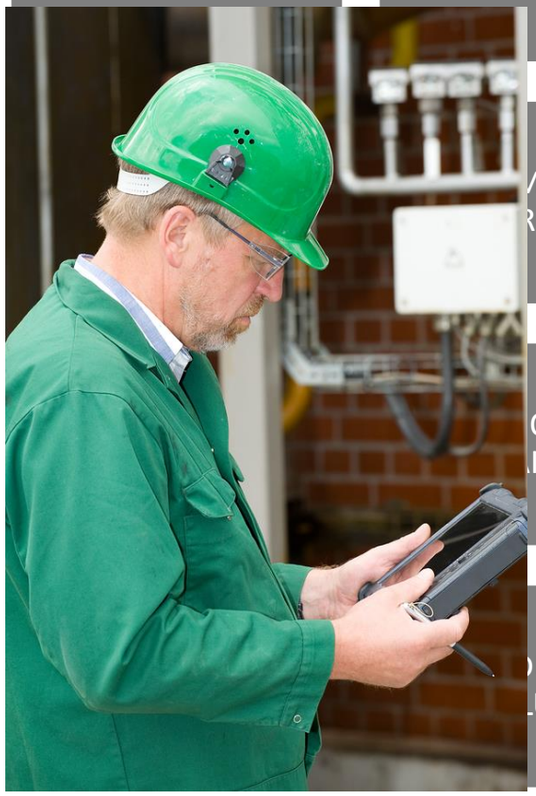
Empowering government to create better lives for more people.

