

# 9<sup>th</sup> Annual Digital Communications Summit

#DCcomm16

**April 28, 2016**

# What Now?

# SUCCESS DRIVERS



# CITIZEN EXPERIENCE MATURITY

- Low alignment on desired outcomes
- Limited awareness of the importance or reach
- Aging, legacy and inefficient solutions
- Not reporting on outcomes

**EMERGING**

- Occasional outcomes focus
- Initial focus on audience growth and understanding
- Shared strategy but little measurement
- Defined tech needs
- Tracking upstream metrics (clicks, follows, subscribers)

**PROFICIENT**

- Importance of reach prioritized
- Audience acquisition and segmentation strategy aligns with organizational priorities
- Dedicated digital marketing tools and playbooks
- Using data to improve outcomes and measure ROI

**EXPERIENCED**

- Ability to reach key audiences at scale and aligned with org goals
- Measuring and celebrating improvement of outcomes
- Integrated into citizen's lives to improve outcomes
- Measuring ROI from organizational and citizen perspective

**EXPERT**



# 5 Ways to Improve Tomorrow

*Go from Emerging to Expert*

# 1 From Surveys to Understanding

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## PROFICIENT

Survey end users  
to see what they want to do  
and when



## EXPERT

Understand citizen by  
monitoring actions and testing  
what works

“Most people are terrible at understanding and enunciating what they actually do day in and day out, and on what basis they make decisions.

They’re even worse at defining what tools they would use in the future.

But if you give them something they can see and touch, then both they and you can get experience as to a program’s utility and applicability, or at least have a common basis for enhancements.”

*-Michael Bloomberg*

# Test What Works



## Veteran-Oriented Appeal

Subject Line: "Attention Veterans and Survivors"

## Benefit Oriented Appeal

Subject Line: "Making it Easier for You to Receive Benefits"

U.S. Department of Veterans Affairs

### Take Control of Your Claim

**Putting Veterans and Survivors in control of their disability claims**

Last month, VA reached a historic low in the disability claims backlog by dipping below 100,000 to 98,535 – and the number of these claims (pending more than 125 days) has come down even further since. This milestone means that VA is processing disability claims faster and more efficiently so that Veterans, their families, and Survivors get the benefits they deserve.

By participating in the Fully Developed Claims program, Veterans and Survivors can take charge of their claims by submitting all relevant records with their claims at once. The fastest way to receive a decision on your disability claim is by filing an FDC electronically through [eBenefits.va.gov](http://eBenefits.va.gov).

Visit VA's website to learn more about filing an electronic Fully Developed Claim and what you can do to get started.

[Learn More Here](#)

VS

U.S. Department of Veterans Affairs

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Visit VA's website to learn more about filing an electronic Fully Developed Claim and what you can do to get started.

[Get Started Now](#)

+47%  
Click Rate

# Test What

“Nov



## November Deadlines for Drawn Hunts

Texas Parks and Wildlife Department  
tpwd@service.govdeliver...

 Detailed Report

 Preview Bulletin

 View Recipients




## Last Chance to Apply for Drawn Hunts

Texas Parks and Wildlife Department  
tpwd@service.govdeliver...

 Detailed Report

 Preview Bulletin

 View Recipients

Final Final Send ▾

Your campaign was sent automatically to the bulletin with the highest calculated score.

2 Drawn Hunt Deadlines Approaching

Texas Parks and Wildlife Department  
tpwd@service.govdelivery.com

 Detailed Report

 Preview Bulletin

 View Recipients

11/02/2015 03:49 PM CST

Delivery	Recipients	90,863
Delivered	98.18%	▲ + 0.16%
Pending	0	
Bounced	1.82%	▼ - 0.16%
Opens	Open rate	21.03% ▲ + 2.34%
	Avg. opens per recipient	0.21 ▲ + 0.02
Clicks	Click rate	3.25% ▼ - 1.67%
	Avg. clicks per recipient	0.03 ▼ - 0.02
Opt-Out	Unsubscribes	42 ▲ + 39



## November Deadlines for Drawn Hunts

Texas Parks and Wildlife Department  
tpwd@service.govdeliver...

