



MADELINE O'PHELAN

*Senior Marketing
Communications
Manager, Granicus*



The Marketing Funnel

And Its Use in the Public Sector

Madeline O'Phelan

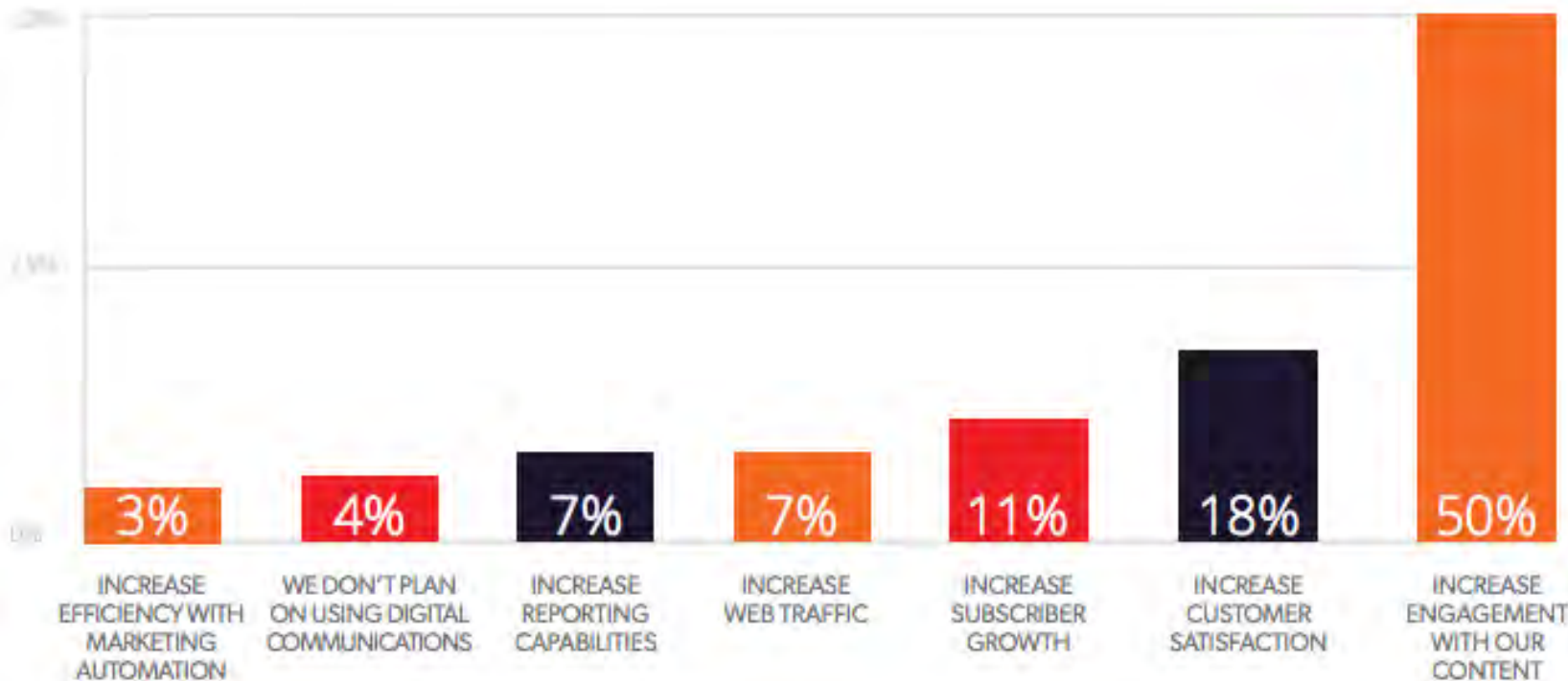
Sr. Marketing Communications Manager, Granicus

Hi I'm Madeline,
Senior Marketing
Manager at Granicus,
and that's Dempsey,
Super Dog.



