



Digital Communication Management (DCM)

Product Overview

November 21, 2013



Agenda

- Why Digital Communication Management
- Communication Challenges
- Digital Communication Management Overview
- How it Works
- Questions

Digital Communication Management Value

DCM maximizes direct connections with the public through digital communications. We accomplish that in three ways:



Effectiveness – *Reach More People*

Dramatically increase the number of people you reach directly

Efficiency – *Automate Complex Communications*

Streamline communication across email, SMS, social media and other channels

Engagement – *Create Mission Value*

Drive users to the online and offline activities that create the most value for the public and your agency.

GovDelivery: What You Can Expect

Effectiveness

- Deliver messages quickly and reliably
- Connect with the public in the medium of their choice
- Leverage the GovDelivery Network to grow your subscriber list

Efficiency

- Maximize return on investment
- Save staff time by automating complex communication across all channels
- Save money by leveraging more efficient way of reaching the public
- Eliminate hardware, software and IT support costs

Engagement

- Drive the public to activities that are the most important to them and you
- Create an active stakeholder audience that you can reach directly
- Drive more traffic back to website to promote use of transactional services



Challenges in Government Digital Communication



Budget cuts require that all investments have tangible and rapid ROI



Staffing reductions make streamlining of complex communications essential



The public needs to stay informed – reaching the largest audience possible is critical



