

GovDelivery Digital Engagement Services

No matter your goals, we have a team to get you there.

Introduction

Your audience lives in a fast-paced, digital world. They have customer service experiences in the private sector and high expectations when it comes to accessing information.

Your organization has the ability to transform services, enhance public awareness, and improve citizen involvement - but do you have the resources you need to make an impact?

When you're strapped for time or strategic direction, we have a team of communications and outreach professionals to provide on-demand and ongoing support throughout the lifetime of your outreach projects.

From improving public safety programs for cities and counties, to building strategic outreach plans for the largest health and humans services programs in the world, our team can scale to meet your needs. Let our digital engagement experts serve as an efficient and effective extension of your staff and resources.



REACH

Our digital strategists build highly-engaged target audiences and accelerate audience acquisition by leveraging the power of the GovDelivery Network – harnessing more than 1,000 government organizations and 100 million citizens.



ENGAGE

Our campaign specialists and digital designers develop customized messaging, visuals, and content to drive audiences from awareness to action. Since one-size-fits-all does not lead to effective digital outreach, we strategically segment audiences to maximize engagement.



CONVERT

Our engagement experts and business intelligence analysts test and measure outreach performance and apply data-driven enhancements to drive desired outreach results and measurable program outcomes.

Overview

AUDIENCE ACCELERATION

Reach more of your target audiences and allow you to connect with them in a strategic manner. We'll help you:

- Provide prominent positioning among the 100 million citizen strong GovDelivery Network.
- Execute cross-promotional outreach with other government organizations.
- Deploy website audience-capture features.
- Integrate with digital advertising and social media.

DIGITAL CAMPAIGN MANAGEMENT

Deploy customized communications and outreach initiatives that drive target audiences to take action. We can:

- Design customized templates, visuals and mobile-friendly formatting.
- Create compelling messaging, content, and infographics.
- Perform comprehensive message testing to maximize engagement.
- Deliver detailed reporting and analysis on campaign effectiveness.

MANAGED SERVICES

Receive a complete team of digital communication and technology experts for your unique initiatives. We'll manage:

- Strategic Planning
- System Admin Optimization
- Subscription Management
- Advanced Analytics Solutions



Access Our Experts

- Digital Strategists
- Campaign Specialists
- Graphic Designers
- Engagement Experts
- Business Intelligence Analysts
- Technical Programmers
- Project Managers

Ready to take your outreach and engagement to the next level? Let our team do the heavy lifting.

Contact info@godelivery.com to learn more.

Experience

Our team works exclusively with government agencies on their outreach and engagement programs, building massive public audiences, and creating targeted campaigns to drive action. Our past projects have included in-depth work with clients in the following areas and beyond:

HEALTH & HUMAN SERVICES

We know that for many health and human services teams, there is no time for ineffective communications programs. But without the training, skills and time to execute your strategy, many health and human services teams struggle to get the program participation and public support they need to drive successful outcomes. From increasing the number of foster parents eligible to participate in adoptions, to increasing the number of families participating in food assistance programs, we're here to help.

DEFENSE AND VETERANS AFFAIRS

Defense and veterans affairs communications teams have the power to impact positive outcomes and create better customer experiences for millions of veterans with their digital marketing and communications programs. Through the power of advanced campaigns and modern engagement tactics, we've helped teams connect with veterans and national defense personnel to simplify and streamline access to critical resources, including claims and benefit information - even for hard to reach and disparate audiences.

LOCAL GOVERNMENT

From public safety to tax collection, cities, counties, and municipal governments face unique challenges that require coordination, planning, and interdepartmental collaboration. From improving public participation in crime prevention programs to driving increased usage of online services, our team has the experience and skills needed to help you create a world-class digital marketing program that drives results for local residents.