

# HOW HIGH DO YOUR DIGITAL COMMUNICATIONS CLIMB?

When you reach the top of the digital engagement mountain, that's where your communications make the biggest impact. As a public sector organization that means keeping people safe, healthy, informed and active in your programs.

Here's how to turn your digital outreach into engagement.

## 1. REACH AND CULTIVATE

Your messages are only as effective as their reach. Grow your audience and expand your reach by providing multiple opportunities for people to subscribe with web overlays, cross-promotion and social media.

More than **100 MILLION** citizens connect with 1,000+ government organizations with GovDelivery.

## 2. ENGAGE FROM THE START

Make a good first impression when you onboard new subscribers. Engage them with a simple welcome email to solidify your connection and build from there. This small effort can make a big impact.

Welcome emails have **4X MORE OPENS** and **5X MORE CLICKS**

## 3. TARGET AND PERSONALIZE

Your audience is diverse, differing by location, cultural values, languages spoken, topics of interest and more. Give them a relevant experience using segmentation and personalized communications.

Increase conversion by up to **360%**

when you segment and personalize messages.

## 4. CONSISTENTLY RE-ENGAGE

Did someone start an action, then abandon it? Stop opening emails? Re-engage inactive audience members with strategic messages and relevant content to keep them informed and engaged.

Nearly **50%** of all abandon cart emails are opened.

## 5. CONVERT, CONVERT, CONVERT

A sophisticated and unified digital experience means more opportunities to convert your audience. From tweet to email to online portal, aim for repeatable conversions and a seamless citizen experience.

There are **9 WAYS** to create repeatable conversions from your audience.

[VIEW SLIDESHARE](#)

## 6. TRACK AND IMPROVE

Revisit your campaigns to track success and tie back outcomes to communications. Discover what's making an impact or needs to be improved. Use Google Analytics and GovDelivery to stay on top of your analytics game.

INCREASE	DECREASE
CITIZEN SATISFACTION	MANUAL PROCESSES
ONLINE TRANSACTIONS	AGENCY COSTS
AUDIENCE PARTICIPATION	CALL CENTER VOLUME

READY TO TAKE YOUR DIGITAL COMMUNICATIONS TO THE TOP? WE CAN HELP.

VISIT [govdelivery.com](http://govdelivery.com)

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### ABOUT GOVDELIVERY

Over 1,000 public sector organizations use GovDelivery's highly-secure cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data.