

# MADELINE O'PHELAN

Senior Marketing Communications Manager, Granicus



# The Marketing Funnel And Its Use in the Public Sector

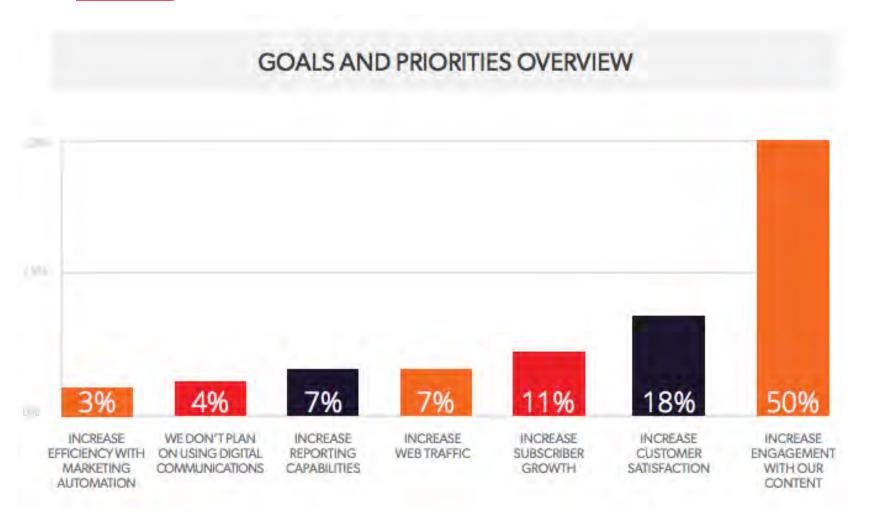
Madeline O'Phelan

Sr. Marketing Communications Manager, Granicus

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 = People



ENGAGE

CONVERT



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

# Engage = Attention

REACH



CONVERT

How can you grab their attention?

# Convert = Action

REACH

**ENGAGE** 

CONVERT

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)

GRANICUS #DCcomm17

# City of Hurst, Texas

REACH

**ENGAGE** 

CONVERT



### **HURST\*TEXAS**

#### **Snickers**



Snickers is a wonderful, 25 pound Schipperke/Border Collie mix spayed female who has never, ever met a stranger! She loves everyone and is not afraid to show it. Snickers gets along well with other dogs and does not appear to be bothered by cats. She is housebroken and very well-behaved. She is so

well-behaved in fact, she even gets to hang out in the front office area most days. You see, Snickers sadly tested positive for heartworms. Not to worry though! Her treatment has already been paid for by our amazing donors! She is scheduled to begin her first heartworm treatment at the end of August. Then, she will need two treatments afterwards at the end of September. Snickers would love to spend her time recovering with a family of her own. Come meet her at Hurst Animal Services Monday through Friday between 1:00 p.m. and 6:00 p.m. or Saturday between 12:00 p.m. and 4:00 p.m.

#### **Adoptable Pets**

We have so many pets that need a home! Visit our adoptable pets page at <a href="https://www.hurstbx.gov/pets">www.hurstbx.gov/pets</a> to find your new family

#### Microchip your pet!

Your Animal Services staff will microchip your pets for \$20 each.

9 a.m. - 5 p.m. Monday - Friday

Dogs required to be leashed and cats in carrier.

#### Lost & Found Pets

Report your pet Lost or Found using our online form

Lost Pets Found Pets

Visit our Facebook page for lost/found pets!