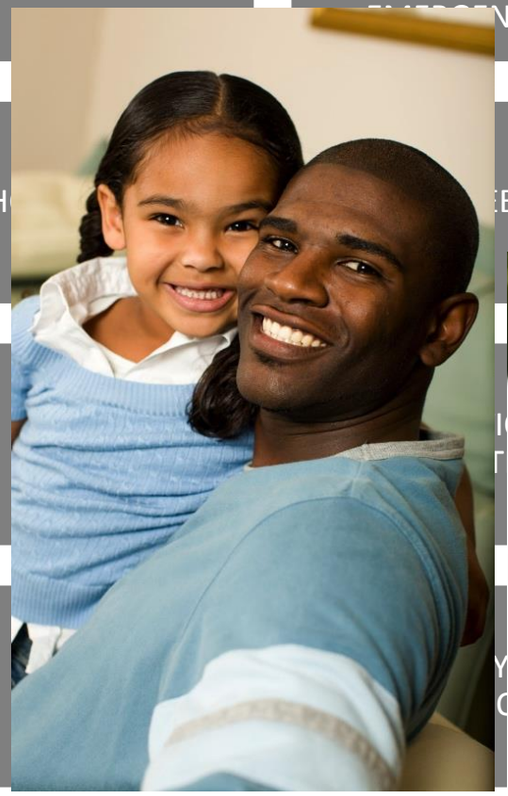
GOVDELIVERY

USING EMAIL TO DRIVE REVENUE AND REACTIVATE LAPSED ANGLERS

Natalie Fedie, VP of Customer Success

100% GOVERNMENT FOCUSED
TRUSTED BY OVER 1,500 GOVERNMENT AGENCIES
OVER 140 MILLION GOVDELIVERY SUBSCRIBERS





GOVERNMENT IS AT A CROSSROADS
THE RIGHT PATH FORWARD
IS UNCLEAR…

THIS IS NOT THE SAME OLD CHALLENGE

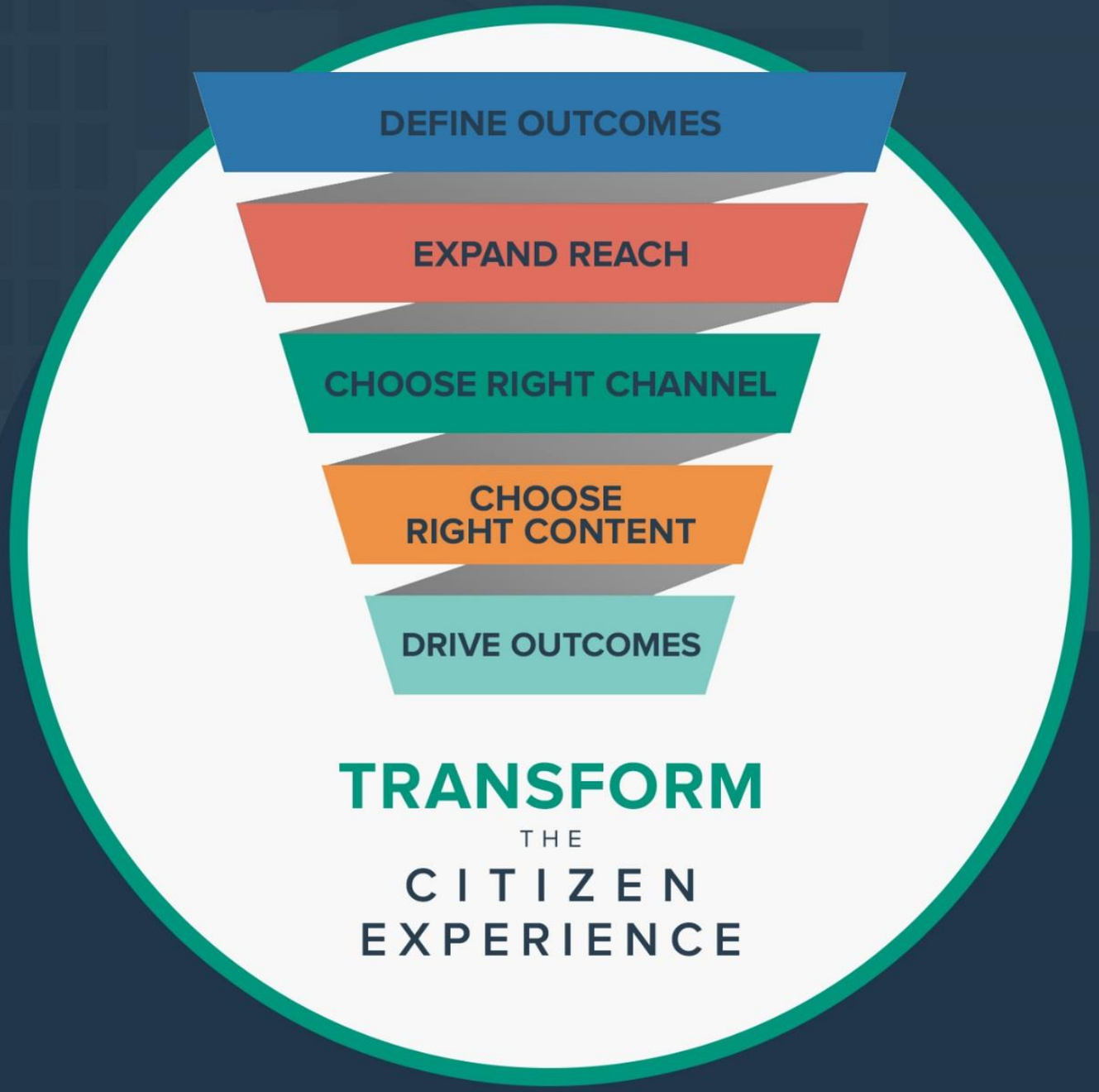
RETIRING EXPERIENCED WORKFORCE

CITIZEN EXPECTATIONS RISING

BUDGET PRESSURES TIGHTENING

UNPRECEDENTED TECHNOLOGY CHANGE

THE RIGHT PATH FORWARD
REQUIRES A CHANGE IN DIRECTION
76%
Digital technologies are disrupting the public sector.
13%
On track to keep pace with the constant transformation.


DEFINE OUTCOMES
EXPAND REACH
CHOOSE RIGHT CHANNEL
CHOOSE RIGHT CONTENT
DRIVE OUTCOMES
TRANSFORM
THE
CITIZEN EXPERIENCE

- What outcome is your organization trying to achieve?
- How are you growing your audience today?
- What channels do you currently use?
- What types of messages do you send?
- Are you satisfied with your current results?

IMPLEMENTATION TIPS

Step 1: Reach

- Leverage your database
- Add an Overlay
- Maximize the Network

Step 2: Engage

- Target Your Audience with Segmentation
- Increase Campaign Engagement with Testing and Reporting
- Connect with New Audience Members via Text

Step 3: Convert

- Measure and Track Downstream Metrics

REACH

CRM Integration

Government Network

Website & Overlays

Text-to-Subscribe

EXPAND REACH

LEVERAGE YOUR DATA BASE

- Manual Uploads
- Application Programming Interface (APIs)
- 1:1 Targeted Messaging Integration

EXTENDING THE PLATFORM VIA API

Subscriptions APIs

- Create subscriber subscriptions
- Update subscriptions
- Update subscriber profile information via Question Responses
- Can be automated - weekly/daily batch job

Bulletins APIs

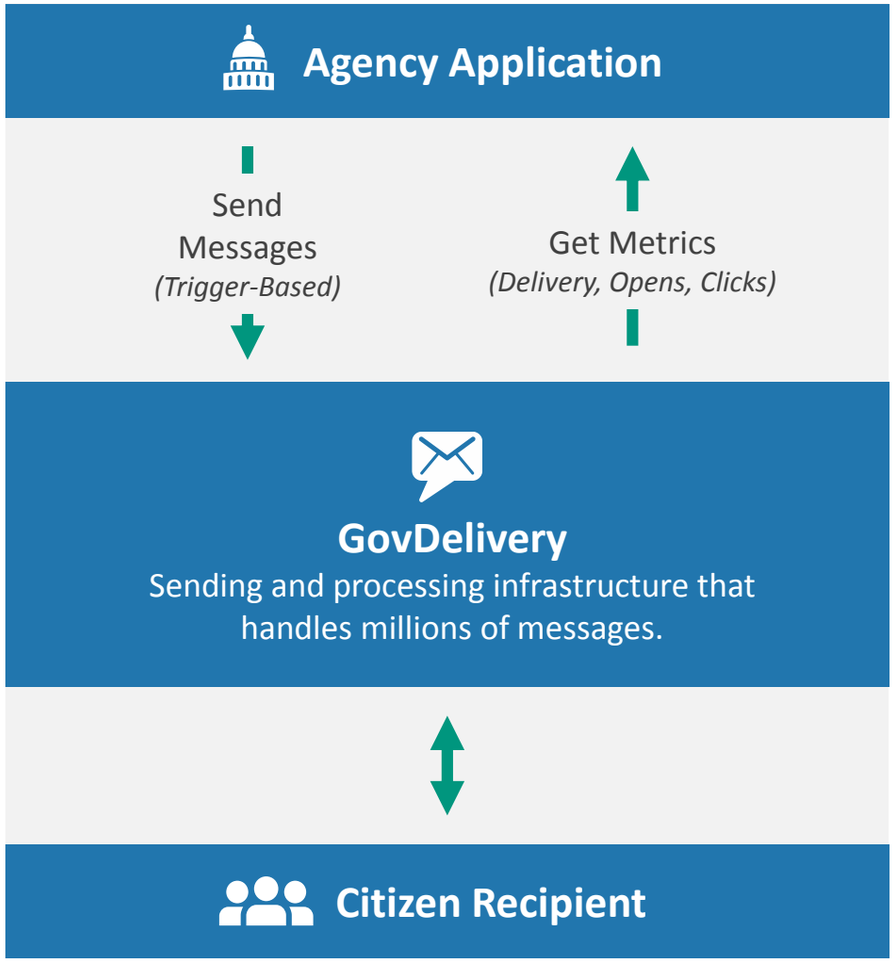
- Automatically send alerts from CMS upon creation completion
- Create and hold draft bulletin
- Trigger alerts from internal system

