# NATALIE FEDIE

*Vice President of Customer Success, Granicus*

# DIGITAL ENGAGEMENT BEST PRACTICES & MATURITY MODEL

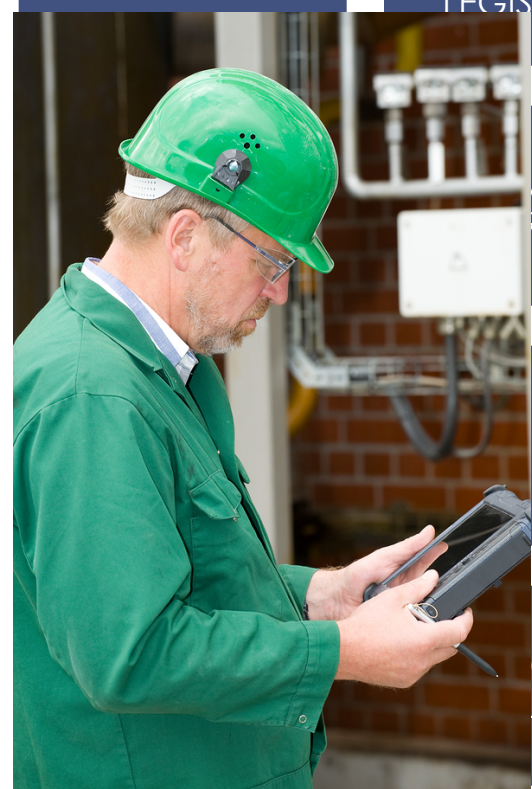**Natalie Fedie**

**Vice President of Customer Success**

**TRUSTED BY 3,000+ GOVERNMENT ORGANIZATIONS AROUND THE WORLD**

# GOVERNMENT IS AT A CROSSROADS

## THE RIGHT PATH FORWARD

## IS UNCLEAR...

# THIS IS NOT THE SAME OLD CHALLENGE

**RETIRING EXPERIENCED WORKFORCE**

**BUDGET PRESSURES TIGHTENING**

**SOCIAL MEDIA FAKE NEWS**

**CITIZEN EXPECTATIONS RISING**

# THE RIGHT PATH FORWARD

# REQUIRES A CHANGE IN DIRECTION

## 76%
Digital technologies are disrupting the public sector.

## 13%
On track to keep pace with the constant transformation.

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Enhance Public Awareness

Improve Public Involvement

Promote & Transform Online Services

TRANSFORM
**THE**
**CITIZEN**
**EXPERIENCE**

- What outcome is your organization trying to achieve?

- How are you growing your audience today?

- What channels do you currently use?

- What types of messages do you send?
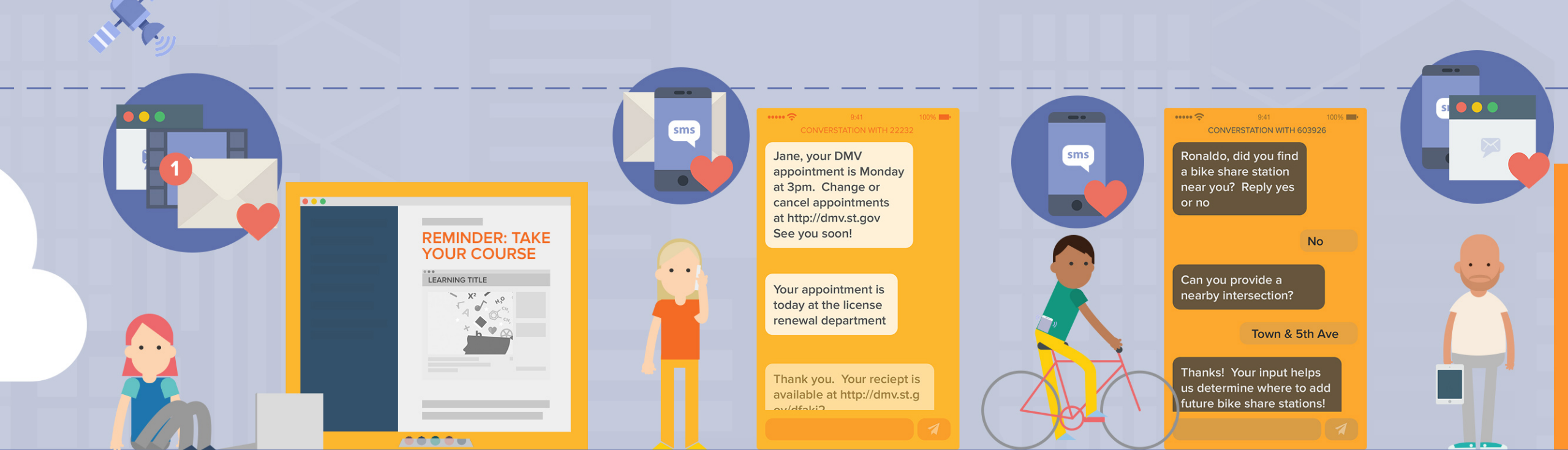
- Are you satisfied with your current results?

