The Marketing Funnel
And Its Use in the Public Sector

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Hi I’m Madeline, Senior Marketing Manager at Granicus, and that’s Dempsey, Super Dog.
2017 Digital Trends Survey

#1 Response: By monitoring digital engagement metrics
The Marketing Funnel

- REACH
- ENGAGE
- CONVERT
Reach = People

Who is your audience and how do you connect with them?
Engage = Attention

REACH

ENGAGE

CONVERT

How can you grab their attention?
How can you simplify the task/action you want them to take?
City of Hurst, Texas

REACH = 38,000

ENGAGE

CONVERT

GovDelivery Network

Email Subscription Options

42,000 subscribers (354% growth)
City of Hurst, Texas

REACH

ENGAGE

CONVERT

Adoptable Animals Email Campaign
City of Hurst, Texas

142 pets reported lost
259 pets were adopted
Because Measurements Matters

VS
Don’t Worry, We’re Here to Help

How Engaged is Your Audience?

<table>
<thead>
<tr>
<th>Total_Subscribers</th>
<th>Subscriptions per Subscriber</th>
<th>Unique Recipients</th>
<th>Audience Reached</th>
<th>Engaged Recipients</th>
<th>Engagement Rate</th>
<th>Total_Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>201,853</td>
<td>3.43</td>
<td>130,458</td>
<td>64.63%</td>
<td>79,296</td>
<td>60.78%</td>
<td>412,552</td>
</tr>
</tbody>
</table>

Are You Maximizing the % of your Audience Reach?

Which Public Bulletins Had the Most Total Opens?

- New look for the Minnesota DNR 98,126 Opens

Which Public Bulletin Had the Highest Open Rates?

- Eagle Cam
- Minnesota Eagle Cam
- 2017 Confiscated Equipment
- DNR Confiscated Equipment
- MN Eagle Nest Update
- Eagle Cam Update New
Don’t Worry, We’re Here to Help
Thank You!