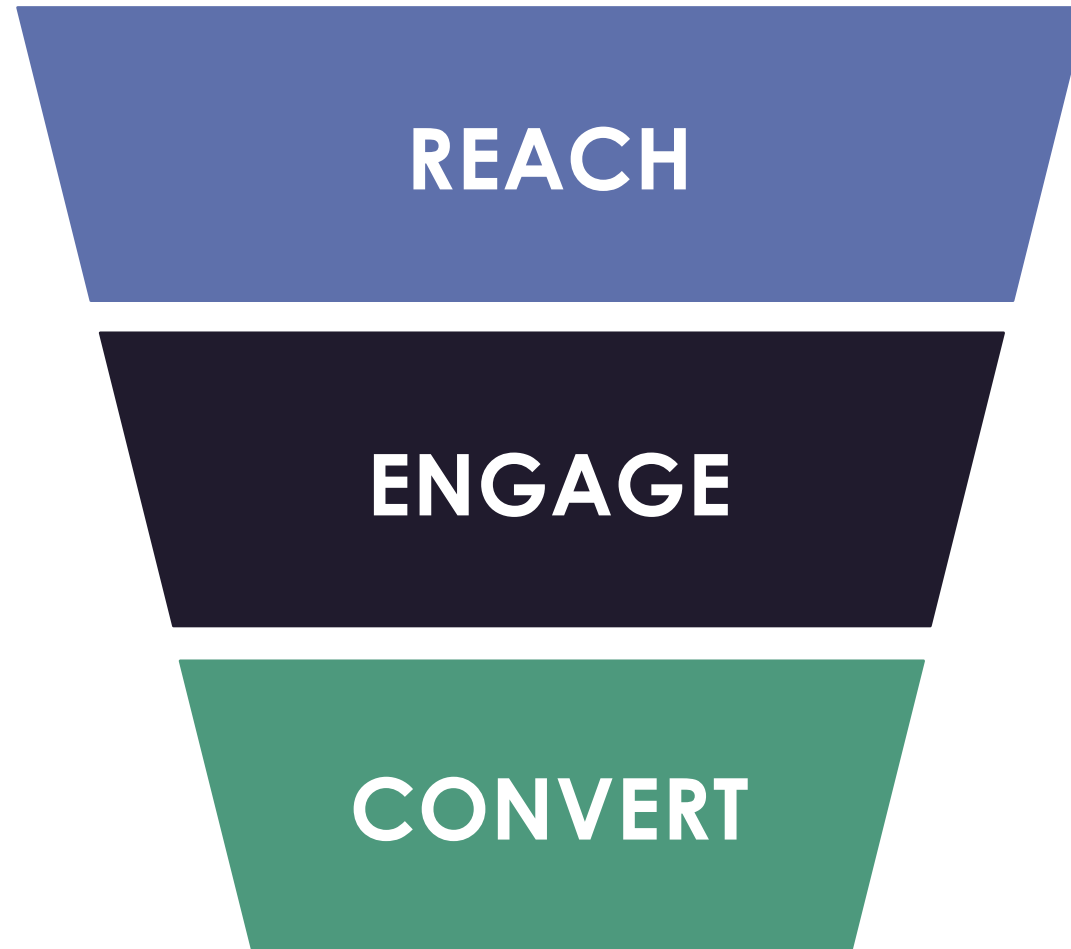
2017 Digital Trends Survey

GOALS AND PRIORITIES OVERVIEW



**#1 Response:
By monitoring
digital
engagement
metrics**

The Marketing Funnel



Reach = People



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

Engage = Attention

REACH

ENGAGE

CONVERT



How can you
grab their
attention?

Convert = Action

REACH

ENGAGE

CONVERT



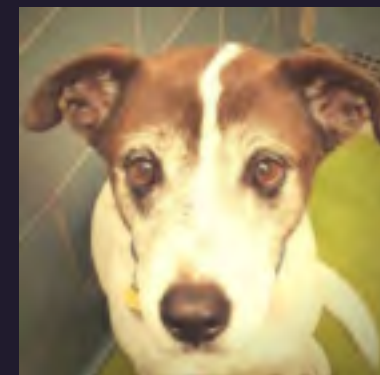
How can you
simplify the
task/action
you want
them to take?

