



GPO Bookstore uses GovDelivery Network to cross-promote content, expand reach



Client Situation

The U.S. Government Printing Office (GPO) is the single authoritative source of all federal government publications. GPO estimates that as many as 50% of all U.S. government documents are now born digitally as fewer publications are physically printed and bound.

As a result, GPO has had to refocus its vision for the future. While GPO's mission has remained essentially the same, the introduction of digital technology has changed the way the agency meets the needs of the federal government and consumers of government information. As more publications move online, so should the services and processes for obtaining publications.

GPO markets to a diverse network of customers: many libraries, government agencies, businesses, and law firms purchase government information as a reference tool for the workplace. Citizens may also purchase federal government publications through the U.S. Government Online Bookstore (bookstore.gpo.gov). Military history publications, National Park Service books, and Senate art publications are among those that appeal most to the general public. Given that GPO has many types of customers in different markets, proactive, targeted communication to the specific market niches is vital to the agency's success in promoting and selling government publications.

Solution

On February 2, 2009 the U.S. Government Bookstore launched GovDelivery Digital Communication Management as a method of efficiently and effectively communicating relevant updates to interested citizens.

"GPO's core mission is to keep Americans informed on the documents of our democracy," said Public Printer Bob Tapella. "This system is another way for GPO to carry out its historic mission. A simple email alert will let the public know about the various publications available from our agency customers."

After launching GovDelivery, the U.S. Government Bookstore was able to communicate with its stakeholders on more than 115 unique opt-in topics, compared to 12 previously. Additionally, the Bookstore leveraged the GovDelivery Network to further increase its reach. The GovDelivery Network allows government agencies to link up with other agencies to cross-promote content, making informational topics available to subscribers of partner agencies during the signup process. By partnering with the IRS, EPA, DOL, USA.gov, NASA, and others, the Government Printing Office is able to reach a larger audience than ever before.

To heighten program awareness in the consumer market, GPO created the "Sweet 16" promotion based on NCAA basketball's "March Madness." The format was similar to an NCAA tournament bracket-16 titles competed "head to head" in a single elimination contest. To build excitement, participants were given an incentive-the top two finalist titles would have their selling prices reduced by 50% for 30 days following the selection of the winner.

Results

In June 2010, The U.S. Government Printing Office (GPO) Bookstore was recognized "For Scoring a 'Slam Dunk' 'Sweet 16' Sales Promotion." Its proactive communication greatly increased program participation-GPO experienced an increase in subscribers of 200% and a 231% increase in sales of the winning title. More than 139,000 votes were received during the 11-day promotion, and voting rounds with email reminders garnered on average 4.68 times more votes than the round without.

Jeffrey Turner, Director of Sales & Marketing at GPO, was thrilled to see how the digital communication provided by GovDelivery increased excitement and participation in the Sweet 16 promotion. GPO recognizes the importance of being consistent and proactive in building relationships with the public. The agency continues to impact a huge audience as it now reaches over 100,000 subscribers with email communication.

