



Improving Message Effectiveness

Amy Pinder & Nick Geier

April 3, 2018





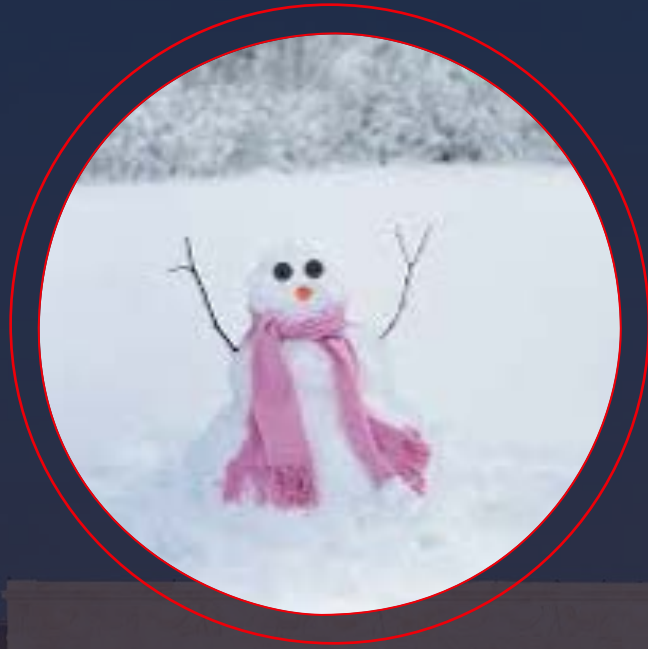
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Your Challenges



Rising citizen
expectations



Growing need
for targeted
engagement



Increasing
demand for
results



Leveraging
technology to
decrease cost



Transform the Citizen Experience with Government

Reaching the Public is Harder Than Ever

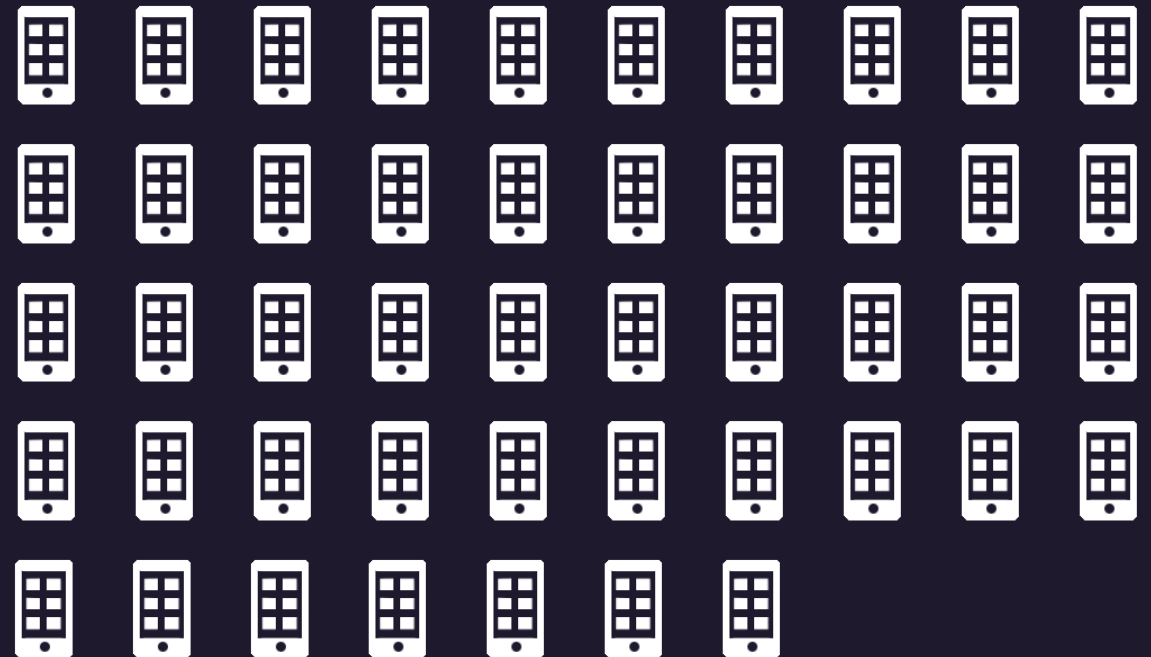
People consume more than **10 hours, 39 minutes** of content every day.



Challenge & Opportunity

We check our
phones
approximately
47 times a day.

2017 Global Mobile Consumer Survey



Source: Deloitte, "2017 Global mobile consumer survey" found at: <https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/global-mobile-consumer-survey-us-edition.html>





Creating
meaningful
interactions
over time



ONGOING MONITORING AND EVALUATION

TRANSFORM THE CITIZEN AND CIVIC EXPERIENCE

DEFINE IMPACT

DEVELOP STRATEGY

EXPAND AUDIENCE

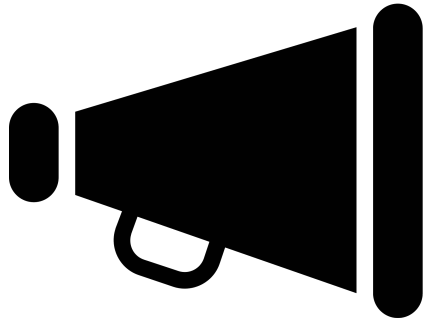
DRIVE ENGAGEMENT

INCREASE IMPACT



Comprehensive Engagement Journey

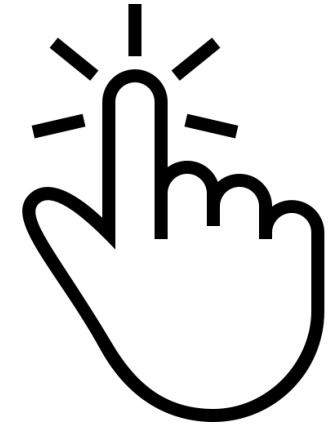
REACH



ENGAGE



CONVERT



3 Things You'll Learn Today:

1. Send a multi-channel, segmented bulletin
2. Create personalized content & links with macros
3. Gain audience insights via A/B Testing



