



The Intersection of Technology and Service

Digital Powerhouses in Action

September 27, 2023

Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console.



govCommunity

See additional resources and chat after the webinar.



Chat

Your peers are in the chat. We encourage you to connect there!

Today's Speakers



Melissa Mauter

Director of Product
Management,
Granicus



Graeham Heil

Associate Product
Manager,
Granicus



Matthew Jacques

Associate Solution
Consultant,
Granicus

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



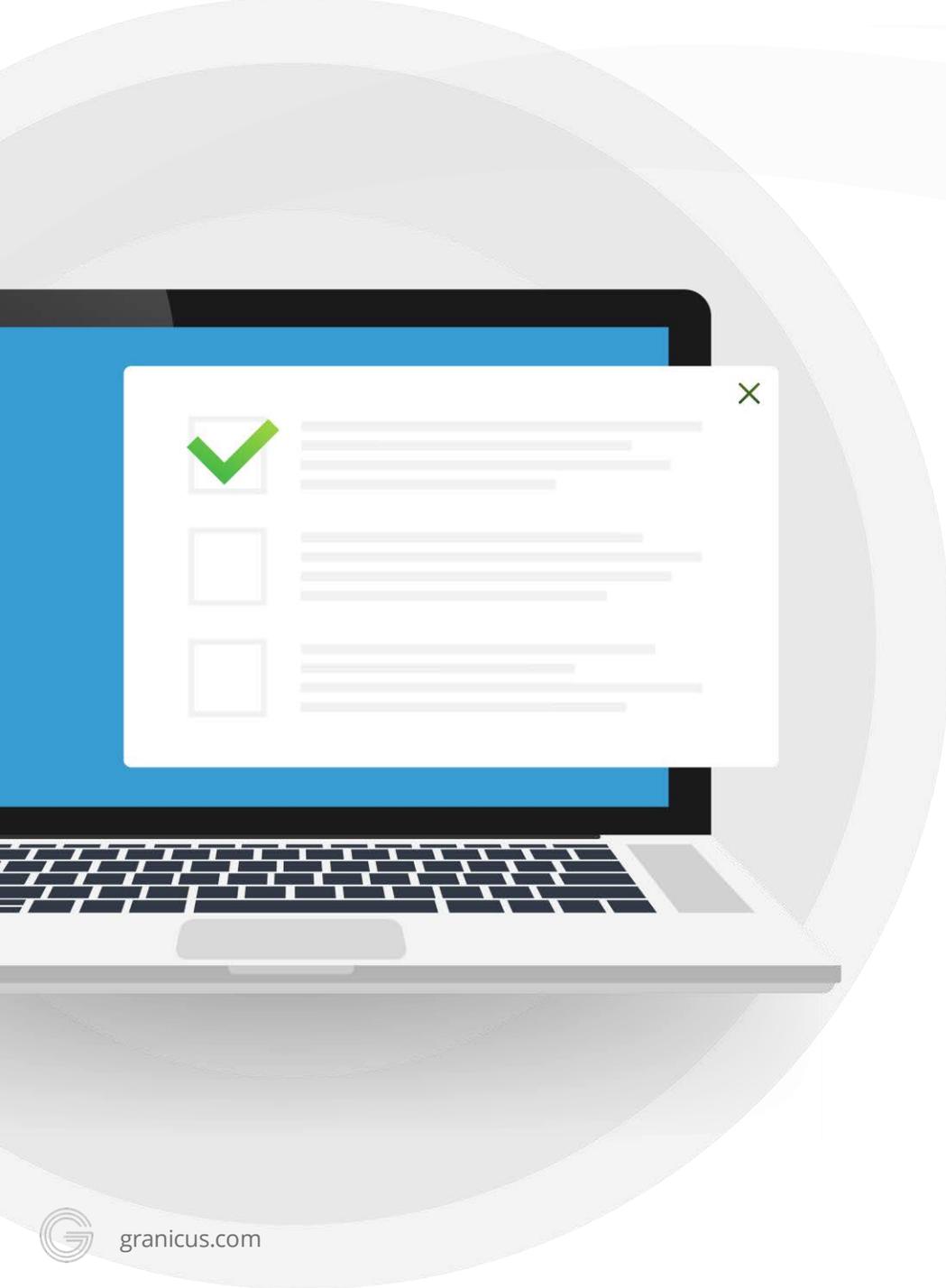
Connecting
with
government-
provided
information and
services