 Detailed Report

 Preview Bulletin

 View Recipients

11/02/2015 08:31 AM CST

Recipients	11,223
Delivered	97.85%
Pending	32
Bounced	1.86%
Open rate	13.42%
Avg. opens per recipient	0.13
Click rate	1.58%
Avg. clicks per recipient	0.02
Unsubscribes	1 ★




## Last Chance to Apply for Drawn Hunts

Texas Parks and Wildlife Department  
tpwd@service.govdeliver...

 Detailed Report

 Preview Bulletin

 View Recipients

11/20/2015 05:08 PM CST

Recipients	10,205
Delivered	98.02%
Pending	0
Bounced	1.98%
Open rate	18.69% ★
Avg. opens per recipient	0.18 ★
Click rate	4.52% ★
Avg. clicks per recipient	0.05 ★
Unsubscribes	3



 Version 'B' is the winner!

# 2 From Touchdown Focus to First Down Focus

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## **EMERGING**

Touch Downs...  
Narrowly defined actions  
as the “End Result”



## **EXPERT**

First Downs...  
Understand how  
incremental actions matter  
toward end goal

# Understand the Citizen Through Actions

**MEET UP and EAT UP**

[michigan.gov/meetupeatup](http://michigan.gov/meetupeatup)

### Meet Up and Eat Up!

Meet Up and Eat Up is a way to help parents and caregivers identify places where kids and younger can gather for healthy, free summer meals at hundreds of sites across Michigan. We encourage you to share our updates with your family and friends.

Take the next step by finding the closest Meet Up and Eat Up site to you here.

[Find a Site](#)

Share this with Friends!

**MEET UP and EAT UP**

[michigan.gov/meetupeatup](http://michigan.gov/meetupeatup)

### Top 3 Ways to Spread the Word!

Dear Colleagues,

Happy August! We're working hard to keep the Summer Food Service Program and Eat Up going strong! Let's get as many meals as possible into the hands of children.

Below are three easy ways you can help spread the word and share news, ideas and Eat Up.

1. Invite your audience to sign up for Michigan Department of Education **meal news and updates!** Your audience can follow this link to sign up here.
2. Promote text to subscribe to invite your audience to get updates! Download images and share on Facebook or Twitter!
3. Tweet **#MeetUpEatUpMI** in a pre-populated tweet. Just click and share!

Thank you for all your help!

Share this with Friends!

**MEET UP and EAT UP**

[michigan.gov/meetupeatup](http://michigan.gov/meetupeatup)

### Upcoming Event - this Thursday!

Meet Up and Eat Up is a way to help parents and caregivers identify places where kids 18 and younger can gather for healthy, free summer meals at hundreds of sites across Michigan.

This Thursday, you're invited to a **Meet Up, Eat Up, and Read Up** in Flint. If you can't make it, but know someone who might be interested, we encourage you to share these event details with them!

Free lunch will be provided for children 18 and under. There will also be free books, face painting, and kids' gardening activities and giveaways! We hope to see you there.