API DATA FLOW DIAGRAM

Data Flow Process from Client System to Communications Cloud

1. User input this can be a web form
2. Capture name, email,.. Into db
3. Process data from db into XML
4. Make API to GovDelivery
5. GovDelivery accepts request and payload

1:1 TARGETED MESSAGING

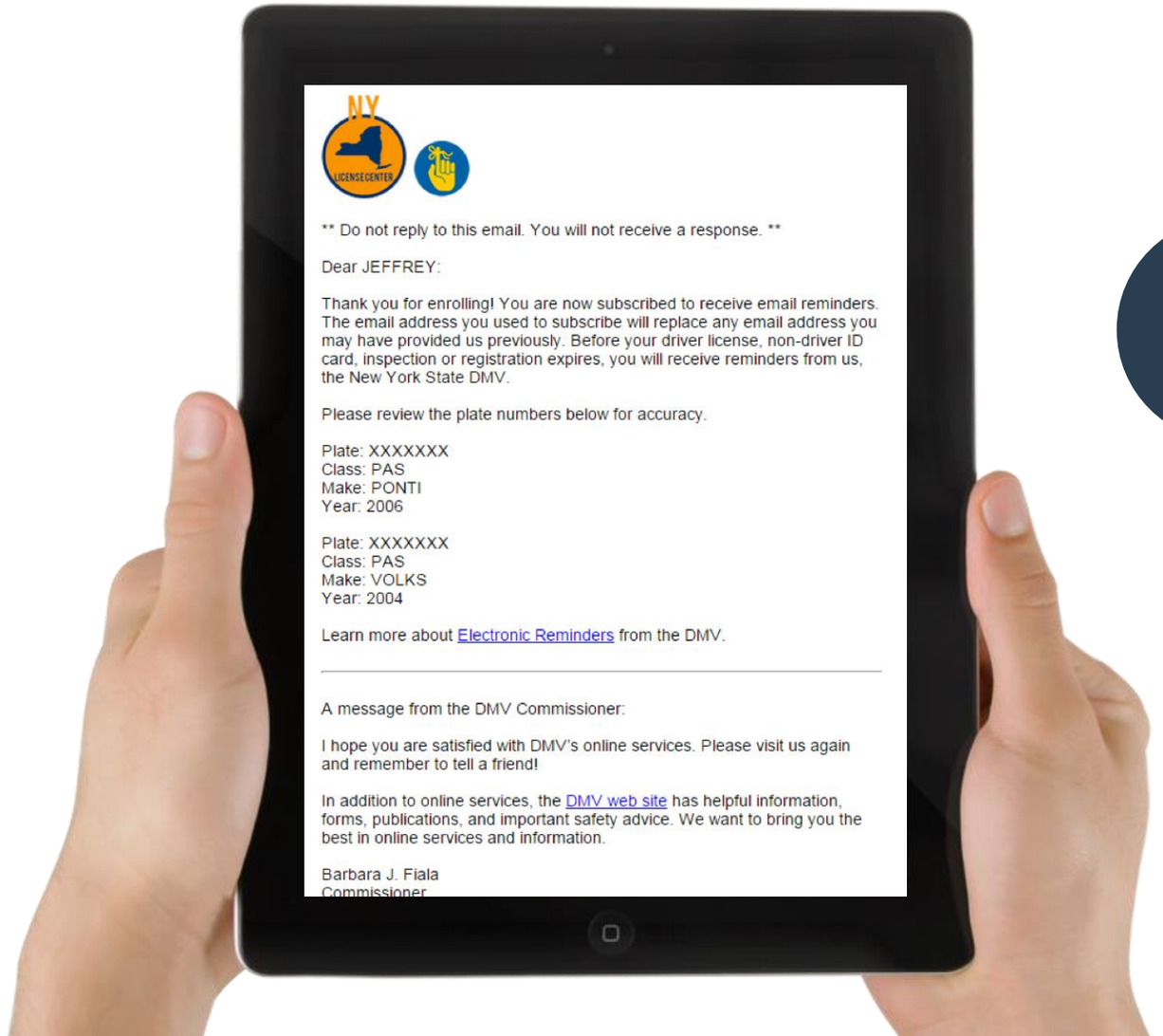


GovDelivery's Targeted Messaging System (TMS) delivers and tracks 1:1 transactional emails and texts.

