



**GovDelivery** is a proactive public communication solution offering government agencies a highly effective method of reaching, informing and continually engaging the public.

**GovDelivery**®

### **GovDelivery: Comprehensive Communication Platform**

*GovDelivery* is the world's leading proactive public communication solution, offering government an effective method of reaching, informing and continually engaging the public. GovDelivery allows website visitors to subscribe to information of specific interest to them, creating a personalised portfolio of relevant information. When this content changes GovDelivery automatically sends multi-channel messages alerting them of new or updated information, encouraging subscribers back to the website.

### **GovDelivery Benefits**

#### **Engage with the Public Effectively**

Increase your audience by engaging with more people on topics of interest through their favoured channels and measure the success and value of the messages you send.

#### **Utilise the most Powerful Communication Channels**

The *GovDelivery* platform integrates the most powerful communication channels, including email, text messaging, social media (Twitter®, Facebook®, YouTube®, Blogs) and personalised RSS to reach the public in a single, easy to manage application.



#### **Lower Communication Costs**

Provides government a communication tool that cuts costs and provides a positive return on investment (ROI) in an average of 9-12 months. Through encouraging the use of more cost-effective digital channels, organisations are able to reduce costly in-person customer contact, printing, and postage expenses and overall communication costs.

Email is the #1 use of the Internet. *Source: Pew Internet and Life Project*  
Twitter, Facebook and YouTube are all Registered Trademarks.

Over 370 unique government entities use GovDelivery, including:

Central Government

- Parliament
- Department for Business, Innovation and Skills (BIS)
- Highways Agency
- Met Office
- Department for Energy and Climate Change
- Driving Standards Agency

Local Authorities

- Norfolk County Council
- Norwich City Council
- Babergh District Council

**And more...**

*"Highways Agency (HA) strives to use innovative methods to better communicate with the public. The GovDelivery service has enhanced HA's ability to do so. The public can subscribe to specific information based on their needs and interests; email notifications are then delivered when relevant information is posted to our website." The agency has delivered more than 14.7 million email notifications to more than 54,000 UK residents.*

*-Stuart Parr, Online Media Manager  
Highways Agency (HA)*

Engage with the public; utilise the most effective and powerful communication channels