Reach

Subscriber Questions

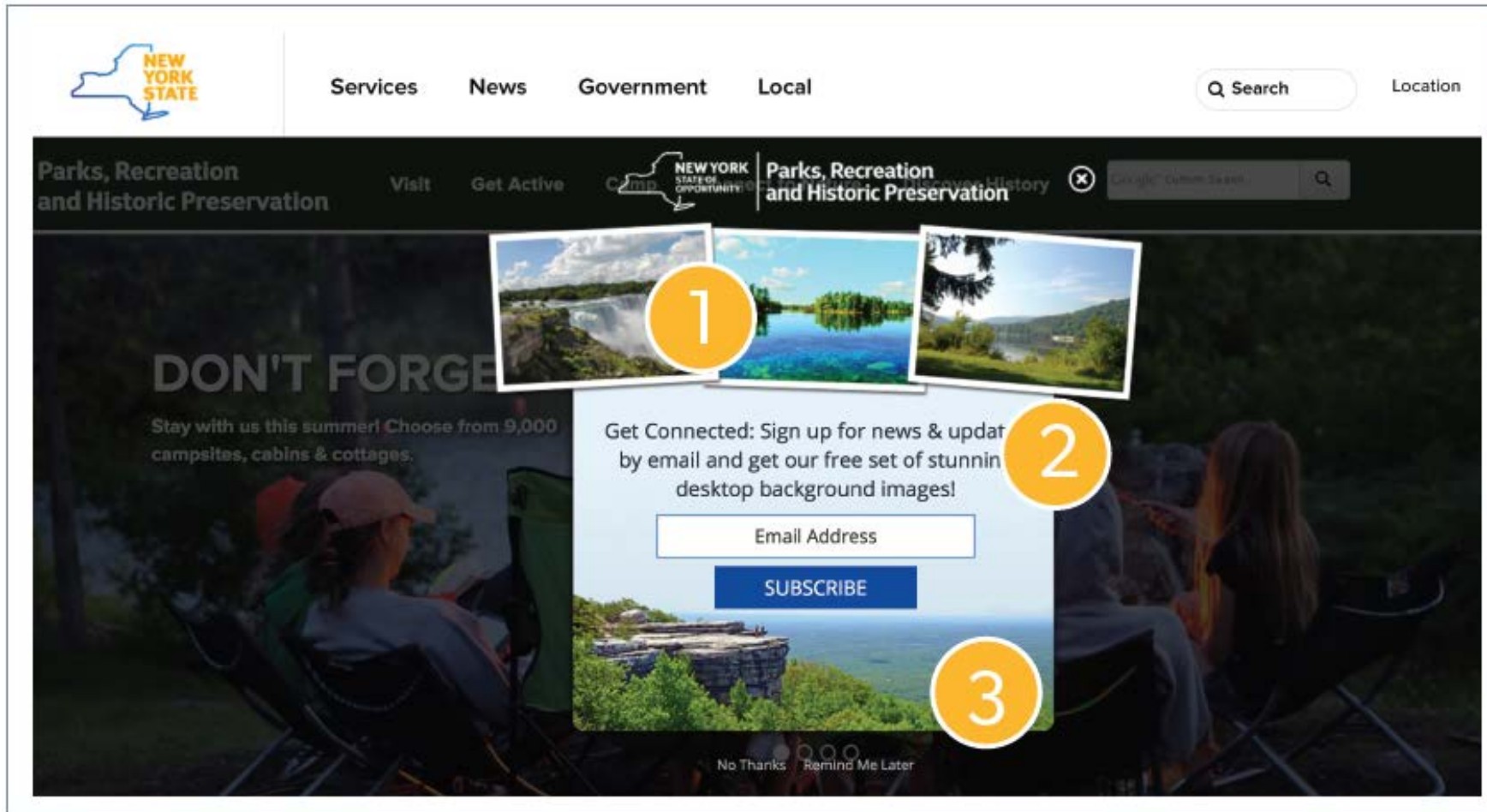
- Offer the opportunity
- Use this information for
 - Segmentation
 - Personalization

The screenshot shows the 'Email Updates' page for the U.S. Department of Veterans Affairs. The user is logged in as 'test@govdelivery.com'. The 'Questions' tab is selected, showing a form with the following sections:

- Questions**
 - Please tell us who you are.
 - ☐ Veteran
 - ☐ Active Duty
 - ☐ Family Member / Friend
 - ☐ Volunteer
 - ☐ Health Care Professional (MD, RN, etc.)
 - ☐ Health Care Trainee (Student, Resident, Intern, etc.)
 - ☐ Job Applicant
 - ☐ Media
 - ☐ VA Employee
 - Please select your gender:
 - Please select your age range:
 - Please choose the state in which you live:
 - If you receive care from the VA, from which medical center do you receive the majority of your care?
 - Do you use any of these social networking tools?
 - ☐ Facebook
 - ☐ Twitter

At the bottom are 'Submit' and 'Cancel' buttons.

Use an Overlay



1. Simple

2. Explains what the user will receive

3. Imagery encourages sign ups

Overlay Impact

OVERLAYS	OVERALL	FEDERAL	SLT	UK
MEDIAN	174%	295%	230%	236%
TOP 20%	584%	608%	416%	637%

Overlay with Question

LOGIN • REGISTER • CONTACT US • FOR LENDERS • NEWSROOM • SBA EN ESPAÑOL

SBA
U.S. Small Business Administration

Grants Contracting Learning Center Local Assistance About SBA

BUSINESS
Learn how

Sign up for email updates from SBA
Receive helpful business tips and upcoming events in your area.

Email Address

Confirm Email Address


Please enter your zip code to receive local news. (Optional) Zip Code

NO, THANKS. ASK ME LATER. **SUBMIT**

[PRIVACY POLICY](#)

SBA Buffalo District Office

SBA SBA & KENMORE-TONAWANDA CHAMBER OF COMMERCE PRESENTS
U.S. Small Business Administration

 **BROWN BAG LUNCH SERIES**

Lunch Series Trainings held from 12 PM to 1 PM at the Ken-Ton Chamber of Commerce

[FEBRUARY 23, 2016: HOW TO UTILIZE SBA & SCORE](#)

What resources do you need to make your next move? Entrepreneurs will learn how SBA & SCORE help business with business planning, access to capital, counseling, and contracting.

[MARCH 29, 2016: TURN NETWORKING INTO SALES](#)

Networking is important in sales, whether your selling products, services, or yourself. In this training learn how making the right connections with the right people will help you to expand your business.

[APRIL 26, 2016: INTRODUCTION TO GOVERNMENT CONTRACTING](#)

A general overview of how the government buys products and services. In this session you will also learn how to prepare for SBA's upcoming Business Matchmaker on May 11, 2016.

[MAY 31, 2016: CREATIVE WAYS TO LEVERAGE YOUR BRICK & MORTAR LOCATION](#)

In this workshop you will learn about the advantages of running your brick and mortar business. Entrepreneurs will hear about ways to leverage technology and provide outstanding customer service and personal experiences.

