

The City of Marietta has an estimated population of more than 67,000 residents, making it one of metro Atlanta's largest suburbs. Marietta offers residents free email and text message updates on more than 45 topics including job openings, 175th Anniversary news and events, Marietta's *E-News* weekly newsletter, emergency alerts and more. Visit <http://www.mariettaga.gov/> to see how Marietta uses GovDelivery® Email and Digital Subscription Management to improve communications with residents.

Solution Benefits

Personalization

Give residents what they want, how and when they want it.

- ✓ Residents are empowered with 10 to 40 times more subscription options.
- ✓ Signup process allows residents to choose how they would like to receive their updates, via email, RSS or wireless alerts.

Automation

Streamline the process of communicating new information to the public.

- ✓ Use GovDelivery to automatically deliver email and text message (SMS) alerts to residents when content updates occur.

Deliverability

Utilize proven delivery infrastructure.

- ✓ 98% of emails sent through GovDelivery make it to recipients' inboxes.

Other City Clients

Ann Arbor, Michigan
Berkeley, California
Charlotte, North Carolina
Fayetteville, Arkansas
Grand Prairie, Texas
Riverside, California
St. Paul, Minnesota
Vancouver, Washington
Washington, D.C.

For a complete list of clients, visit www.govdelivery.com/clients.php

Marietta's "Notify Me" Alerts – How it Works

Subscription Signup Process:

1. Resident enters email address in the "Notify me" section of the homepage.

Notify me

Get news, events and emergency alerts from City Hall by e-mail.

E-mail address:

Go

3. Resident is able to subscribe to all available subscription topics through one succinct subscription page.

2. Resident enters phone number if they elect to receive text messages, chooses a delivery preference and enters an optional password.

Automation of Email Delivery:

When the City of Marietta's "Current News Releases" page is updated, via this RSS feed, an email is automatically created and delivered to interested residents (with the content of the new press release populating the email).

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