- ✓ Scalable, reliable, secure
- ✓ Email + SMS
- ✓ Reporting
- ✓ FedRAMP compliant
- ✓ Communications Cloud integration

Documentation: developer.govdelivery.com

NY DEPT. OF MOTOR VEHICLES



GOAL:

Digitize transactions to save postage costs & modernize citizen experience

SOLUTION:

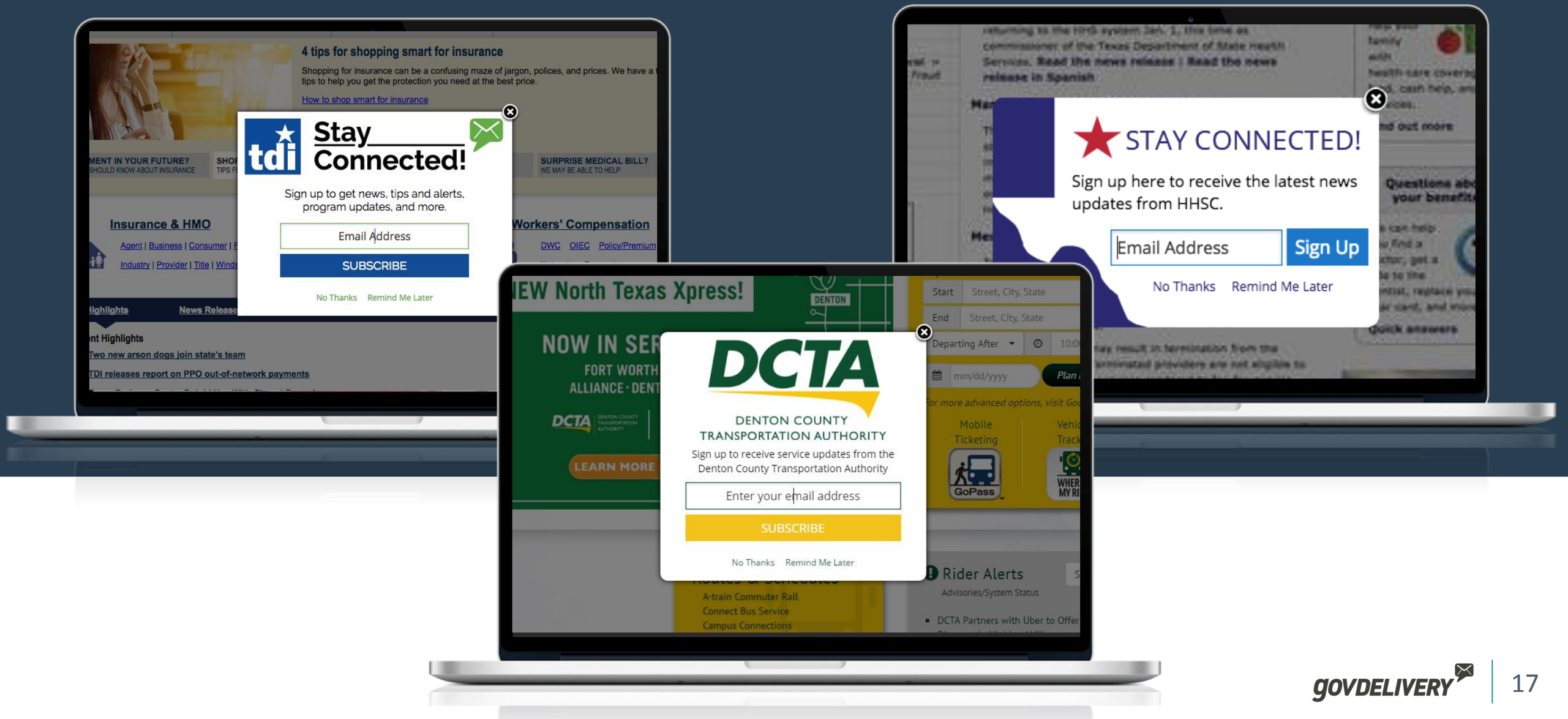
Send targeted emails for online transactions including:

- ✓ Registration confirmations
- ✓ License reminders
- ✓ Registration renewal reminders
- ✓ Inspection reminders

RESULTS:

- ✓ 5.5M messages/year
- ✓ $1M saved in postage costs
- ✓ 28 minutes of wait time saved (average per person)

WEBSITE OVERLAYS



OVERLAY IMPACT BENCHMARK

OVERLAYS	OVERALL	FEDERAL	STATE & LOCAL
Median	174%	295%	230%
Top 20	584%	608%	416%

Overlay Impact Overview: *Overlays are small windows on website landing pages that have been proven to be a simple and effective tool for growing an audience.*

