

PROFESSIONAL PUBLICATION ENERGISES,
ENGAGES AUDIENCE.

SITUATION

Ignite interest in energy topics by broadening reach.

The Department of Energy and Climate Change (DECC) produces “DECC Review,” a publication that presents individuals with a summary of the previous month’s most important news. Tying key announcements to initiatives, it is a vehicle that aims to:

- Harness new technologies to make the organisation more interactive, open and engaging for citizens
- Encourage additional subscribers
- Increase readership numbers
- Create a more direct two-way dialogue with the magazine’s communities

SOLUTION

Partner with GovDelivery to accelerate subscriber growth and readership.

In order to increase subscribers to “DECC Review” and improve readership, DECC enlisted GovDelivery’s communication platform and the GovDelivery Network. With its reader-friendly messaging and visual appeal, “DECC Review” primed the pump for attracting a diverse set of readers. Delivery through GovDelivery and expanding subscription availability to websites of other agencies in the GovDelivery Network refueled DECC’s efforts. With the GovDelivery Network, after a citizen or stakeholder signs up for messages from one public sector organisation, the Network displays topics from other relevant government organisations. This cross-promotion and collaboration maximises outreach for each organisation participating in the Network, ultimately growing audiences by hundreds, even thousands of people.



Department
of Energy &
Climate Change

ABOUT

The Department of Energy & Climate Change (DECC) works to make sure the UK has secure, clean, affordable energy supplies and promotes international action to mitigate climate change. The ministerial department is supported by eight agencies and public bodies.

The publication’s vibrant, professional design and compelling content aptly reflects the Department’s openness, and combined with GovDelivery creates a solid framework for:

- Encouraging investment in the UK’s energy system
- Supporting consumers with energy bills
- Promoting international action on climate change

Innovative design devices such as “Factcheck” have accompanied stories to ensure readers can navigate easily through the details of each story.



RESULTS

Subscriptions to “DECC Review” through GovDelivery grew 11% over the previous year, with the vast majority coming through other agencies in the GovDelivery Network. Plus, opens and click-throughs average 42% for their communications, signaling exceptionally engaged subscribers at a reduced cost.

Next steps:

Since September 2014, DECC has moved DECC Review from a pdf type newsletter to a html/rich text newsletter developed under the GovDelivery system. This will provide DECC’s in-house communications team with the following:

- More extensive metrics, improving the understanding of subscriber tastes. Acquiring this data and insight is now informing the team’s messaging in future editions.
- The opportunity to conduct A/B testing
- A user friendly format which is more likely to be opened and legible on a range of electronic reading devices.
- Reduced financial cost to the department, saving approximately £5,000.
- A much more timely and efficient product giving the team complete editorial control.



METRICS

675% INCREASE IN SUBSCRIBERS

42% OPEN RATE

9 AVERAGE TOPICS OF INTEREST

“Financially there’s a real cost savings to the department [using GovDelivery].”

MATT PROUT
STRATEGIC STAKEHOLDER ENGAGEMENT, DECC



2014 WINNER
DIGITAL STRATEGY
& IMPACT AWARDS

ABOUT GOVDELIVERY

Over 1,000 public sector organisations 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. The GovDelivery Network offers a unique and impactful way for public sector organisations to work together to cross promote content and increase digital reach. Organisations using GovDelivery see higher utilisation of citizen services and greater citizen engagement.