City of Hurst, Texas

REACH = 38,000

ENGAGE

CONVERT



GovDelivery Network

+ Email Subscription
Options

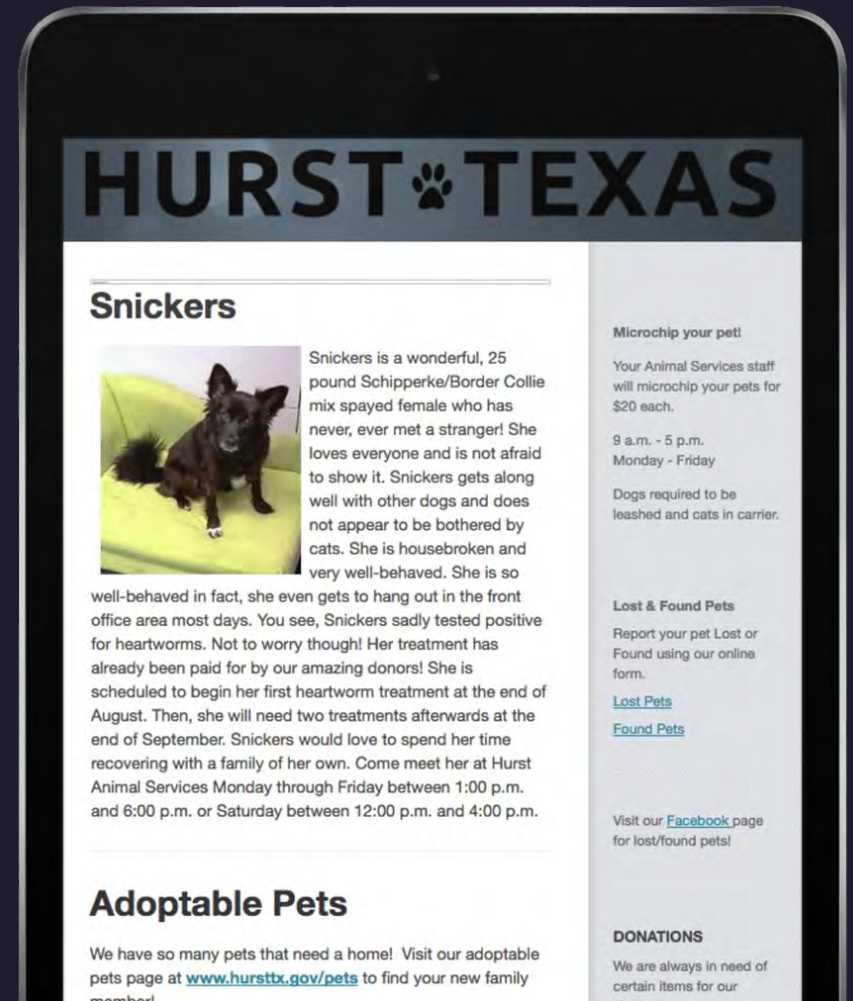
**42,000 subscribers
(354% growth)**

City of Hurst, Texas

REACH

ENGAGE

CONVERT



Adoptable Animals Email Campaign

City of Hurst, Texas

REACH

ENGAGE

CONVERT