FOR MORE INFORMATION, PLEASE CONTACT KELLY LOTEMPIO AT KELLY.LOTEMPIO@SBA.GOV OR BY PHONE (716) 551-4301

Alert: The SY18-19 lottery application is now open. To ensure you are notified of important updates, please log in to your My School DC account on March 30, 2018. Missed



MY SCHOOL DC
Learn • Apply • Enroll

So we may better communicate with you, please fill out these fields.

What is your name?

Mobile Number

You will receive no more than four texts per month. Message and data rates may apply. You can unsubscribe at any time by texting STOP to GOV311, Text HELP to GOV311 for help. [Privacy policy.](#)

Yes

Are you interested in receiving information on
volunteer opportunities?



CONTINUE

Which school your child School?

My School DC is the common
lottery for the District's public
everything you need right here

Go to Ap

ck your 
e account!

Application Deadline for Grades 9-12

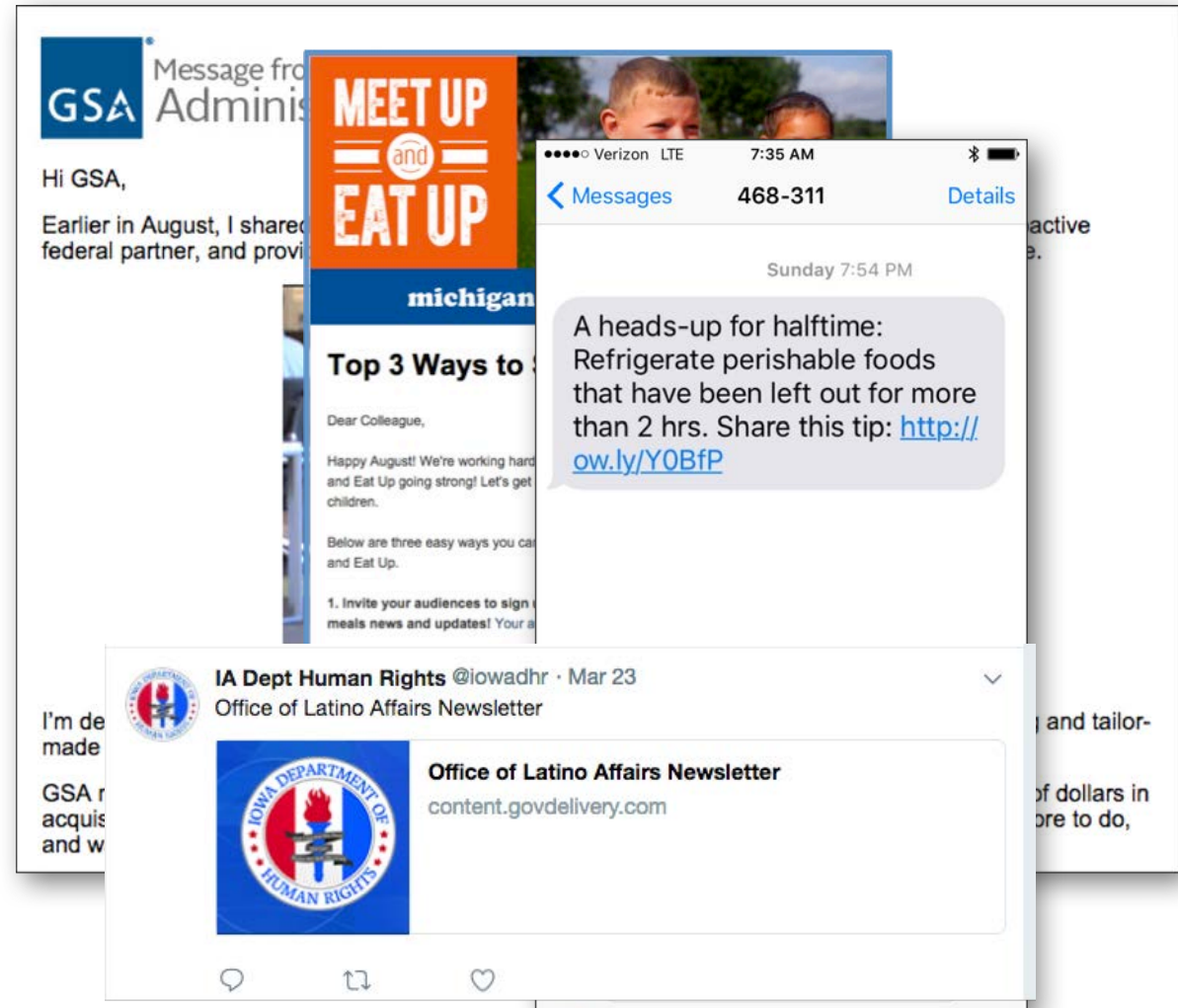
FEBRUARY 01, 2018

Application Deadline for Grades PK3-8

MARCH 01, 2018

Reach them Where They Are

- Multi Channel
- Maximize subscriber opportunity



TIP:

Take a
multi-channel
approach

Email



Web



Mobile



Social



DEMO: Multi-Channel Segmentation



Key Components: Multi-Channel Segmentation



- Social Media
- SMS
- Reserved Macros
- Segments*

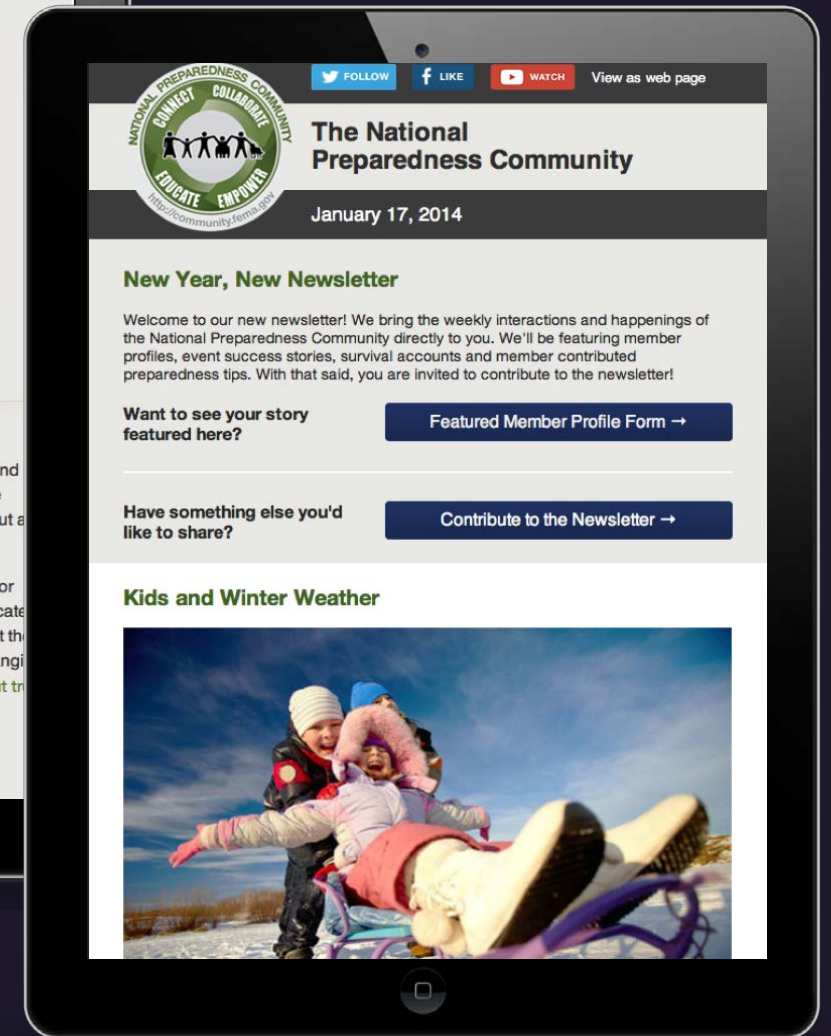
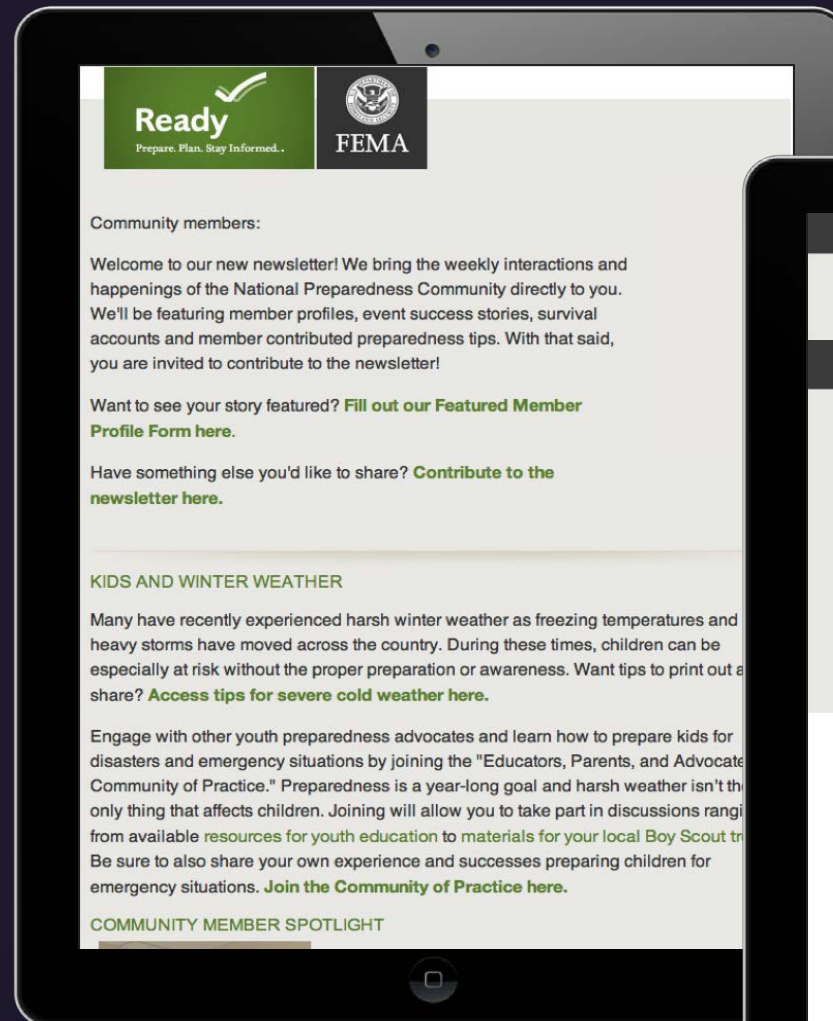
*Advanced Package feature



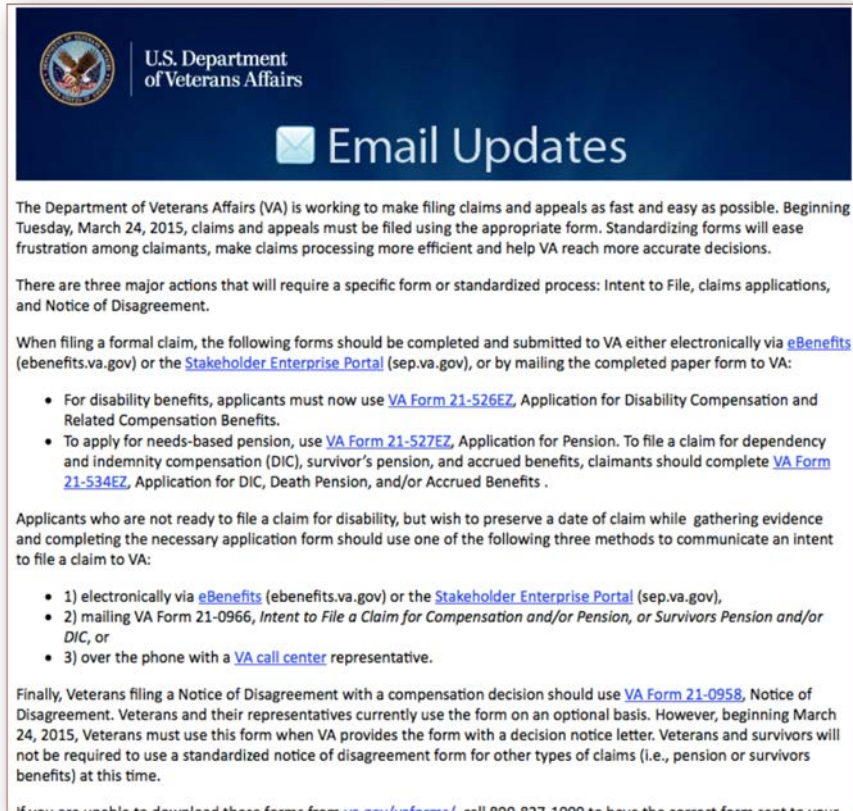
Engage

Create Engaging Messages

TIP:
Focus their
attention &
prioritize



Focus Attention



U.S. Department of Veterans Affairs

Email Updates

The Department of Veterans Affairs (VA) is working to make filing claims and appeals as fast and easy as possible. Beginning Tuesday, March 24, 2015, claims and appeals must be filed using the appropriate form. Standardizing forms will ease frustration among claimants, make claims processing more efficient and help VA reach more accurate decisions.

There are three major actions that will require a specific form or standardized process: Intent to File, claims applications, and Notice of Disagreement.