Your Mission Is More Important Than Ever

You are being asked to:

- » **Provide reliable and trustworthy information** about initiatives, programs, and services in a way the public can understand
- » **Standardize communications** across departments and enable team effectiveness with secure and cost-effective tools
- » **Drive awareness and consumption** of timely and relevant programs and services available to your constituents





Poll: How would you describe your communication strategy?

1. Broad outreach for general population
2. Broad outreach, moving toward targeting
3. Some targeting for specific groups
4. Advanced multi-channel targeting

Communications Without A Strategy is Not Enough

Typical Approach

Communications through paid ads, billboards, PR, and direct mail

Broad outreach tactics for the general population

Using a single digital communication channel to engage



LIMITATIONS

Traditional paid channels are costly and less effective in reaching your whole community

Mass communications miss critical resident groups

A single-channel approach results in limited reach and actions taken



NEGATIVE IMPACT

50% fewer desired interactions when using more expensive traditional channels

12% lower than average response rates for email communications that lack relevance and targeting

5% audience engagement on average, limiting impact and outcomes achieved

Choosing A Communications Platform

? What Matters

- » Measurable and cost-effective
- » Reach and outcome-oriented
- » Purpose-built for government
- » Scale and future investment

? Why

- » Connect with communities directly through their preferred channels; measure every effort
- » Reach more of your community and capture the public's specific interests and concerns to drive the outcomes that matter most
- » Improve staff productivity with distributed authoring (write once, publish everywhere)
- » Leverage cloud-based technology that grows and adapts in step with your agency's needs



Poll: Why do you want to improve your agency's communication strategy?

1. Involve more voices on projects
2. Engage with groups who are hard to reach
3. Improve transparency
4. Other (share in the chat)