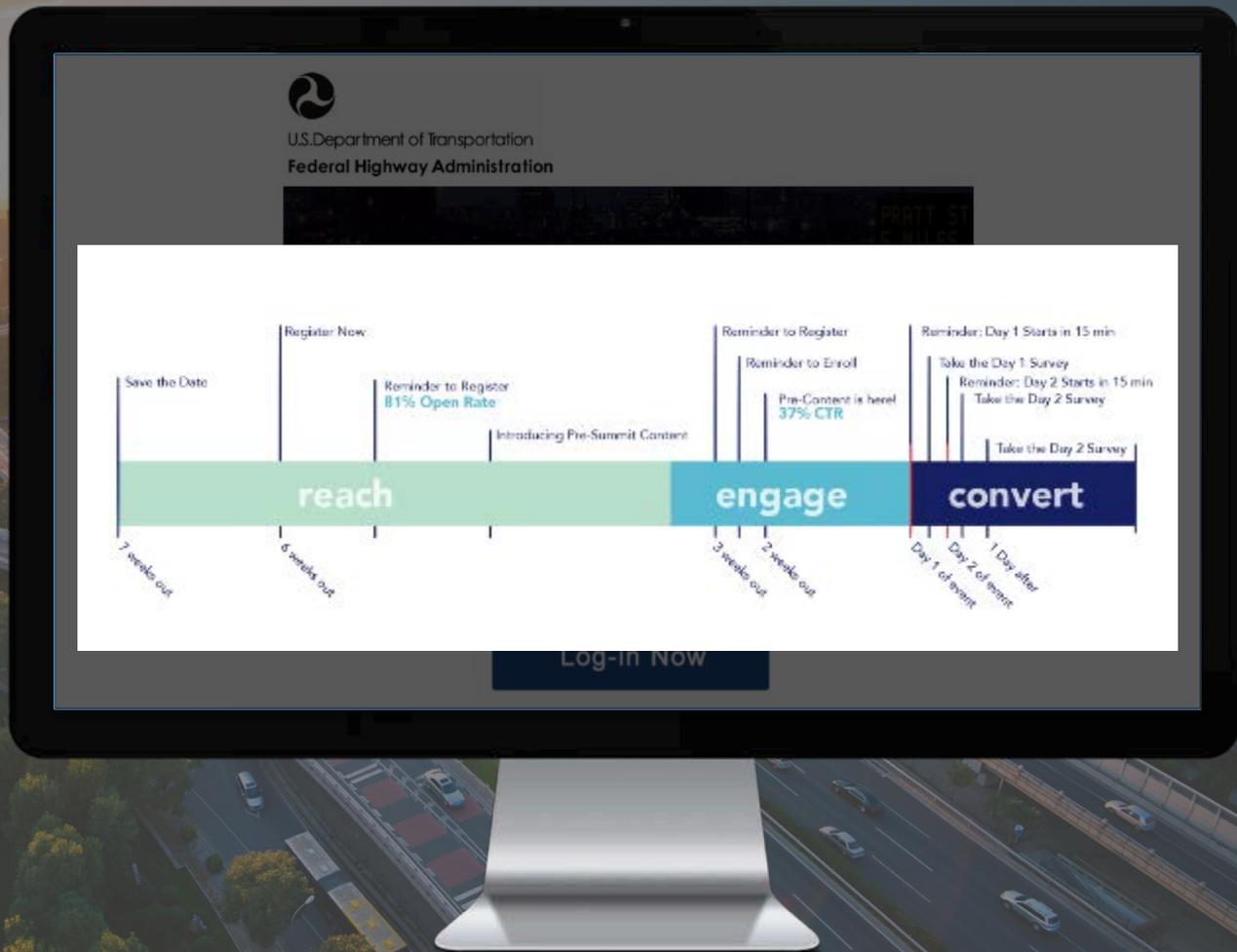
**WHO:** Genesee County Community Action Resource Development Agency (GOCARD)  
**WHAT:** Meet Up, Eat Up, and Read Up!  
**WHEN:** Thursday, August 13, 2015, 11:00am - 2:00pm  
**WHERE:** Genesee County (GOCARD)  
401 N. Dequain St., Ste. 1-8  
Flint, MI 48902

For more information, please call (810) 231-3557

You can also find all Meet Up and Eat Up meal sites here:

[Find a Site](#)