# REACH

ENGAGE

CONVERSATION WITH 22232

Jane, your DMV appointment is Monday at 3pm. Change or cancel appointments at http://dmv.st.gov See you soon!

Your appointment is today at the license renewal department

Thank you. Your reciept is available at http://dmv.st.gov/dfaki?

CONVERSATION WITH 603926

Ronaldo, did you find a bike share station near you? Reply yes or no

No

Can you provide a nearby intersection?

Town & 5th Ave

Thanks! Your input helps us determine where to add future bike share stations!

REMINDER: TAKE YOUR COURSE

LEARNING TITLE

DEFINE OUTCOMES

EXPAND REACH

CHOOSE RIGHT CHANNEL

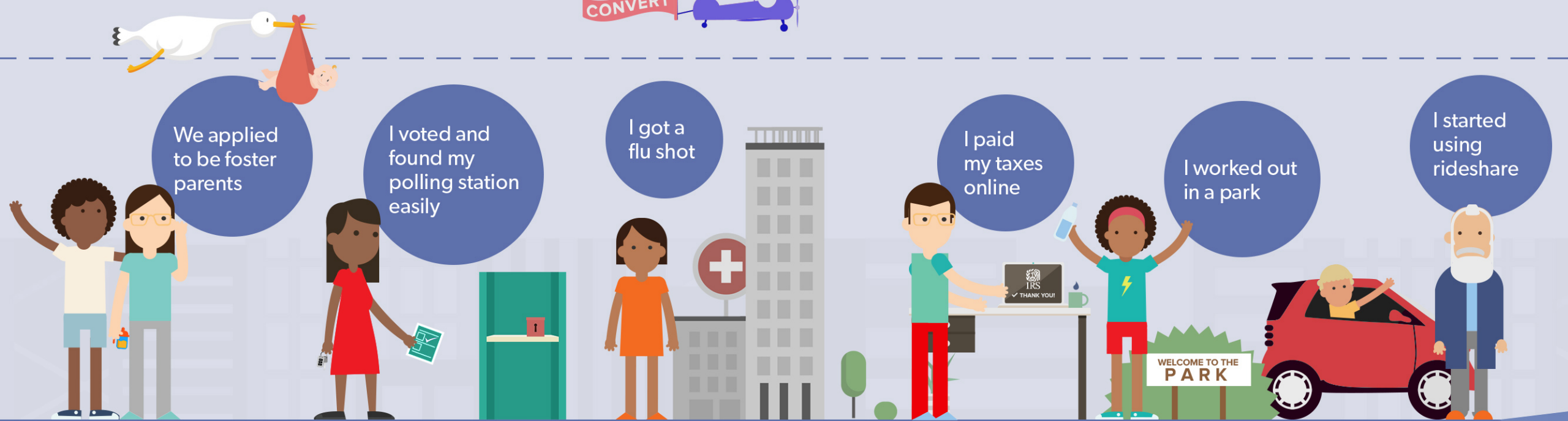CHOOSE RIGHT CONTENT

# CONVERT

Did you get the expected result?

DEFINE OUTCOMES

EXPAND REACH

CHOOSE RIGHT CHANNEL

CHOOSE RIGHT CONTENT

DRIVE OUTCOMES

DRIVE OUTCOMES

# GOALS & PRIORITIES FOR 2017



Bar chart showing:

- INCREASE EFFICIENCY WITH MARKETING AUTOMATION — 3%
- WE DON'T PLAN ON USING DIGITAL COMMUNICATIONS — 4%
- INCREASE REPORTING CAPABILITIES — 7%
- INCREASE WEB TRAFFIC — 7%
- INCREASE SUBSCRIBER GROWTH — 11%
- INCREASE CUSTOMER SATISFACTION — 18%
- INCREASE ENGAGEMENT WITH OUR CONTENT — 50%
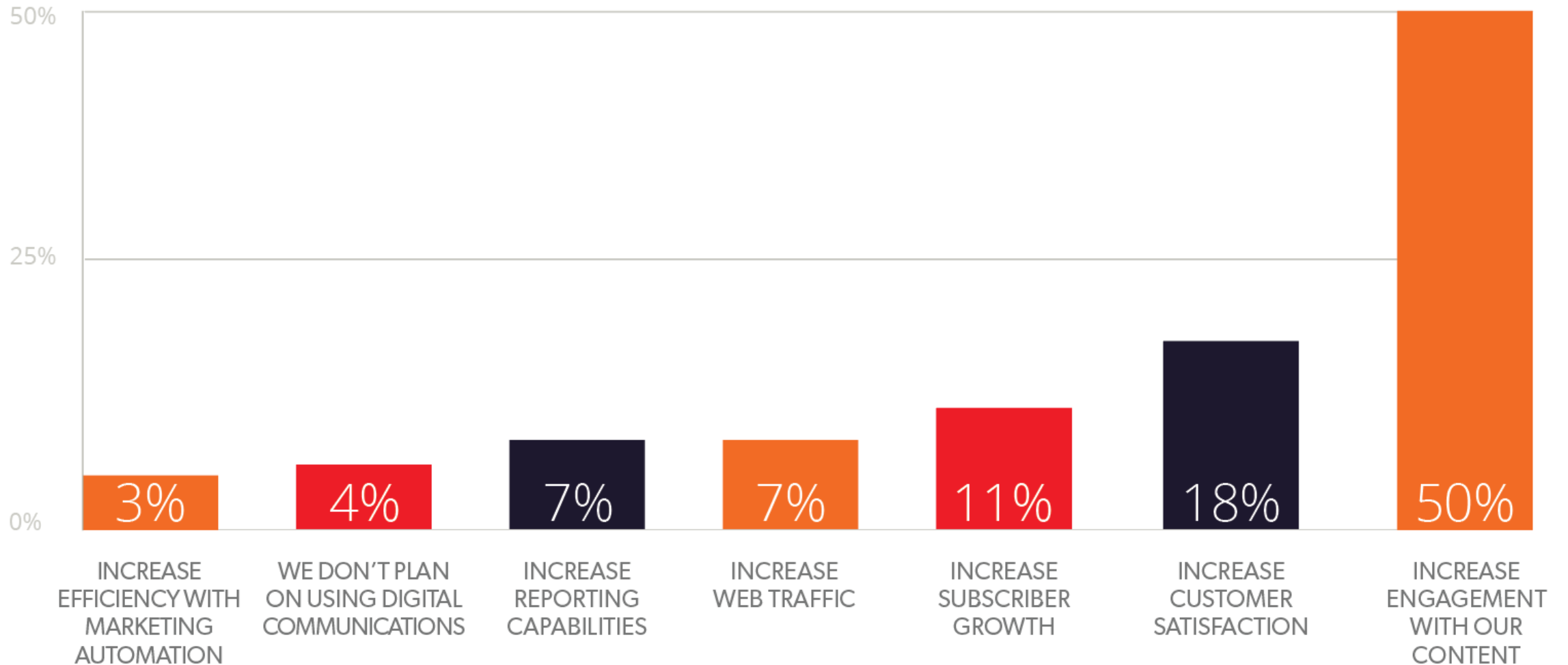
# 6 KEY AREAS FOR SUCCESS

**Desired Outcomes**
Aligning their communications or engagement activities with their strategic priorities to achieve their desired outcomes

**OUTCOMES**

**Investing in Technology and Maximizing Investments**
Leveraging the appropriate digital communications channels and technical solutions and achieving desired outcomes

**SOLUTIONS**

**Reach and Engagement**
Reaching a pre-defined target audience that is fully engaged

**AUDIENCE**

**Capabilities and Capacity**
Sustaining appropriate staff capacity and the expertise needed to achieve programmatic or organizational goals

**PEOPLE**

**Analyzing Outcomes**
Accessing metrics and reports to make data-driven decisions to continuously improve their ability to drive desired outcomes

**DATA**

**Requirements and Accountability**
Implementing security requirements and holding staff accountable for the safety and integrity of their data

**SECURITY**

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# DIGITAL ENGAGEMENT MATURITY

## 1-EMERGING

- Low alignment on desired outcomes
- Limited awareness of the importance of reach
- Aging, legacy and inefficient solutions
- Not reporting on outcomes

## 2-PROFICIENT

- Occasional outcomes focus
- Initial focus on audience growth and understanding
- Shared strategy but little measurement
- Defined tech needs
- Tracking upstream metrics (clicks, follows, subscribers)

## 3-EXPERIENCED

- Importance of reach prioritized
- Audience acquisition and segmentation strategy aligns with organizational priorities
- Dedicated digital marketing tools and playbooks
- Using data to improve outcomes and measure ROI

## 4-EXPERT

- Ability to reach key audiences at scale and aligned with org goals
- Measuring and celebrating improvement of outcomes
- Integrated into citizen's lives to improve outcomes
- Measuring ROI from organizational and citizen perspective

**Higher Engagement**

**Lower Engagement**

# KEY TAKEAWAYS

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**

# Thank you!