When filing a formal claim, the following forms should be completed and submitted to VA either electronically via [eBenefits](http://ebenefits.va.gov) (ebenefits.va.gov) or the [Stakeholder Enterprise Portal](http://sep.va.gov) (sep.va.gov), or by mailing the completed paper form to VA:

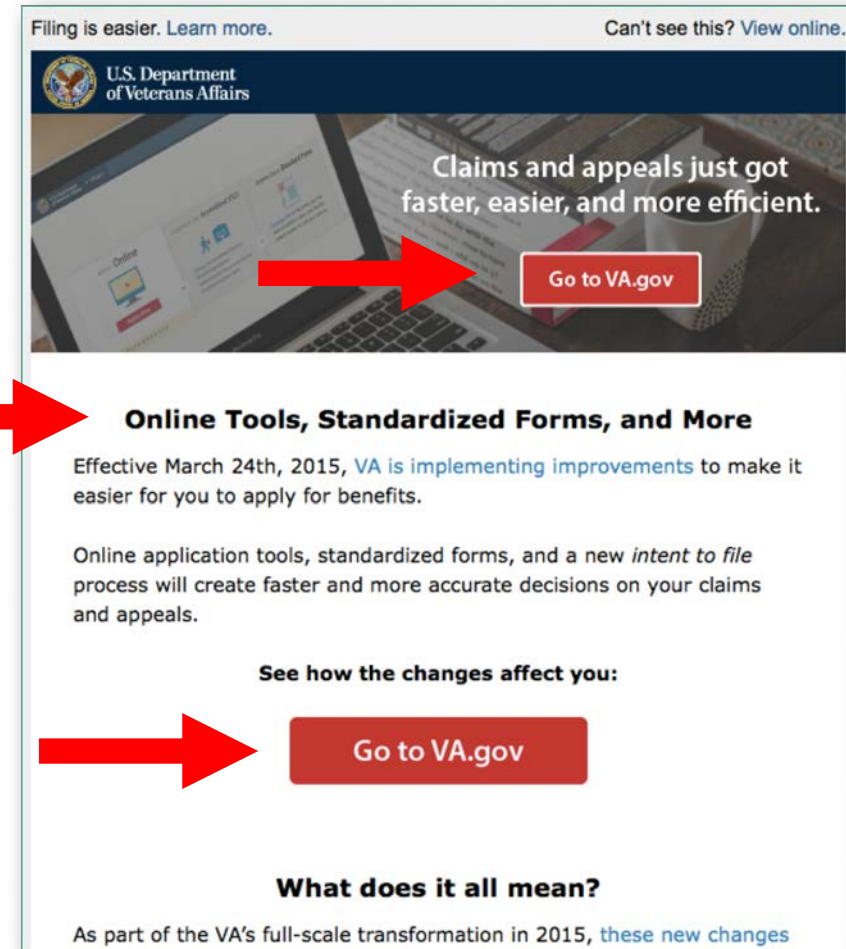
- For disability benefits, applicants must now use [VA Form 21-526EZ](#), Application for Disability Compensation and Related Compensation Benefits.
- To apply for needs-based pension, use [VA Form 21-527EZ](#), Application for Pension. To file a claim for dependency and indemnity compensation (DIC), survivor's pension, and accrued benefits, claimants should complete [VA Form 21-534EZ](#), Application for DIC, Death Pension, and/or Accrued Benefits.

Applicants who are not ready to file a claim for disability, but wish to preserve a date of claim while gathering evidence and completing the necessary application form should use one of the following three methods to communicate an intent to file a claim to VA:

- 1) electronically via [eBenefits](http://ebenefits.va.gov) (ebenefits.va.gov) or the [Stakeholder Enterprise Portal](http://sep.va.gov) (sep.va.gov),
- 2) mailing VA Form 21-0966, *Intent to File a Claim for Compensation and/or Pension, or Survivors Pension and/or DIC*, or
- 3) over the phone with a [VA call center](#) representative.

Finally, Veterans filing a Notice of Disagreement with a compensation decision should use [VA Form 21-0958](#), Notice of Disagreement. Veterans and their representatives currently use the form on an optional basis. However, beginning March 24, 2015, Veterans must use this form when VA provides the form with a decision notice letter. Veterans and survivors will not be required to use a standardized notice of disagreement form for other types of claims (i.e., pension or survivors benefits) at this time.

If you are unable to download these forms from va.gov/vaforms/, call 800-827-1000 to have the correct form sent to your home.



Filing is easier. [Learn more.](#) Can't see this? [View online.](#)

U.S. Department of Veterans Affairs

Claims and appeals just got faster, easier, and more efficient.

[Go to VA.gov](#)

Online Tools, Standardized Forms, and More

Effective March 24th, 2015, [VA is implementing improvements](#) to make it easier for you to apply for benefits.

Online application tools, standardized forms, and a new *intent to file* process will create faster and more accurate decisions on your claims and appeals.

See how the changes affect you:

[Go to VA.gov](#)

What does it all mean?

As part of the VA's full-scale transformation in 2015, [these new changes](#)

Drive your audience towards the primary call to action.

TIP:

Use relevant and relatable imagery to illustrate your point



Social Security can help

As someone who receives updates from the Social Security Administration, you know that Social Security is important, but how does it matter to YOU?

Stay up to date on everything that's happening in Social Security! Visit the new *Social Security Matters* blog to learn about your benefits, now and in the future.

[Find out more today!](#)

Illustrate Your Point

People digest images much faster than text.

Think about ways that you can break out key text and illustrate your point.



HealthCare.gov

4 days left: Enroll now

Use your Enroll To-Do List:

- ✓ Track your progress
- ✓ Explore your options
- ✓ Confirm your coverage

Lauren,

Don't miss the deadline. January 31 is your last chance to get quality, affordable health coverage this year.

It's easier than ever to get health coverage. We'll even help you through the process. Now that you've submitted your application, your "Enroll To-Do List" will track your progress, help you explore your plan options and confirm your coverage once you've selected a plan.

You're almost finished! Come back to [HealthCare.gov](https://www.healthcare.gov) today and pick the best 2016 plan for you.

Pick a Plan

Remember: January 31 is your last chance to avoid the penalty for 2016.