# Map the Journey You Expect Stakeholders to Follow



# 3 From Convenience to Impact

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## **EMERGING**

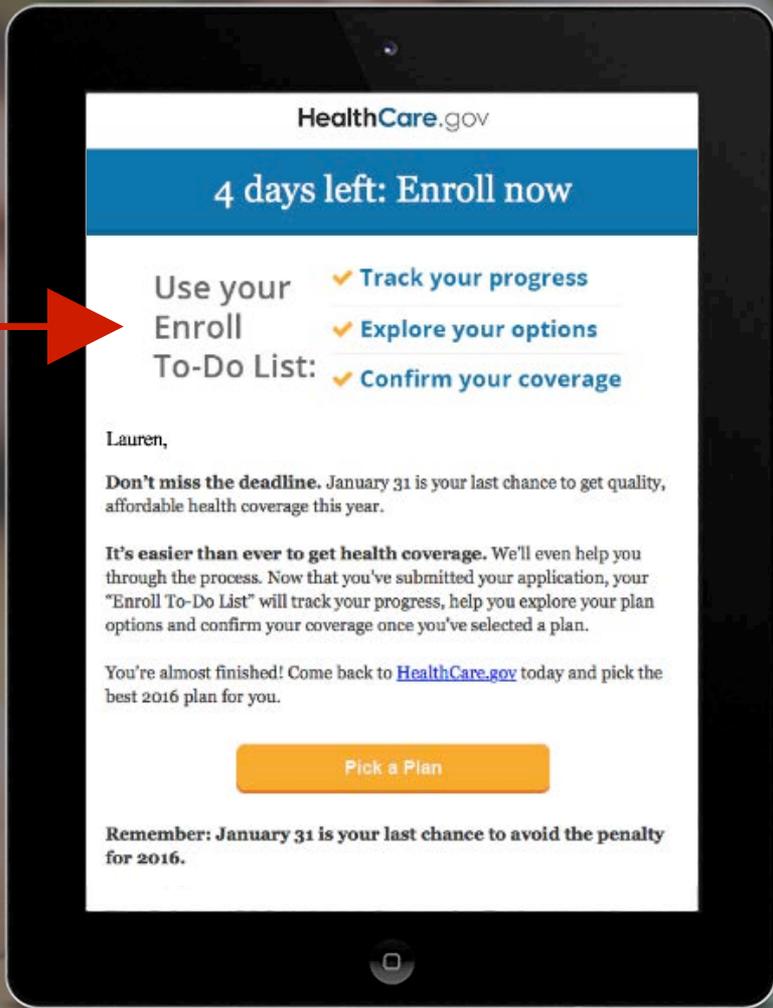
Citizens do what they  
want to do quickly



## **EXPERT**

Drive citizens to most  
compelling actions

Prioritize  
most  
compelling  
actions



# 4 From Organizational ROI to Comprehensive ROI

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## **EMERGING**

Measure ROI for  
organization



## **EXPERT**

Measure ROI for citizen  
and organization

# Focus on ROI for the Citizen



“I don't know where we would be were it not for SS Disability.”  
-Paula

## Share your Social Security story

Social Security has a lot to be proud of this year. Over the last eight decades, our programs and services have helped create better lives for millions of Americans.

That's why we want to hear from you! How has Social Security made a difference in your life and the lives of your family and friends?

Share your story 

# 5 From Focus on How to Focus on Results

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## EMERGING

Technology / Design /  
Digital Service / UX / Style  
Guides as the solution



## EXPERT

Improving lives is the end  
goal... everything else is  
the means

# Improving Lives is What Matters



**680K+ messages sent** to digital audience

**Dramatically grew** their target audience, targeting key households and geographic locations

**Doubled website page views** to find a meal site

Served **4.1 million meals**, *a record in the history of the program*

# 5 WAYS TO IMPROVE TOMORROW

01

FROM SURVEYS  
TO UNDERSTANDING

02

FROM TOUCHDOWN FOCUS  
TO FIRST DOWN FOCUS

03

FROM CONVENIENCE  
TO IMPACT

04

FROM ORGANIZATIONAL ROI  
TO COMPREHENSIVE ROI

05

FROM FOCUS ON HOW  
TO FOCUS ON RESULTS



# 5 WAYS WE SUPPORT YOU

## 01

### Unrivaled Outreach

Best in the world at helping you building a large online audience through the **GovDelivery Network**

## 02

### Flexible & Capable

Use at all “Maturity” levels. Advanced marketing capabilities support segmentation, campaigns, and A/B Testing when you’re ready

## 03

### Highly Secure

World class security, accessibility, and compliance

## 04

### Expandable

Add-on solutions for learning, open data, and interactive text messaging

## 05

### World Class Services When You Need Them

Awesome support and training to help you and a Digital Engagement Services Team to supplement and enhance your work if you need it





**FedRAMP**

Federal Risk Authorization Management Program

**GOVDELIVERY IS COMMITTED TO SECURITY BEING  
BEING THE FIRST FEDRAMP COMPLIANT  
DIGITAL COMMUNICATIONS PLATFORM**

# THANK YOU!

Text your email to  
(410) 324-7057  
to join us on May 12<sup>th</sup>.