govDelivery is the Choice for Government Communicators

? What Matters

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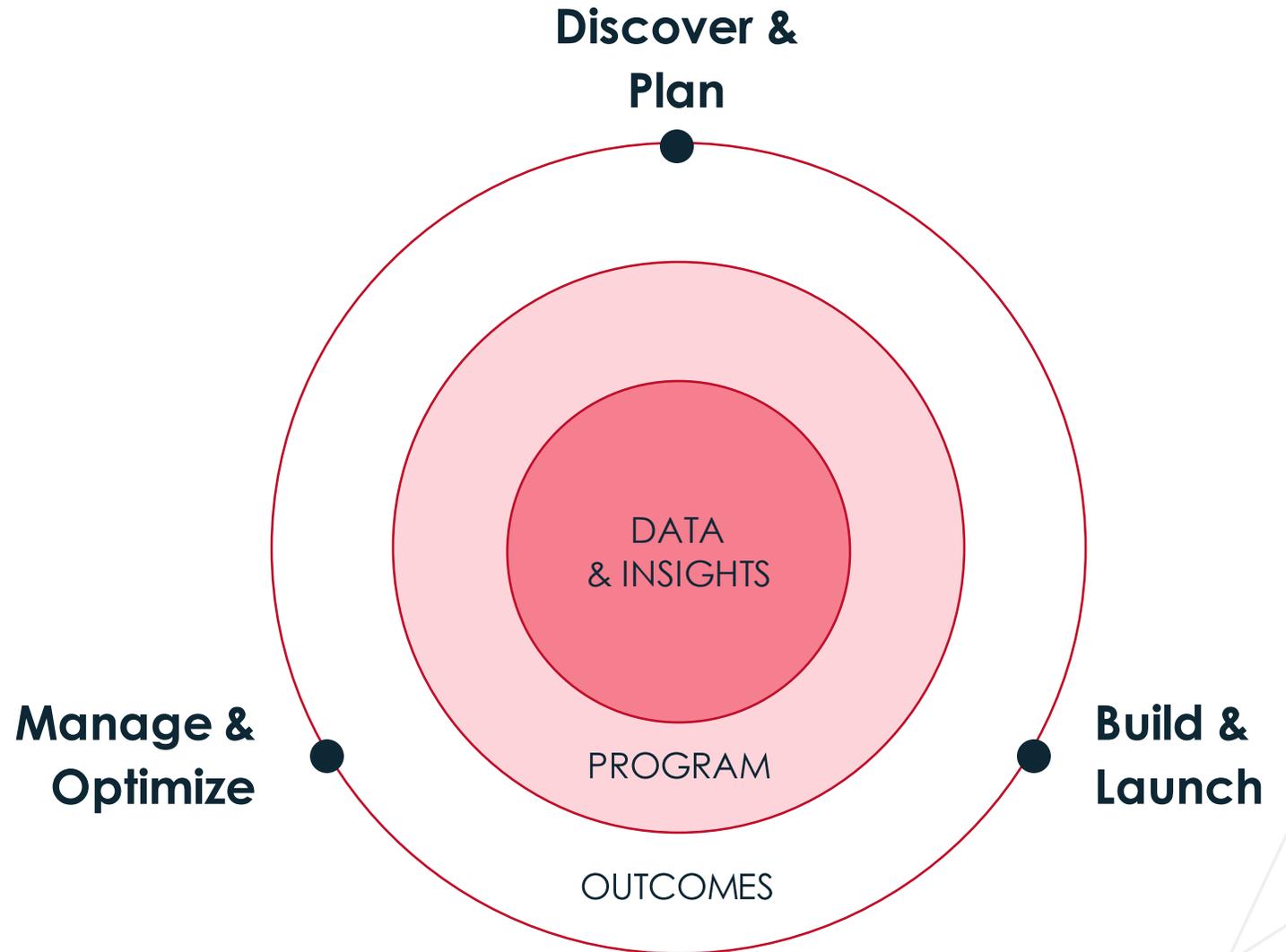
G What We Deliver

- » **98% email deliverability** and detailed digital reporting
- » **One multi-channel solution** for email, text, and social communications
- » **Network of 300M subscribers** to accelerate public connections
- » Segmentation and targeted messaging to provide the most **relevant information**
- » Peer-sourced best practices from **5,500+ gov agencies** and **600,000 gov users**
- » **FedRAMP authorized** security protocols already in place
- » Centralized content creation for **as many as 1,000 admins**
- » Strategic growth **without expensive 3rd party** support

WE EMPOWER GOVERNMENT TO
BUILD BETTER CONSTITUENT EXPERIENCES
AND GET MORE VALUE OUT OF
THEIR CIVIC-ENGAGEMENT TECHNOLOGY.

OUR APPROACH

We use an agile, flexible, and repeatable process that enables **program maturity** year-over-year.



CASE STUDY: Indiana Family & Social Services Administration

Problem

Indiana had few ways to communicate directly with early childhood educators and families, instead relying on a statewide network of eligibility offices to relay vital information.

Solution

Built a foundation to increase Indiana's digital maturity, with more automation and an increasingly user-centered and collaborative approach. Deepened their understanding, mapping the journey and the experience, and identified how those processes might be enhanced or improved through proactive digital communications.



COVID changed everything for everyone, especially social services.

And we were determined not to shut down childcare services. There were too many essential workers that would be impacted by not having that available."

