHQ



King County, Washington

Goal: Bring greater transparency and awareness to Washington's vote-by-mail ballot processing



91%

greater turnout among opt-in voters in Special Election



67%

greater cure rate among voters opted in for alerts



5

languages for ballot alerts (soon to be 7)



King County

King County came to this with big dreams and goals. Granicus gave us an incredibly helpful, generous [GXG] team that allowed us to manage any hurdles that we faced as we were increasing our understanding of the systems, abilities, and limitations.

— Jaclyn Adams, Project Manager King County Elections, Kings County, WA

 govDelivery  Granicus Experience Group (GXG)



OUTCOMES WE HELP OUR CUSTOMERS ACHIEVE

1

GROW AUDIENCE

Scale your reach through our 300M+ opt-in subscriber network across 6,000 government agencies. Optimize paid, partner & owned media for opt-in.

2

SEGMENT & PERSONALIZE

Leverage data to break down big audiences into hundreds of microsegments based on demographic- and behavior-based categories.

3

DRIVE ENROLLMENTS

Deliver action-driving messages directly to new and current subscribers to educate and inform about the value of your program and the enrollment process.

4

MEASURE IMPACT

Scalable technology to track engagement and actions across millions of subscribers. Leverage data & insights to test & optimize. Report on program outcomes.

“We have a small team and limited resources, and both were being stretched thin. When we were introduced to GXG and Granicus’ Network of 250 million subscribers, we knew that would be the best way to spread our message and reach the people who need our help.”

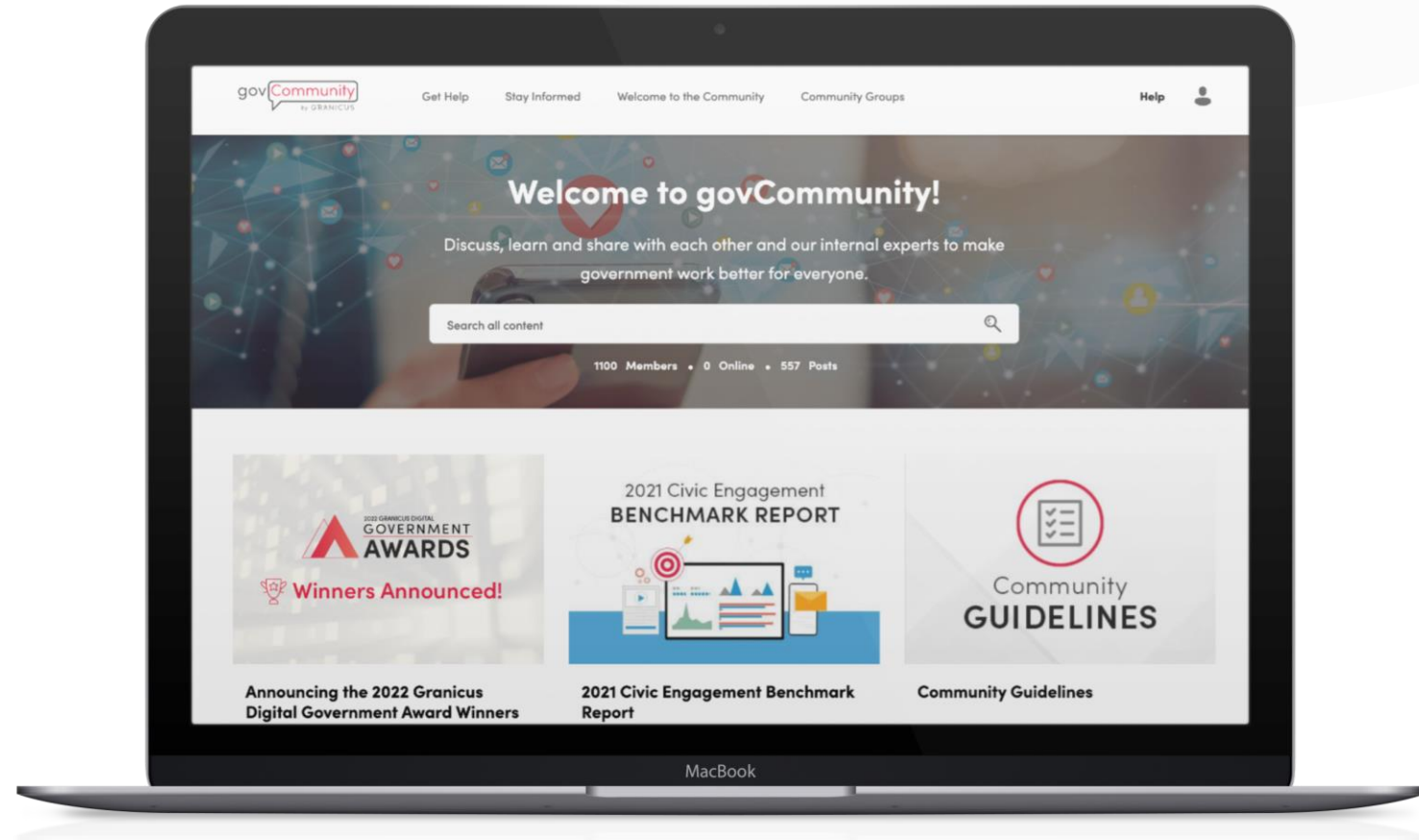
— **Peggy Willoughby**, Director of Communications at the Dept. of Veterans Affairs, National Center for PTSD

Continue the Conversation

Join your peers on govCommunity

- ✓ Access additional resources
- ✓ Ask questions about today's session
- ✓ Brainstorm ideas with your peers
- ✓ Share best practices

community.granicus.com





Thank you

Questions? Contact info@granicus.com