#### DONATIONS

We are always in need of certain items for our

Adoptable Animals Email Campaign

# City of Hurst, Texas

REACH

**ENGAGE** 

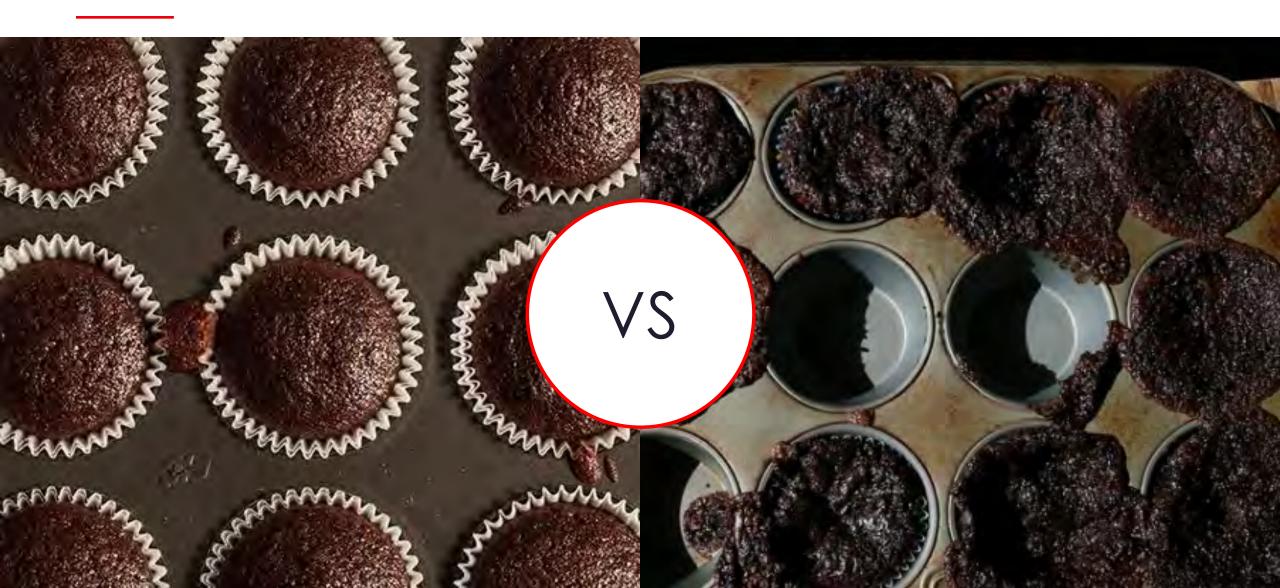
**CONVERT** 



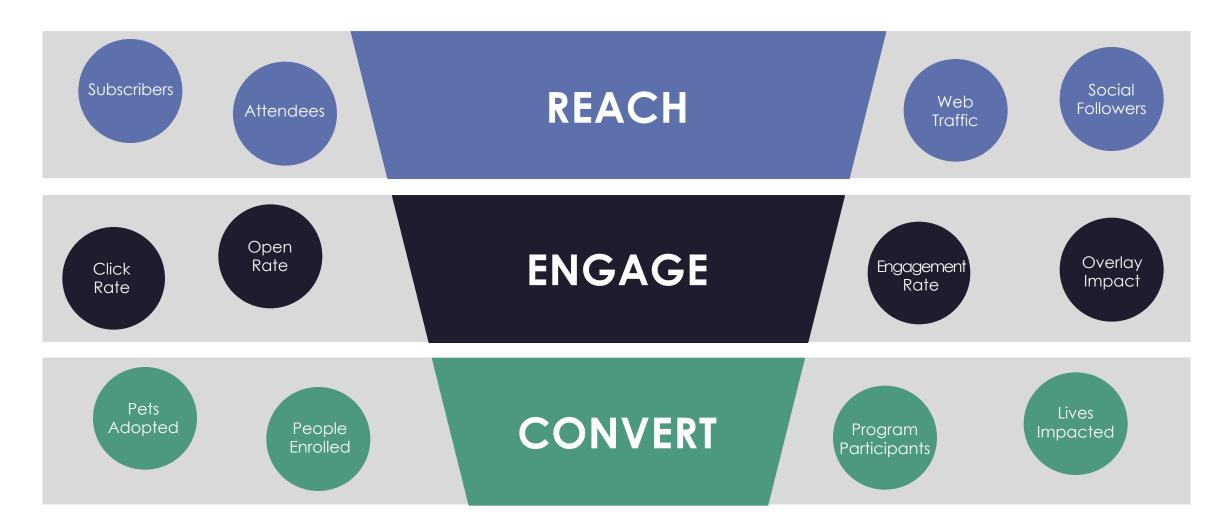


142 pets reported lost259 pets were adopted

# Because Measurements Matters



# The Funnel + Digital Engagement Metrics

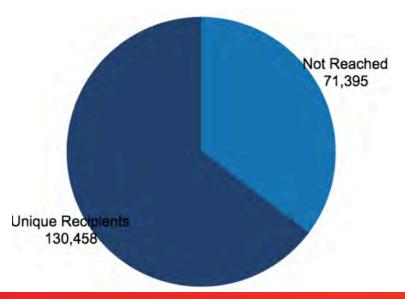


## Don't Worry, We're Here to Help

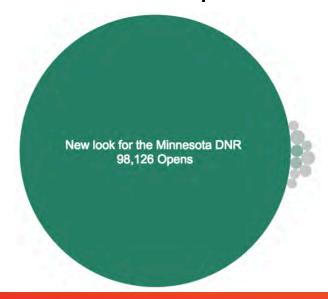
#### **How Engaged is Your Audience?**

Total_Subscribers	Subscriptions per Subscriber	Unique Recipients	Audience Reached	Engaged Recipients	Engagement Rate	Total_Impressions
201,853	3.43	130,458	64.63%	79,296	60.78%	412,552

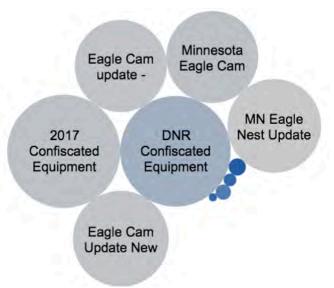
# Are You Maximizing the % of your Audience Reach?