- Marni Lemons
Deputy Director of Communications

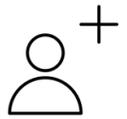
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CASE STUDY: Indiana FSSA

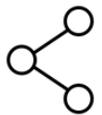
GOAL: Distribute regular info to frontline childcare providers during the pandemic and increase community awareness of critical FSSA services in the Office of Early Childhood and Out-of-School Learning.

OUTCOMES



+10k

Average subscriber growth / month



28

Automated drip campaigns developed and launched



48%

Open rates, using text and SMS to reach families moving frequently



Indiana Family & Social Services Administration

Indiana was able to communicate directly to providers and families during the pandemic and has grown to include proactive automated communications for professional development, licensing, grant funding, enrollment, and more.



GRANICUS
EXPERIENCE
GROUP

CASE STUDY: National Center for PTSD, Department of Veterans Affairs

Problem

Inadequate reach for email communication led to missed opportunities for donations and support, as well as missed connections with veterans who could benefit from program access.

Solution

Network allowed for subscriber growth to reach both affected veterans and potential supporters



We have a small team and limited resources, and both were being stretched thin. When we were introduced to GXG and Granicus' Network of 300 Million subscribers, we knew that would be the best way to spread our message and reach the people who need our help."

- Peggy Willoughby

Associate Director, Information and Communication

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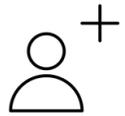
 Granicus Experience Group (GXG)



CASE STUDY: National Center for PTSD, Department of Veterans Affairs

GOAL: Connect more people who have experienced trauma to services and programs related to PTSD.

OUTCOMES



+410k

Subscribers (+67k new subscribers since Spring 2021)



62%

Topic engagement rate
(including 9 audience segments)



480%

Increase in pledges of support from individuals and businesses since going digital in 2019 (130 to 627)



“I am absolutely thrilled with the results we’ve seen for our communications. If it hadn’t been for the GXG partnership, there would have been no way for us to know the difference in types of communications our audience wanted and needed. Because of their support, we’re able to do more towards our mission.”

– **Peggy Willoughby**, *Director of Communications, Dept. of Veterans Affairs, National Center for PTSD*



CASE STUDY: The U.S. Department of Labor, HIRE Vets Medallion Program

Goal: Grow program applications

 **127%** growth in accepted applications

 **58%** increase in program revenue & applicants for Year 2 to 3

 **232** repeat applicants, 58 of which are 3x Repeats



We didn't have the budget for a big advertising campaign with billboards or television spots. We had an on-the-ground strategy in each state, and the Granicus Experience Group was critical in helping us expand our audience and awareness at the level we needed."

– **Randall Smith**, Director of the HIRE Vets Medallion Program

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 Granicus Experience Group (GXG)

OUTCOMES WE HELP OUR CUSTOMERS ACHIEVE

1

GROW AUDIENCE

Scale your reach through our 300M+ opt-in subscriber network across 6,000 government agencies. Optimize paid, partner & owned media for opt-in.

2

SEGMENT & PERSONALIZE

Leverage data to break down big audiences into hundreds of microsegments based on demographic- and behavior-based categories.

3

DRIVE ENROLLMENTS

Deliver action-driving messages directly to new and current subscribers to educate and inform about the value of your program and the enrollment process.

4

MEASURE IMPACT

Scalable technology to track engagement and actions across millions of subscribers. Leverage data & insights to test & optimize. Report on program outcomes.

"We have a small team and limited resources, and both were being stretched thin. When we were introduced to GXG and Granicus' Network of 300 million subscribers, we knew that would be the best way to spread our message and reach the people who need our help."