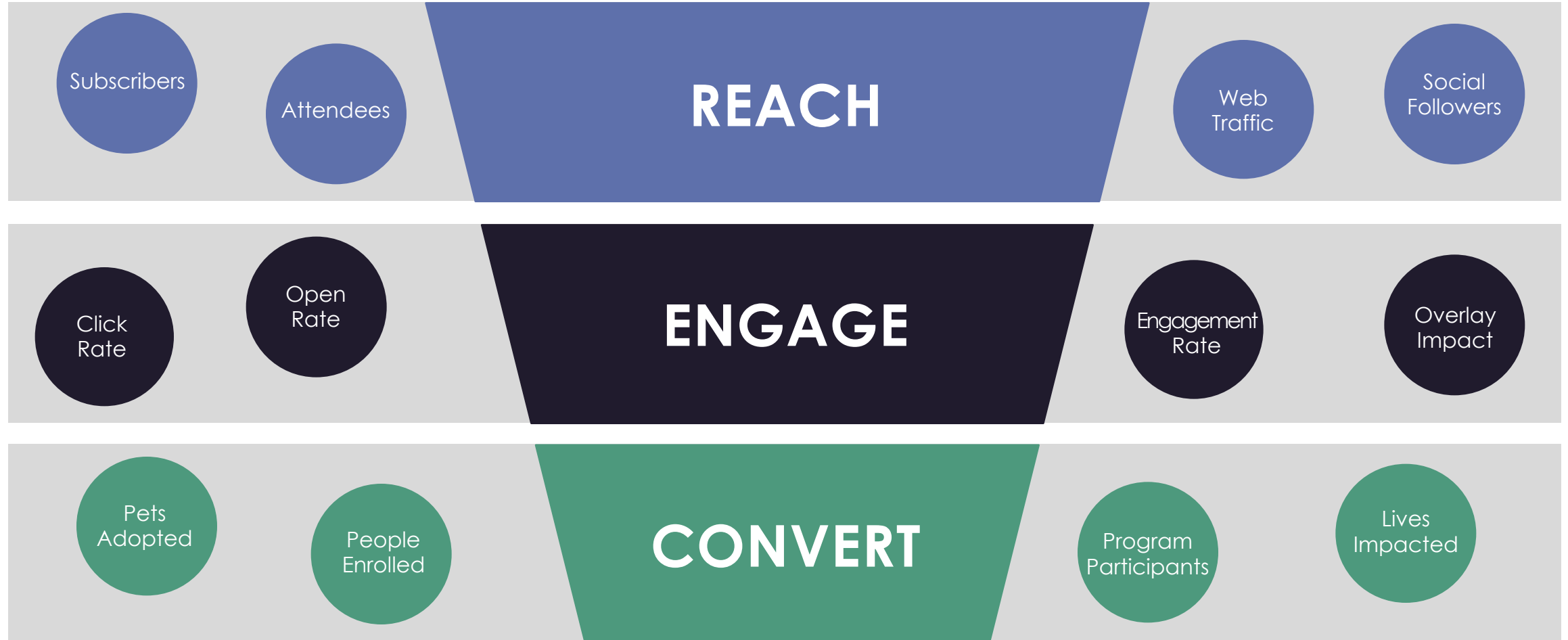


142 pets reported lost
259 pets were adopted

Because Measurements Matters



The Funnel + Digital Engagement Metrics

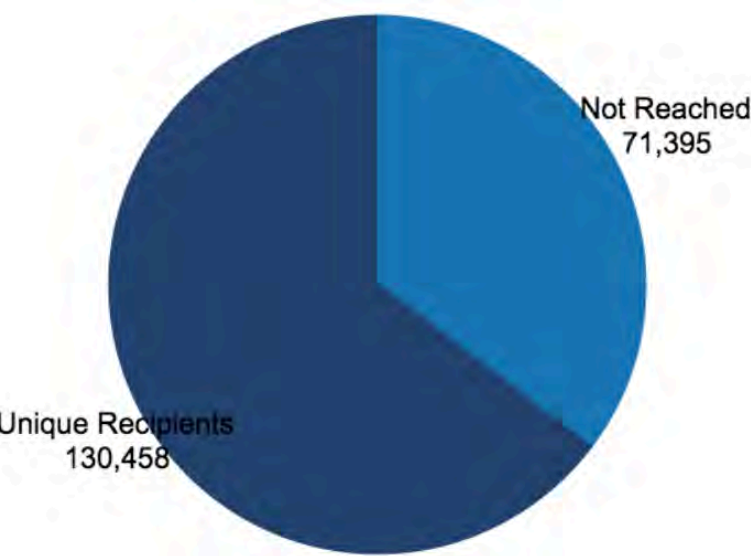


Don't Worry, We're Here to Help

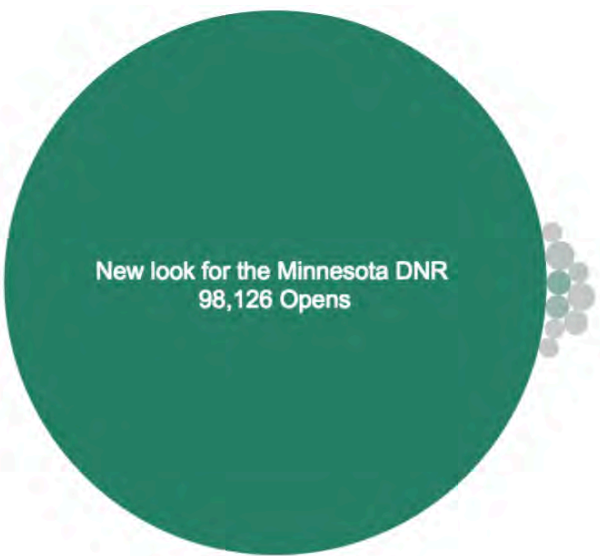
How Engaged is Your Audience?

