



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

**GovDelivery**®

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

*GovDelivery* is a proactive public communication solution offering government agencies a highly effective method of reaching, informing and engaging the public. Built specifically for the public sector, *GovDelivery* is the world's leading government-to-citizen communication solution. The Software as a Service platform allows agencies to use email, text messaging, social media and RSS to reach the public and dramatically lower communication costs.

### **GovDelivery Benefits**

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

*GovDelivery* is a comprehensive public communication solution providing government agencies an effective method of proactively reaching the public and providing enhanced public service through community engagement.

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

*GovDelivery* is the only comprehensive digital subscription management system designed specifically to provide public sector communication. The *GovDelivery* platform integrates the most powerful communication channels, including email, text messaging, social media (Twitter®, Facebook®, YouTube®, Blogs) and RSS to effectively reach the public in a single, easy to manage application.



#### **Lower Communication Costs**

Provides government agencies a communication tool that cuts costs, simplifies communications and provides an average positive return on investment (ROI) of 9-12 months.

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

Over 300 unique government entities use GovDelivery, including:

- Parliament
- Highways Agency
- Department for Energy and Climate Change
- Met Office
- Norfolk County Council
- Norwich City 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 nearly 11 million email notifications to more than 40,000 UK residents.”*

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

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