THE POWER OF THE NETWORK

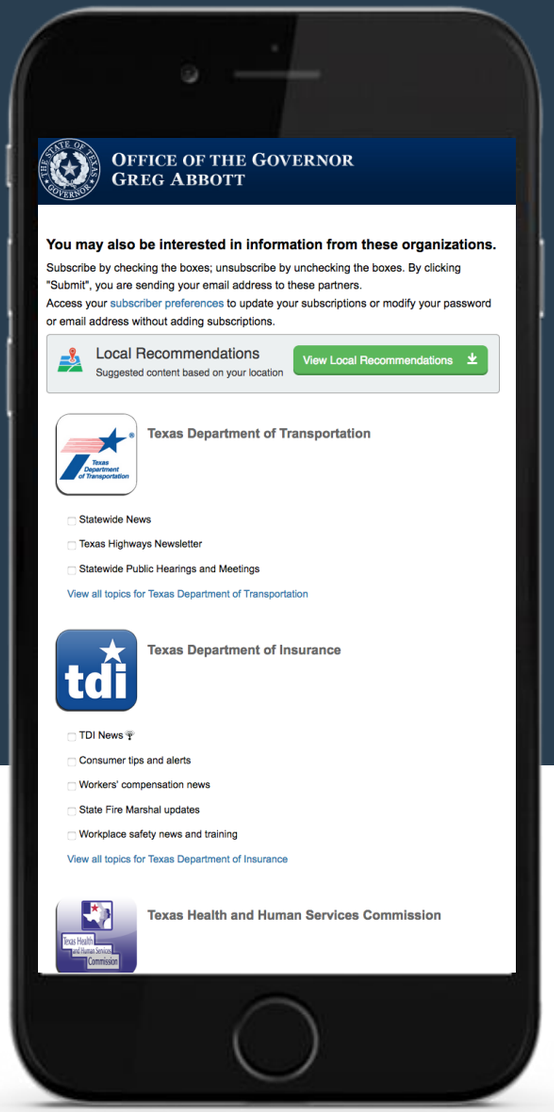
U.S. Small Business Administration

SBA

Your Small Business Resource

TREASURER-TAX COLLECTOR
COUNTY OF SAN DIEGO

USE YOUR NETWORK



Texas partners see a 53% growth in subscribers just from the network

ENGAGE

Email

Web

Text

Social Media

Testing & Optimization
Interactive Content

CHOOSE RIGHT CHANNEL

CHOOSE RIGHT MESSAGE

Reminders

Interactivity

Welcome Campaigns

A/B Testing

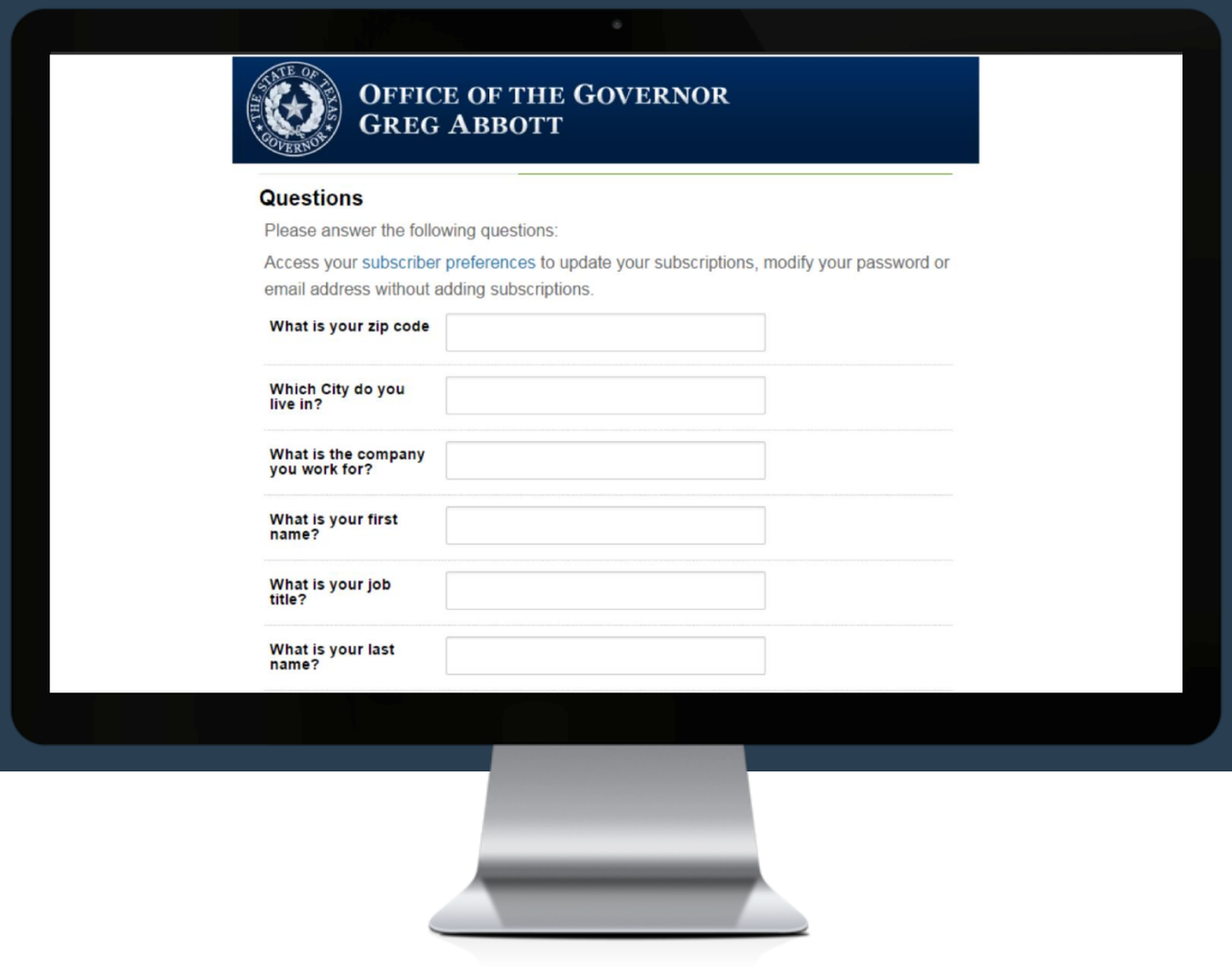
Reengagement Campaigns

Event-Driven Messages

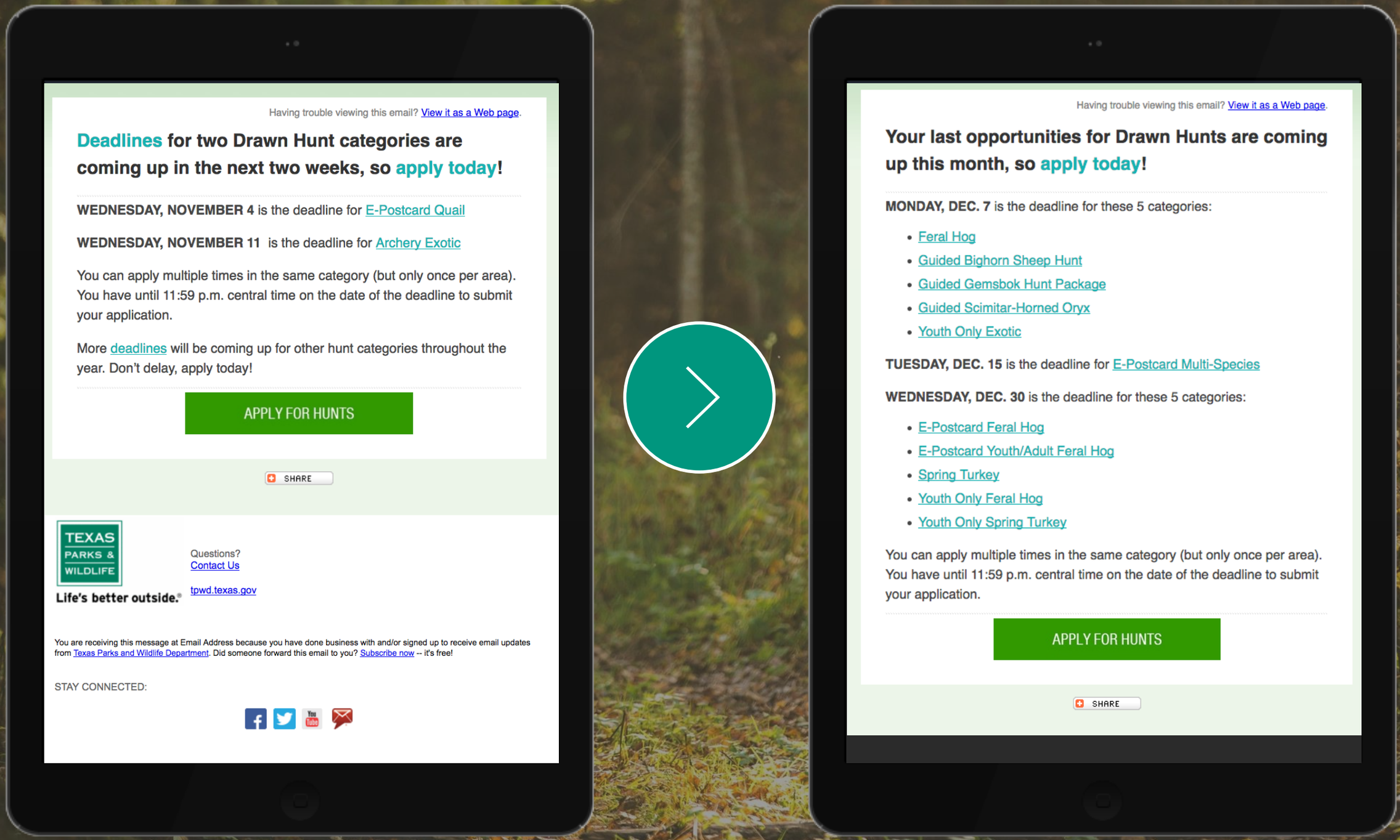
CHOOSE RIGHT CHANNEL

CHOOSE RIGHT MESSAGE

SEGMENT YOUR AUDIENCE



Capture subscriber data when they sign up



Having trouble viewing this email? View it as a Web page.

Deadlines for two Drawn Hunt categories are coming up in the next two weeks, so apply today!

WEDNESDAY, NOVEMBER 4 is the deadline for E-Postcard Quail

WEDNESDAY, NOVEMBER 11 is the deadline for Archery Exotic

You can apply multiple times in the same category (but only once per area). You have until 11:59 p.m. central time on the date of the deadline to submit your application.

More deadlines will be coming up for other hunt categories throughout the year. Don't delay, apply today!

APPLY FOR HUNTS

SHARE

TEXAS PARKS & WILDLIFE

Life's better outside.®

Questions?
Contact Us

tpwd.texas.gov

You are receiving this message at Email Address because you have done business with and/or signed up to receive email updates from Texas Parks and Wildlife Department. Did someone forward this email to you? Subscribe now -- it's free!

STAY CONNECTED:

Having trouble viewing this email? View it as a Web page.

Your last opportunities for Drawn Hunts are coming up this month, so apply today!

MONDAY, DEC. 7 is the deadline for these 5 categories:

- Feral Hog
- Guided Bighorn Sheep Hunt
- Guided Gemsbok Hunt Package
- Guided Scimitar-Horned Oryx
- Youth Only Exotic

TUESDAY, DEC. 15 is the deadline for E-Postcard Multi-Species

WEDNESDAY, DEC. 30 is the deadline for these 5 categories:

- E-Postcard Feral Hog
- E-Postcard Youth/Adult Feral Hog
- Spring Turkey
- Youth Only Feral Hog
- Youth Only Spring Turkey

