



Your 2017 Digital Communications

STRATEGIC ROADMAP



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Early and thorough planning at all levels of government is essential for starting the year on the right foot - especially if your agency will have new leadership. What can you do to position yourself, your team, your program and the very important work you do for success next year? Use this workbook to help your team plan for the changes in 2017.



Step 1:

Assess Digital Engagement Efforts

Step 2:



Align Digital Communications With Strategic Priorities for 2017

Step 3:



Execute Digital Communications Strategies to Impact Outcomes



Step 4:

Report on Your Success



Step 1:

Assess Digital Engagement Efforts

Where is your organization on the digital engagement scale?

	Emerging: 1	Proficient: 2	Experienced: 3	Expert: 4
People The appropriate amount of resources to implement digital engagement strategies is crucial.				
Audience Measured by your ability to reach your audience(s) with your message.				
Solutions Engage people how they want, where they want, and when they want.				
Data Continuously improve by collecting, defining and reporting on key metrics.				
Outcomes Your digital engagement strategies must be aligned with your business objectives to achieve outcomes.				
Security Understanding security risks and needs will ensure that all platforms are used effectively.				



What communications strategies worked well this year at your organization?

Are you reaching your audience?

How many subscribers do you have?

What was your subscriber growth this past year?

What was your overall engagement rate?

Which pieces of content saw the highest engagement?

- 1 _____
- 2 _____
- 3 _____

Outcomes

What specific channels are working to reach your audience and impact your outcomes?

- Email
- Website
- Social Media
- Text Messaging
- Open Data
- Online Learning
- Blog
- Advertisements



Step 1:

Assess Digital Engagement Efforts

Present your findings

Make your case for what digital communications strategies have worked to incoming leadership.

- Summarize channels that are working to reach your audience
- Gather analytics on channels that have worked best
- Compile a recommendation for future strategies based on analytics
- Set up a meeting with incoming leadership
- Present on findings

Other Notes

What are your key takeaways?



Sneak Peek from 2017 Trends Survey

What channels are working to reach your audience?



#1 Response: Website



#2 Response: Email

Do you know if your organization's strategic priorities will change in 2017?

Yes No Not sure yet

What do you know about your organization's strategic priorities for 2017?

- _____
- _____
- _____
- _____
- _____

How will you measure success?

- _____
- _____
- _____
- _____
- _____

Define Your Objectives: Audience

In 2017, will your audience change? Yes No

Do you need to increase your reach? Yes No

If so, what audience groups are you targeting?

How will you reach new audience members?

What are your engagement goals in 2017?

Step 2:

Align Digital Communications With Strategic Priorities for 2017

Define your objectives: Tools

What digital communications tools are you planning to use in 2017 that will help you achieve your outcomes?

Any new communications tools that you're planning to use in 2017?

What are you missing?

While it may not be in the 2017 plan, what digital solutions are you interested in learning more about in the upcoming year?

- | | |
|---|---|
| <input type="checkbox"/> A/B Testing | <input type="checkbox"/> CRM Database |
| <input type="checkbox"/> Segmentation | <input type="checkbox"/> Email Communications |
| <input type="checkbox"/> SMS/text messaging | <input type="checkbox"/> Reengagement Campaigns |
| <input type="checkbox"/> Overlays | <input type="checkbox"/> Informed Digital Metrics |



Sneak Peek from 2017 Trends Survey

What is your primary digital communications goal for 2017?



#1 Response: Increase engagement with our content



Step 3:

Execute Digital Communications Strategies to Impact Outcomes

REACH

Step 1: Reach

Increase Subscriber Rates by a Median Rate of 174 Percent

- Freshen up Your Overlay

Give Your Bulletin Headers a New Look

- Swap out Digital Message Templates

Try New Subscriber Sign Up Locations

- Add Subscriber Signup to 10 Most Highly Visited Pages on Your Website

ENGAGE

Step 2: Engage

Target Your Audience With Segmentation

- Slice and Dice Your Subscriber Lists for More Relevant Updates

Engage Your Audience With Campaigns

- Build a Re-engagement or Drip Campaign

Connect with New Audience Members

- Try Using Text Messaging to Drive Your Audience to an Event or Survey

CONVERT

Step 3: Convert

Drive Your Audience to Action With Custom Messages

- Create Custom Messages to Increase Enrollment in Your Programs or Reduce Churn



Step 4:

Report on Your Success - Demonstrate ROI of Your Efforts

What has changed?

How many new subscribers do you have?

What was your subscriber growth since 2016?

What is your overall engagement rate?

What outcomes that matter most have increased?

Which pieces of content saw the highest engagement?

1

2

3

Additional Resources

GovDelivery Digital Maturity Model: bit.ly/2gdsy9P

GovLoop Presidential Transition Booklet: bit.ly/2fLPoRf

12 Awesome Public Sector Emails: bit.ly/2fVBluH

10 Steps to Increase Your Subscribers: bit.ly/2fcQN3H



Sneak Peek from 2017 Trends Survey

How does your organization measure success of its digital communications?



#1 Response: By monitoring digital engagement metrics



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