The [HealthCare.gov](https://www.healthcare.gov) Team

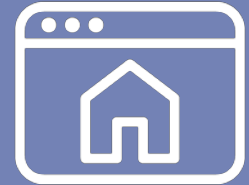
TIP:

Take a
multi-channel
approach

Email



Web



Mobile

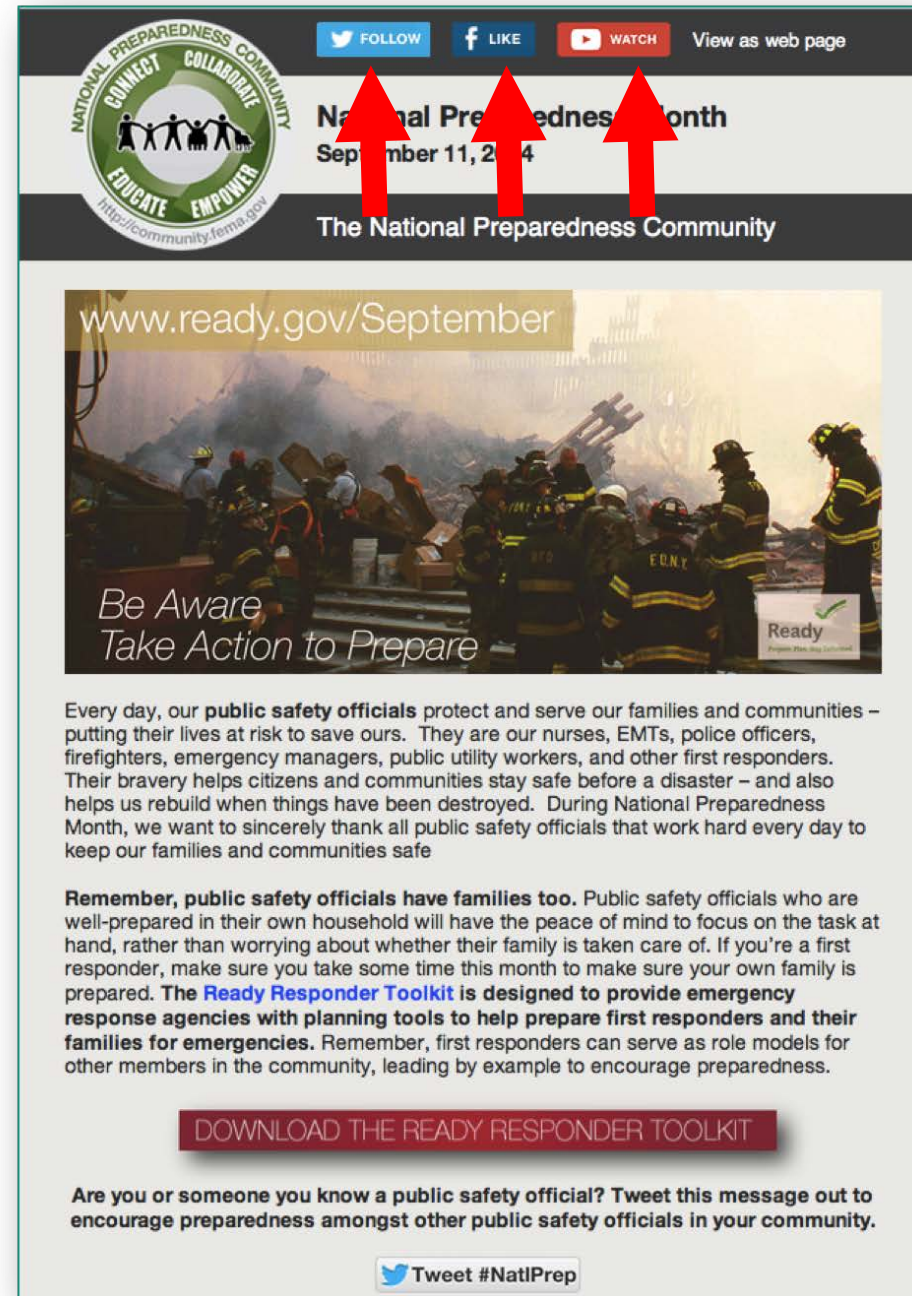


Social



Connect User Experience

Connect the ways that your audience is interacting with you



The screenshot shows the top section of the National Preparedness Community website. At the top left is a circular logo with the text "NATIONAL PREPAREDNESS COMMUNITY" around the perimeter and "CONNECT COLLABORATE EDUCATE EMPOWER" around the inner circle. To the right of the logo are three social media buttons: "FOLLOW" (Twitter), "LIKE" (Facebook), and "WATCH" (YouTube), each with a red arrow pointing to it. Further right is a link "View as web page". Below these is a banner for "National Preparedness Month" dated "September 11, 2014" and the text "The National Preparedness Community". The main content area features a large image of firefighters at a disaster site with the text "www.ready.gov/September" at the top left of the image and "Be Aware Take Action to Prepare" at the bottom left. Below the image is a paragraph of text about public safety officials, followed by another paragraph about the Ready Responder Toolkit. At the bottom is a red button that says "DOWNLOAD THE READY RESPONDER TOOLKIT" and a tweet prompt: "Are you or someone you know a public safety official? Tweet this message out to encourage preparedness amongst other public safety officials in your community." with a "Tweet #NatlPrep" button.

NATIONAL PREPAREDNESS COMMUNITY
CONNECT COLLABORATE
EDUCATE EMPOWER
<http://community.fema.gov>

FOLLOW LIKE WATCH View as web page

National Preparedness Month
September 11, 2014

The National Preparedness Community

www.ready.gov/September

Be Aware
Take Action to Prepare

Ready
Prepare. Plan. Play. Protect.

Every day, our **public safety officials** protect and serve our families and communities – putting their lives at risk to save ours. They are our nurses, EMTs, police officers, firefighters, emergency managers, public utility workers, and other first responders. Their bravery helps citizens and communities stay safe before a disaster – and also helps us rebuild when things have been destroyed. During National Preparedness Month, we want to sincerely thank all public safety officials that work hard every day to keep our families and communities safe.


Remember, public safety officials have families too. Public safety officials who are well-prepared in their own household will have the peace of mind to focus on the task at hand, rather than worrying about whether their family is taken care of. If you're a first responder, make sure you take some time this month to make sure your own family is prepared. **The Ready Responder Toolkit is designed to provide emergency response agencies with planning tools to help prepare first responders and their families for emergencies.** Remember, first responders can serve as role models for other members in the community, leading by example to encourage preparedness.

DOWNLOAD THE READY RESPONDER TOOLKIT

Are you or someone you know a public safety official? Tweet this message out to encourage preparedness amongst other public safety officials in your community.

Tweet #NatlPrep

Connect User Experience



[FOLLOW](#)

[LIKE](#)


[WATCH](#)

[View as web page](#)

National Preparedness Month
September 11, 2014

The National Preparedness Community

www.ready.gov/September




Be Aware

Take Action to Prepare

Every day, our **public safety officials** put their lives at risk to save ours. Firefighters, emergency managers, police, and other first responders help us stay safe. Their bravery helps citizens and communities rebuild when things have been destroyed. This month, we want to sincerely thank all public safety officials for their service. Keep our families and communities safe.