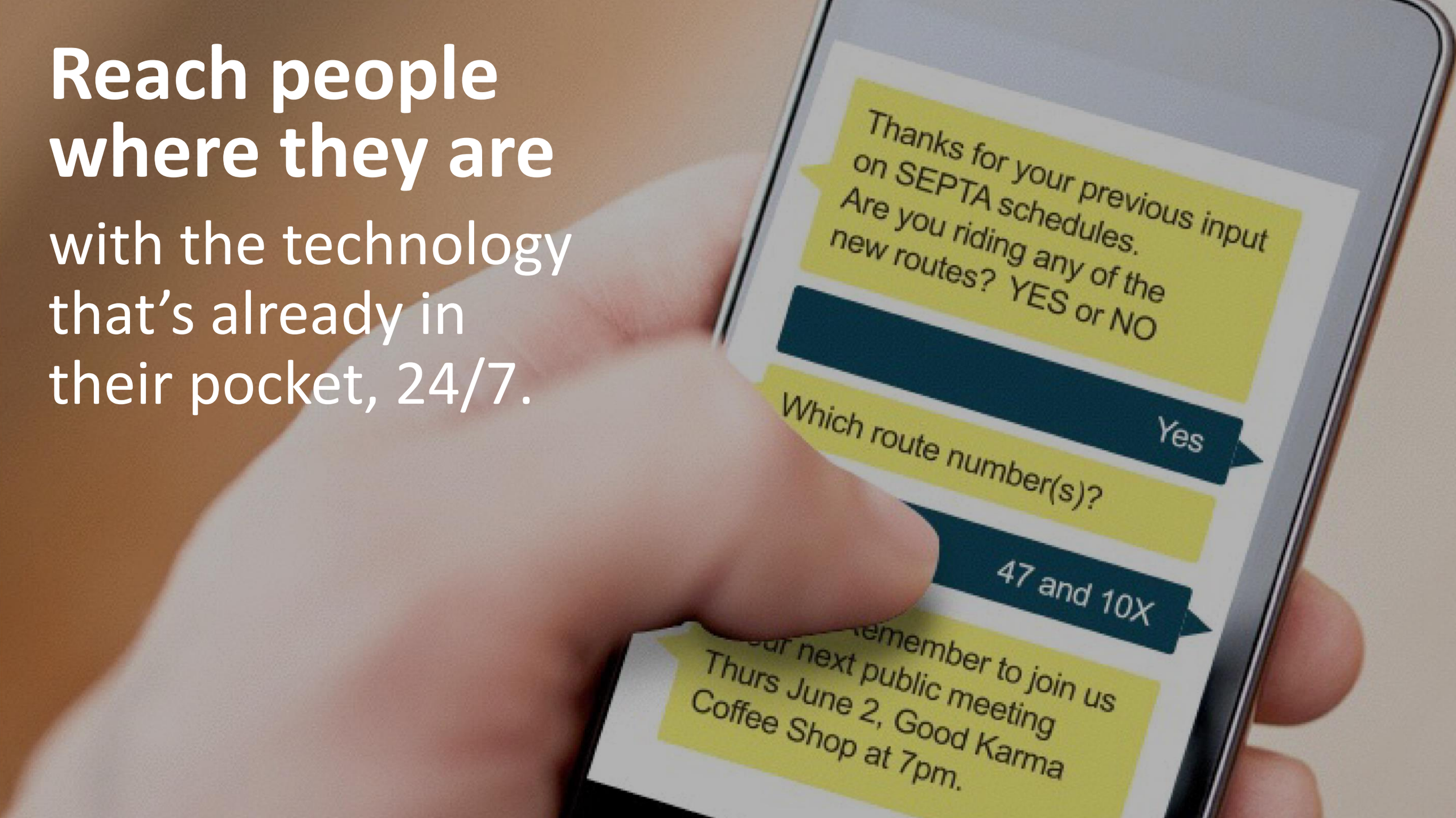
You can apply multiple times in the same category (but only once per area). You have until 11:59 p.m. central time on the date of the deadline to submit your application.

APPLY FOR HUNTS

SHARE

Reach people where they are

with the technology that’s already in their pocket, 24/7.



Why Text Messaging?

>90% of American adults own cell phones and ¾ of them (73%) send and receive text messages.

2-3x more text sent by African-Americans and Hispanic than Caucasian audiences.

55% of Americans who exchange more than 50 messages a day say they would rather get a text than a call.

those with lower levels of income and education text more often than those at the higher end of the income and education scale.

109 average messages exchanged on a normal day for cell owners between the ages of 18 and 24.

**Pew Research

INTERACTIVE TEXT SOLUTIONS

NOTIFY + REMIND

Send notifications & reminders. Import contacts, or integrate an existing DB or CRM

EXAMPLE

“Hi from California State Parks. Your campground reservation is confirmed for Friday 4/10. Plans changed? Reply CANCEL to reschedule.”

RECRUIT + ENROLL

Spread the word about your programs. Qualify leads with a few quick questions.

EXAMPLE

“HPI works with the city to offer free repairs to keep your home warm and safe. Answer 5 quick Qs to see if you qualify.”

SURVEY

Invite anyone to text in. Get concise, actionable feedback in 5-8 questions.

EXAMPLE

“Is your child still wearing the glasses?”

TEACH

Send tips or exercises by text for persistent, bite-sized education

EXAMPLE

“Today your child learned about dinosaurs in class. Ask them what their favorite was, and why.”

Fish, Games and Parks Use Cases

Capture feedback from park visitors and summer-programs participants.