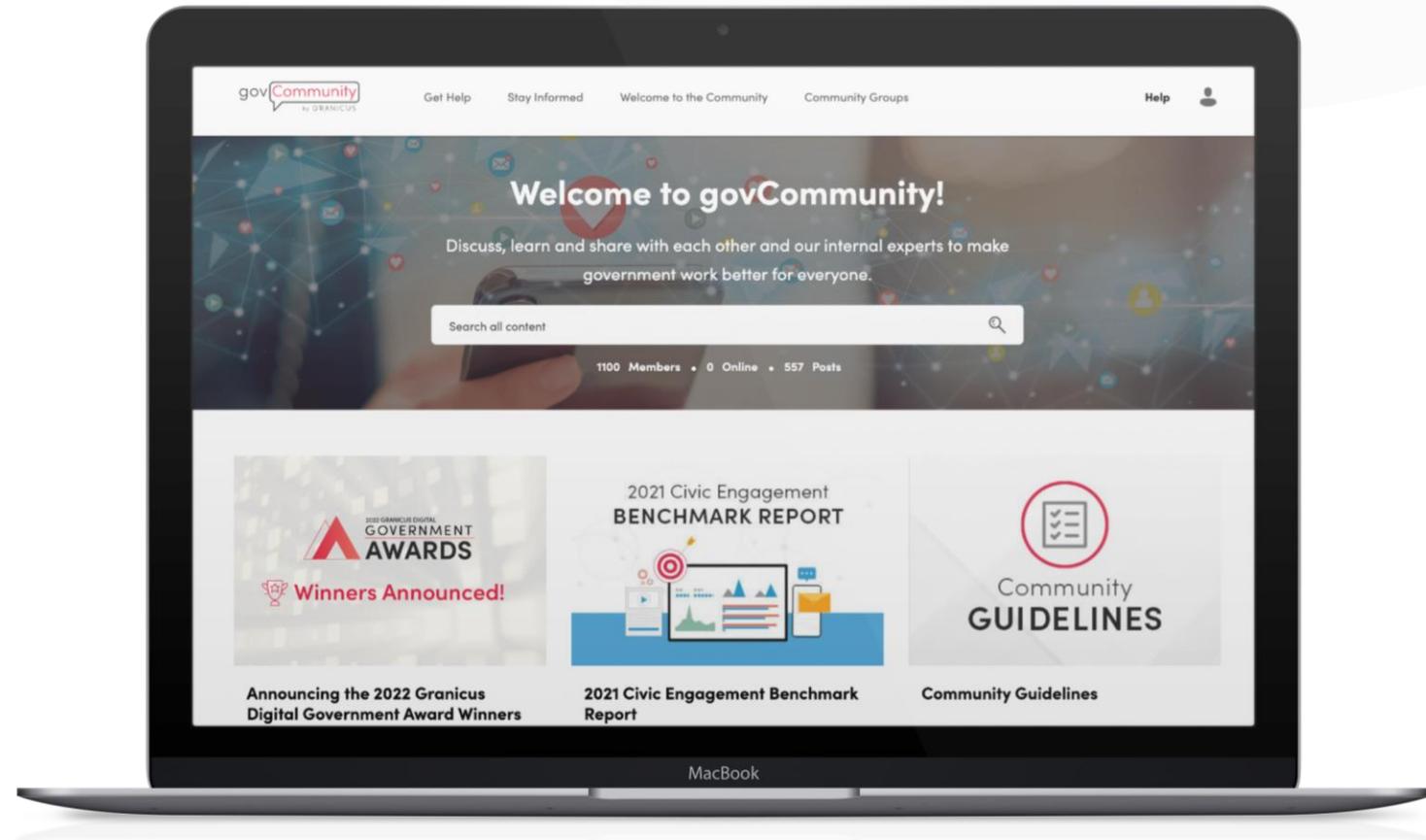
- **Peggy Willoughby**, Director of Communications at the Dept. of Veterans Affairs, National Center for PTSD

Continue the Conversation

Join your peers on govCommunity

- ✓ Access additional resources
- ✓ Ask questions about today's session
- ✓ Brainstorm ideas with your peers
- ✓ Share best practices

community.granicus.com





Thank you

Questions? Contact info@granicus.com