Remember, public safety officials are well-prepared in their own households. If you are a public safety official, make sure you take some time to prepare. The [Ready Responder Toolkit](#) helps you prepare your family and response agencies with planning tips for emergencies. Remember, first responders can serve as role models for other members in the community, leading by example to encourage preparedness.



DOWNLOAD THE READY RESPONDER TOOLKIT

Are you or someone you know a public safety official? Tweet this message out to encourage preparedness amongst other public safety officials in your community.


[Tweet #NatiPrep](#)



What's happening?

Before you put on your badge, prepare your family for a disaster. Tips: <http://go.usa.gov/5e7Q> #NatiPrep

36 [Tweet](#)

 GRANICUS

#GranicusSummit18

Segment Your Audience



Looking to go fishing this spring – without traveling miles and miles to get there? You're in luck! From large reservoirs to small neighborhood lakes, Dallas offers some of the best fishing spots in Texas. Here are just a few lakes with great fishing in the Dallas area. [Find more fishing spots near you](#) and check out our [weekly fishing reports](#) to find out what's biting.

Where to Fish



Are you looking for a way to take the kids in your life fishing — without traveling miles to get there? You're in luck! There is a [Neighborhood Fishin'](#) lake close to your home. Starting in April, we'll be regularly stocking these lakes with catfish.

- Neighborhood Fishin' lakes are safe, fun places to introduce children to fishing.
- The fish are fun to catch, and big enough to keep (and eat).
- Lakes are stocked every two weeks, so lots of fish are available to take your bait.

There are 18 Neighborhood Fishin' lakes. Find the one(s) close to you:

- [Abilene](#)
- [Amarillo](#)
- [Austin](#)
- [Bryan-College Station](#)
- [Dallas-Fort Worth](#)
- [Houston](#)
- [San Angelo](#)
- [San Antonio](#)
- [Tyler](#)
- [Waco](#)

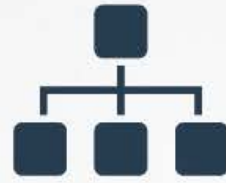


+28%

Open Rate

+125%

Click Rate



SEGMENTATION

C H E C K L I S T



KNOW YOUR AUDIENCE



SET YOUR GOAL



DEFINE YOUR ACTION

TIP:

Personalize
your content



Who is my targeted audience?



What do they already know, and what do they need to know?
(Think: Single call to action)



How does my work affect this audience? How might they interpret (or misinterpret) my message?

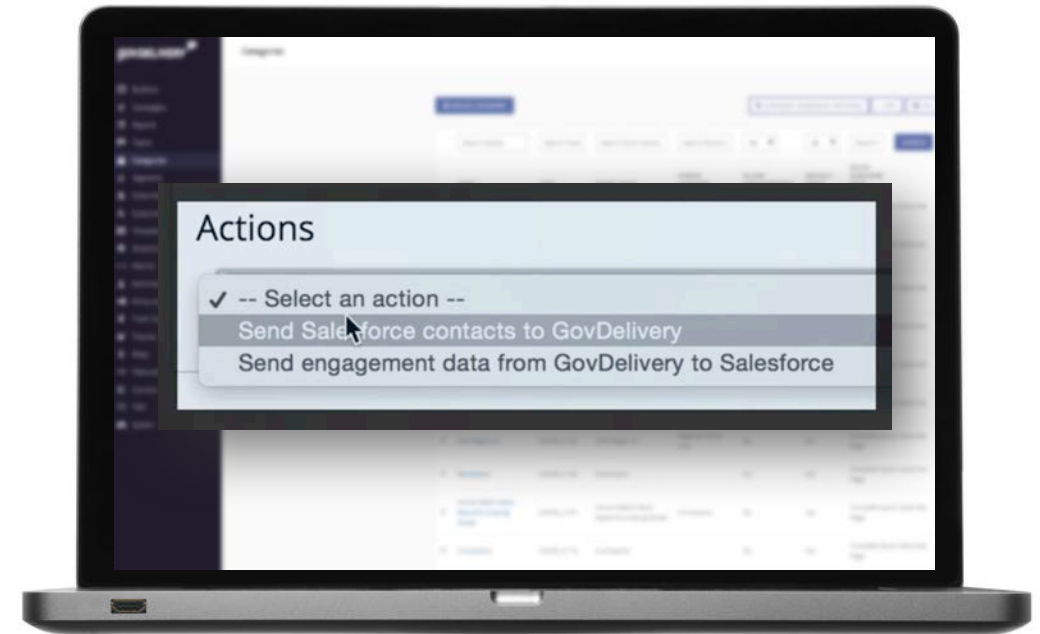
Personalize Content

Integrate data sources

- API
- Connect
- TMS



+



Personalize Content

HealthCare.gov

Stay safe with health coverage

Nick,

With Winter Storm Jonas here, please make safety your top priority this weekend. If you and your family are safe and the winter storm is keeping you indoors, make the most of this time by getting covered for 2016.

ENROLL

The deadline for 2016 coverage is 8 days away. Enroll by January 31 for coverage starting March 1, 2016.

Stay safe and warm!

The [HealthCare.gov](#) Team

THE 2015 U.S. ARMY
SOLDIER SHOW

The Army's top show is almost here

It's Army entertainment like you've never experienced before. The Soldier Show is a live Broadway-style variety performance featuring our best talent.

Now is the time to mark your calendar for this free event filled singing and dancing from the Army's top entertainment talent. Below are the upcoming events in your area:

- Sunday, August 2 - Fort Campbell, KY at 2:00 PM
- Sunday, August 2 - Fort Campbell, KY at 7:00 PM
- Monday, August 3 - Fort Campbell, KY at 6:00 PM

Learn More

While you're there, be on the look out for Kentucky's Hometown Heroes in the cast and crew. Click below to find out more about who they are and what drives them to be a part of the U.S. Army Soldier Show!