Hunter safety quiz

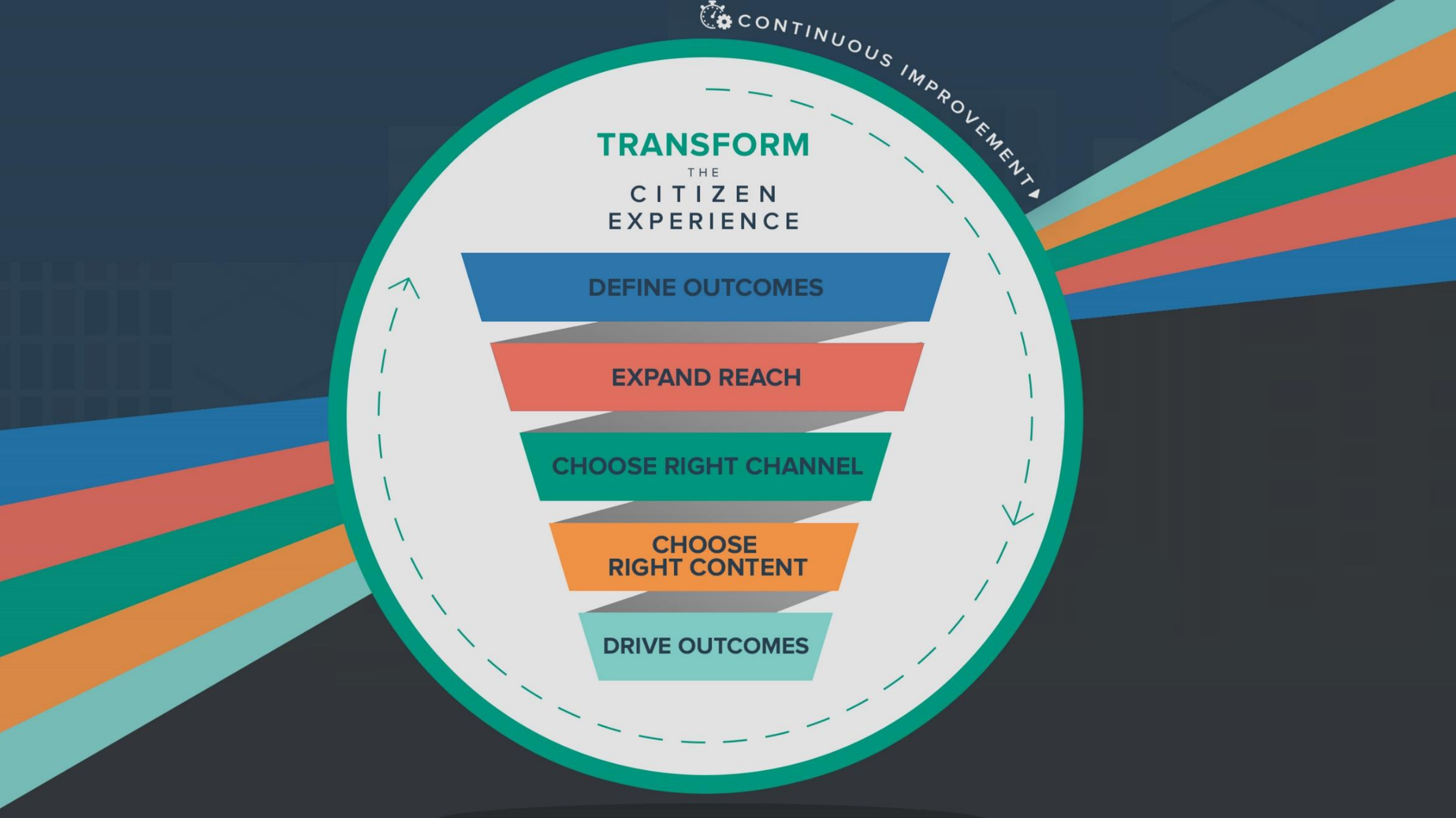
Increased volunteerism and engagement with outdoor activities. Query anglers, hunters and boaters on their experience level. Ask experts if they would teach a class and beginners if they would attend a class.

Real-time location based information on fish restocking, available campsites, park openings and more.

CONVERT

Did you get
the expected result?

DRIVE OUTCOMES


CONTINUOUS IMPROVEMENT
TRANSFORM
THE
CITIZEN
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DEFINE OUTCOMES
EXPAND REACH
CHOOSE RIGHT CHANNEL
CHOOSE
RIGHT CONTENT
DRIVE OUTCOMES

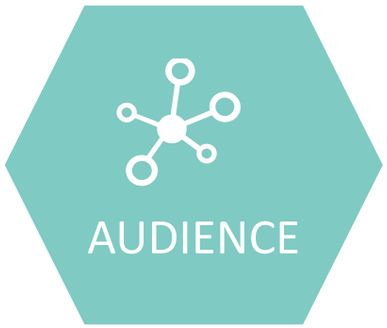
6 KEY FOCUS AREAS FOR SUCCESS

Required Outcomes

Aligning their communications or engagement activities with their strategic priorities to achieve their desired outcomes

Investing in Technology and Maximizing Investments

Leveraging the appropriate digital communications channels and technical solutions and achieving desired outcomes



Reach and Engagement

Reaching a pre-defined target audience that is fully engaged

Capabilities and Capacity

Sustaining appropriate staff capacity and the expertise needed to achieve programmatic or organizational goals

Analyzing Outcomes

Accessing metrics and reports to make data-driven decisions to continuously improve their ability to drive desired outcomes

Requirements and Accountability

Implementing security requirements and holding staff accountable for the safety and integrity of their data

DIGITAL ENGAGEMENT MATURITY MODEL

1 -EMERGING

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

2 - PROFICIENT

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

3 - EXPERIENCED

- 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

4 - EXPERT

- 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

Low Engagement

High Engagement

RECRUIT, RETAIN, AND REACTIVATE

FISH, GAME & NATURAL RESOURCE PARTNER BENEFITS

Fish, game & natural resource agengies partner with GovDelivery to drive increased revenue from license purchases and renewals, enhance public awareness of conservation efforts and improve customer satisfaction through efficient digital engagement.

Recruit new customers locally and attract new non-resident customers to drive increased revenue

Retain existing customers and drive increased customer satisfaction and engagement

Re-engage lapsed customers to drive increased participation in conservation and outdoor programs

KEY TAKEAWAYS

Step 1:
Assess Digital Engagement Efforts

Step 2:
Align Digital Communications With Strategic Priorities for 2017

Step 3:
Execute Digital Communications Strategies to Impact Outcomes

Step 4:
Report on Your Success

THANK YOU!