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

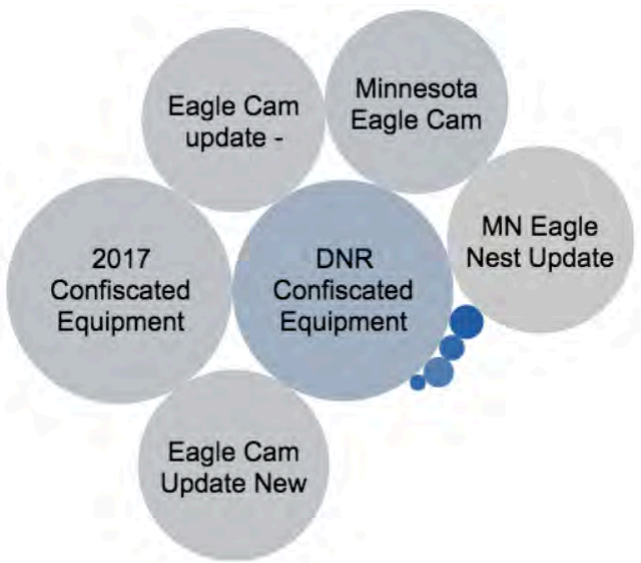
Are You Maximizing the % of your Audience Reach?



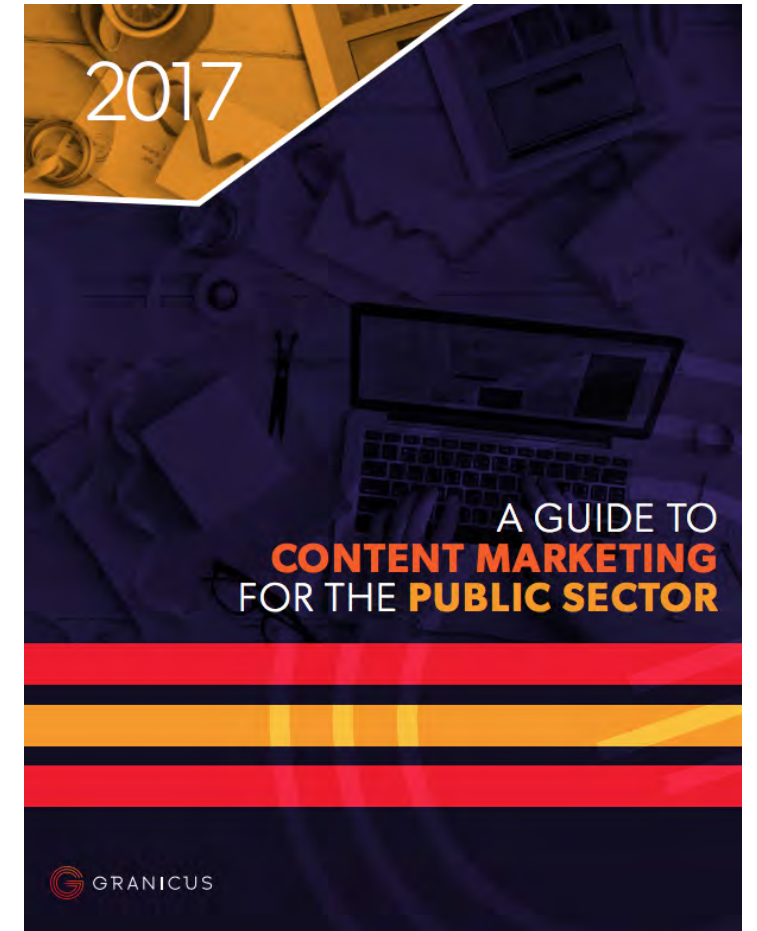
Which Public Bulletins Had the Most Total Opens?



Which Public Bulletin Had the Highest Open Rates?



Don't Worry, We're Here to Help





Thank You!