Kentucky's Hometown Heroes

Princess Threatt
Ft. Campbell

William Bland
Ft. Knox

Brianna Walker
Ft. Campbell

★ ★ ★
= WE SERVE =

Tell us what you thought of the show

armymwr.com/soldiershow No federal endorsement implied. #2015soldiershow

DEMO: Personalized Content & Call to Action



Key Components: Personalization



- Subscriber data upload
- Custom macros
- Subscriber Questions
- Segments*

*Advanced Package feature



Convert

Focus on Outcomes

Prioritize Calls to Action



The screenshot shows the homepage of 'The National Preparedness Community'. At the top, there is a circular logo with the text 'NATIONAL PREPAREDNESS COMMUNITY' and 'CONNECT COLLABORATE EDUCATE EMPOWER' around a central graphic of people holding hands. To the right of the logo are social media buttons for 'FOLLOW' (Twitter), 'LIKE' (Facebook), and 'WATCH' (YouTube), along with a link to 'View as web page'. Below the logo, the date 'February 27, 2014' is displayed. The main heading is 'The National Preparedness Community'. The featured article is titled 'Be a Force of Nature: Get the Toolkit!'. It includes a graphic for 'NATIONAL SEVERE WEATHER PREPAREDNESS WEEK' dated 'March 2 - 8, 2014'. The text describes a severe weather event in May 2013 and promotes a media toolkit for the upcoming week. A large red arrow points to a red button that says 'GET THE SEVERE WEATHER TOOLKIT →'. Below the button, there is additional text about checking out tips from Ready.gov.

Be a Force of Nature: Get the Toolkit!

Severe weather can happen anytime. In May 2013, tornadoes devastated parts of central Oklahoma. This outbreak included the deadliest tornado of the year on May 19 in Moore, Oklahoma. At least 70 tornadoes spanned seven Midwestern states in November 2013.

During National Severe Weather Preparedness Week, March 2-8, 2014, NOAA and FEMA will highlight the importance of preparing for severe weather before it strikes.

We invite you to download the media toolkit below to promote National Severe Weather Preparedness Week in your community. The toolkit includes: background information on how to take the next step, talking points, a blog post template, an Op-Ed, and a Social Media toolkit including content to share on Twitter and Facebook.

GET THE SEVERE WEATHER TOOLKIT →

Also, check out [tips from Ready.gov](#) to know your severe weather risks, how to take action, and more on how to Be a Force of Nature.

TIP:

Test and
Iterate



Basic Hypothesis Formula:

Changing (test element) from

_____ to _____

will increase/decrease

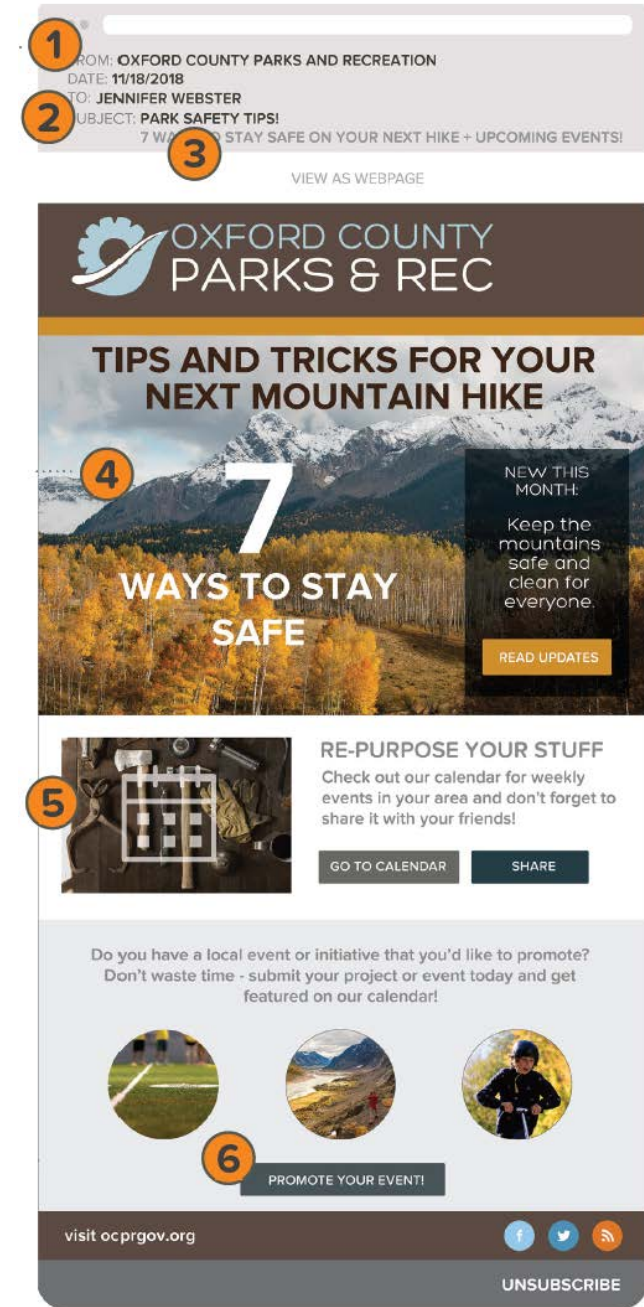
(a single, specific conversion metric)

because

_____.

Things to Test

1. From Name
2. Subject Line
3. Pre Header Text
4. Imagery
5. Content (tone, length, emphasis)
6. Call to Action



Test for Best Practices

Veteran-specific Appeal

Subject Line: "Attention Veterans and Survivors"



General Appeal

Subject Line: "Making it Easier for You to Receive Benefits"



+3%
Open Rate

+47%
Click Rate

Do, Measure, Learn

A

November
Deadlines for Drawn
Hunts

Texas Parks and Wildlife
Department
tpwd@service.govdeliver...

Detailed Report

Preview Bulletin

View Recipients

11/02/2015 08:31 AM CST

WINNER!

B

Last Chance to Apply
for Drawn Hunts

Texas Parks and Wildlife
Department
tpwd@service.govdeliver...

Detailed Report

Preview Bulletin

View Recipients

11/20/2015 05:08 PM CST

Final

Final Send

Your campaign was sent automatically to the bulletin with the highest calculated score.

2 Drawn Hunt Deadlines Approaching

Texas Parks and Wildlife Department
tpwd@service.govdeliver.com

Detailed Report

Preview Bulletin

View Recipients

WINNER!

A

November Deadlines for Drawn Hunts

Texas Parks and Wildlife Department
tpwd@service.govdeliver...

Detailed Report

Preview Bulletin

View Recipients

WINNER!

B

Last Chance to Apply for Drawn Hunts

Texas Parks and Wildlife Department
tpwd@service.govdeliver...

Detailed Report

Preview Bulletin

View Recipients

Google Analytics

Dashboard

Jan 1, 2007 - Jan 31, 2007

16,107 Visits

3,96 Page/Visit

36.81% Source Rate

62,142 Pageviews

00:03:22 Avg. Time on Site

50.44% % New

Version 'B' is the winner!



DEMO: A/B Testing



Key Components: A/B Testing



- Filter criteria
- A/B Test Campaigns
- Reporting

Take Aways



1. Send a multi-channel, segmented bulletin
2. Create personalized content & links with macros
3. Gain audience insights via A/B Testing



Q&A

Next Steps:



- Visit support.govdelivery.com
- Contact your CSC or AE



Thank You