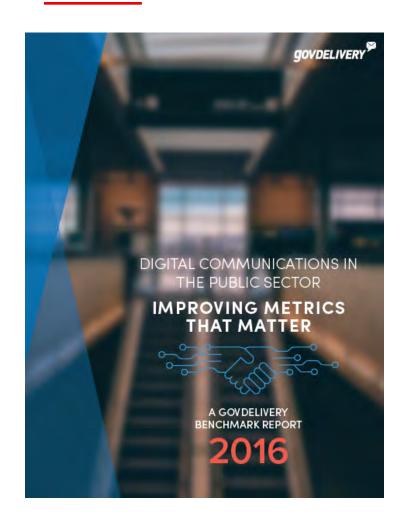
# Which Public Bulletins Had the Most Total Opens?

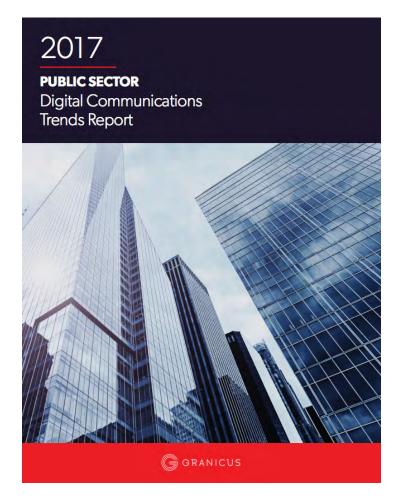


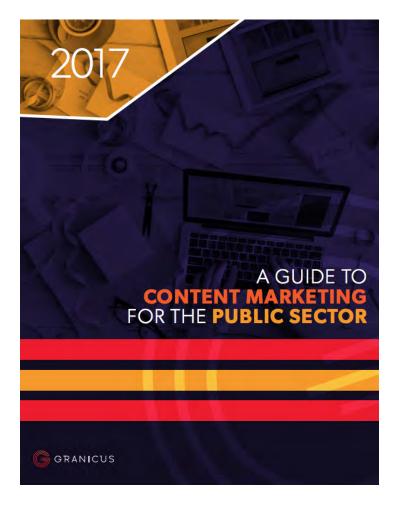
# Which Public Bulletin Had the Highest Open Rates?

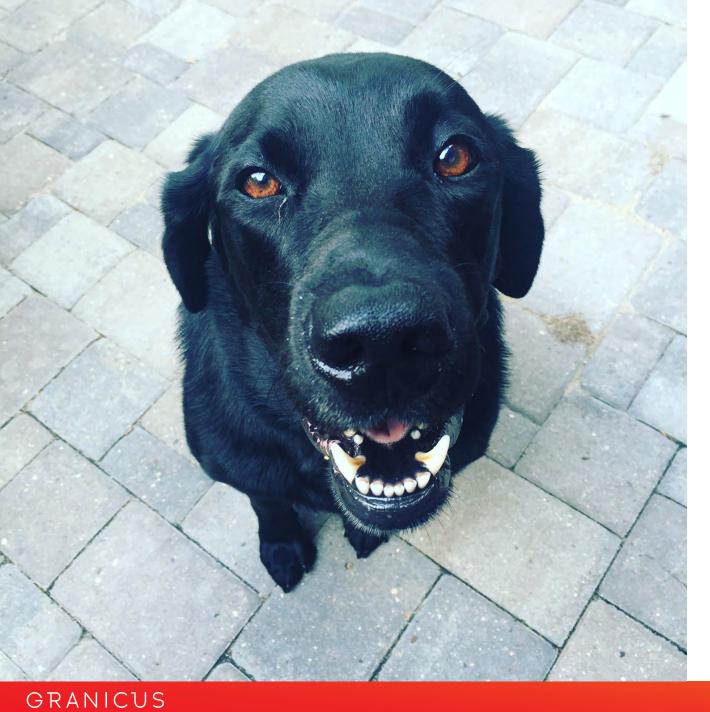


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Thank You!