



5

TYPES OF

REMINDERS

ALL GOVERNMENT AGENCIES
SHOULD USE

INTRODUCTION

Think about all of the reminders you receive throughout the day: from the sound of your alarm clock to the “15 minute warning” before a meeting, it is likely that you have at least a few reminder prompts each day. The reason why? They are powerful, and they work at encouraging action.

When it comes to email marketing, reminders are just as powerful with one of the highest open rates across all digital platforms. With the convenience of online communications, reminders can help ensure your audience follows through on a desired action that can lead to more time, funding and available resources for your agency.

HERE ARE THE 5 BEST TYPES OF REMINDERS THAT ALL GOVERNMENT AGENCIES SHOULD BE USING:

1. Customer Service
2. Event Connections
3. Appointment Reminder
4. Abandoned Cart
5. Text Messaging

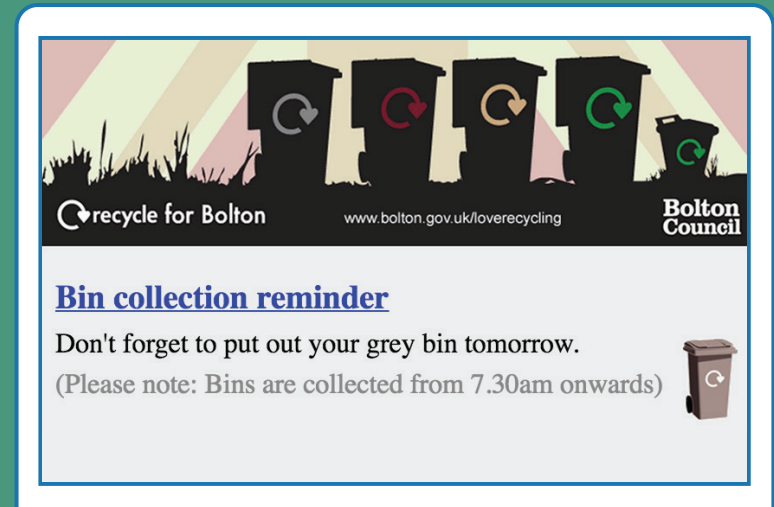
REMINDER TYPE #1

CUSTOMER SERVICE

The customer service journey does not start and end with a welcome email (though, that is an important first step). Customer service is about giving proactive notice for something that might be changing soon, detailed information about an upcoming deadline, or can even be an opportunity to provide additional details to clear up any confusion ahead of time.

EXAMPLE:

BOLTON CITY COUNCIL, U.K.



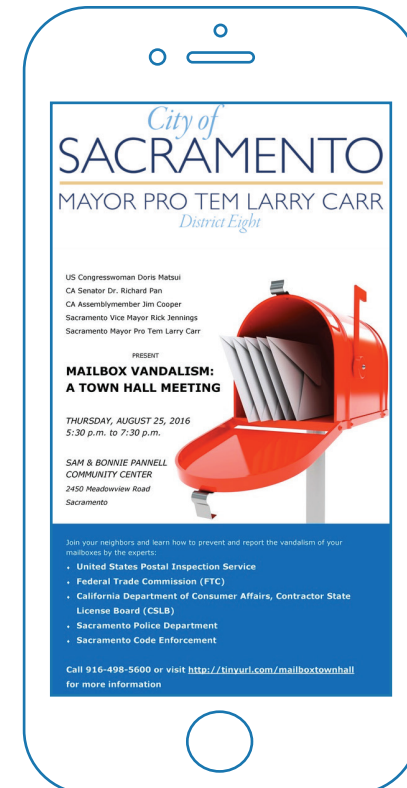
REMINDER TYPE #2

EVENT CONNECTIONS

Email reminders are a great way to provide additional reasons for why attending your event will be worthwhile. Starting about one week away from an event, send email reminders with more information on what guests will expect to hear or learn. With only a few days away from an event, send an additional reminder with more focused logistical information (parking, construction updates, etc).

EXAMPLE:

CITY OF SACRAMENTO, CA



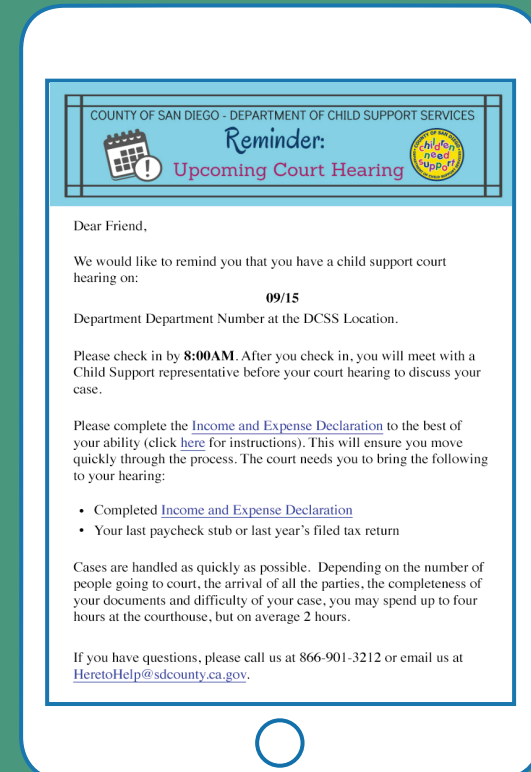
REMINDER TYPE #3

APPOINTMENT REMINDERS

Not only are missed appointments inconvenient and problematic, but there is a high cost associated with them as well. Whether it's a doctor's appointment or a renewal deadline for a fishing license, appointment reminders can be a great way to increase revenue and help people meet deadlines. Appointment reminders are also one of the easiest types of reminders to automate, which saves additional time and resources.

EXAMPLE:

SAN DIEGO DEPARTMENT OF CHILD SUPPORT SERVICES



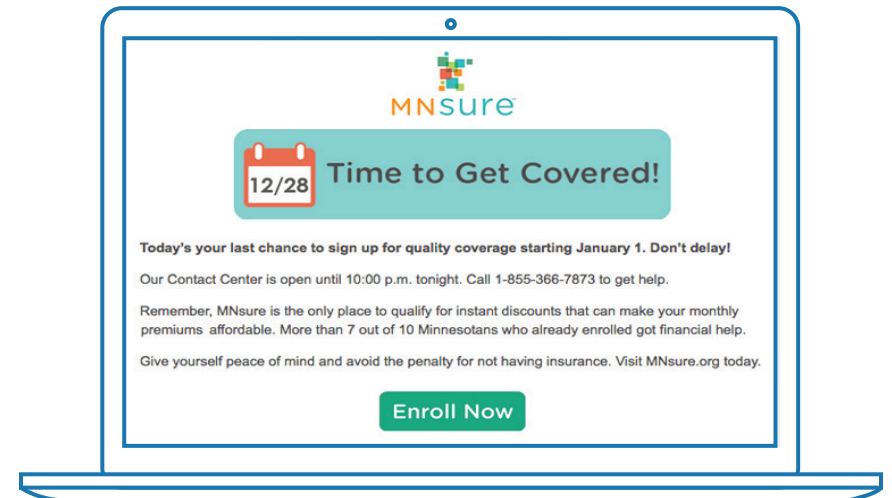
REMINDER TYPE #4

ABANDONED CART

Abandoned cart emails are sent to audience members who have performed a specific action, but never converted. This could be for those filling out grant applications, award submissions or surveys. Abandon cart-ers are high converters - nearly half of all abandoned cart emails are opened and over a third of clicks lead to actions taken back on their websites.

EXAMPLE:

MNSURE



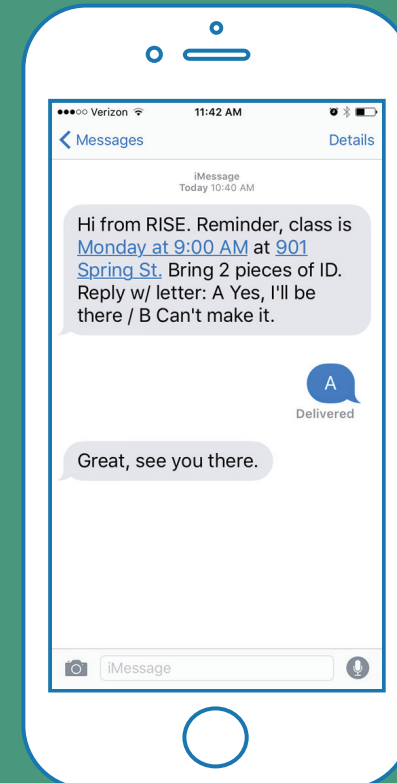
REMINDER TYPE #5

TEXT MESSAGING

While over 92 percent of Americans have a mobile device, nearly half of those mobile users have access to text messaging but don't have a smartphone with internet access. This means that where email, web and social media reminders fall short, text messaging can help fill in the gaps.

EXAMPLE:

PHILIDELPHIA MAYOR'S OFFICE OF REINTEGRATION SERVICES



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