Individuals must be able to choose preferred communication channels

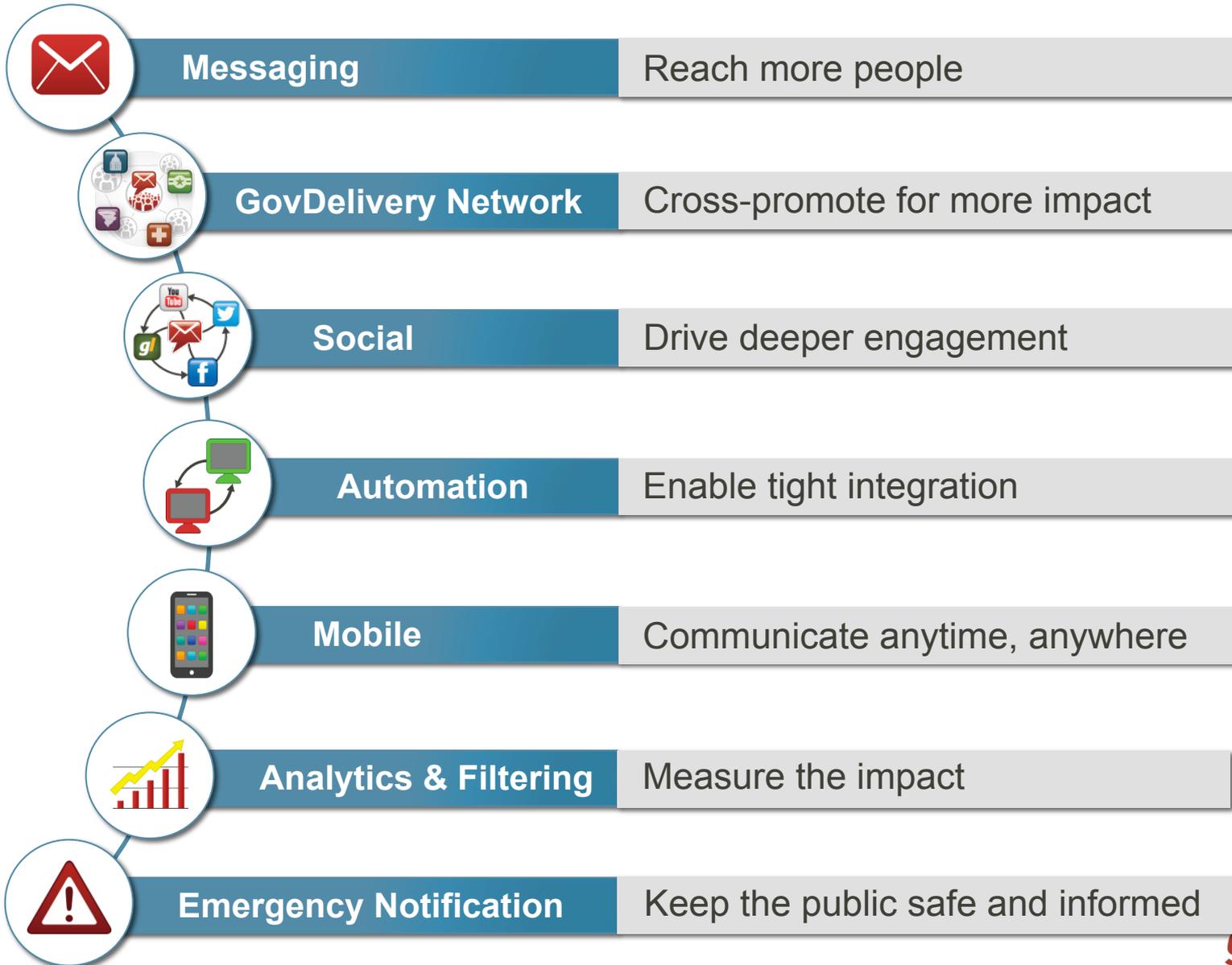


New solutions should be delivered in the cloud to limit IT infrastructure costs

What Are Your Challenges?

- Are you reaching your key stakeholders effectively?
- Is your message being lost when translated by the media or others?
- Do you want more direct communication with people?
- Do you know whether the time / resources you invest in trying to reach people is paying off?
- What do you want people to know about your work? Do they know?
- What are the organization's priorities? Are they easier to accomplish if communication is effective?
- What are your key program areas, cost centers, revenue sources? How are they effected by communication.

Overview of Digital Communication Management





Messaging

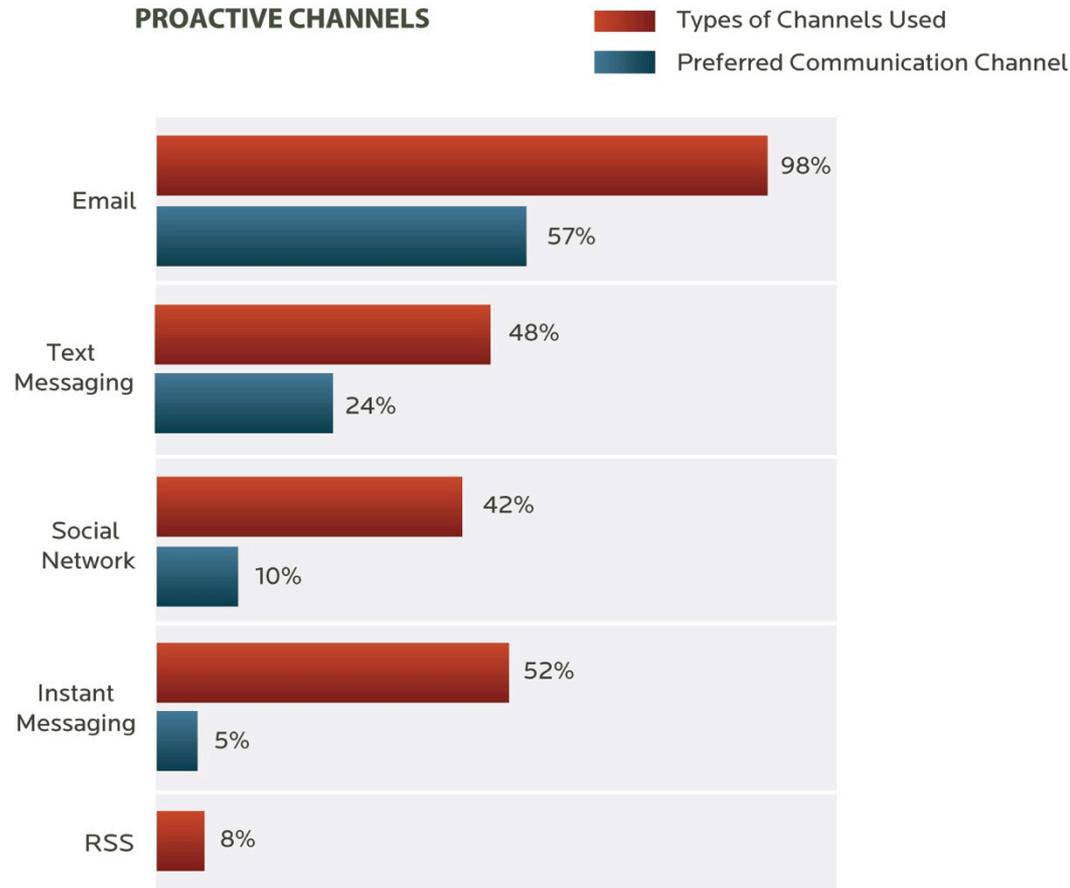


The foundation of your organization's communication strategy to reach more people

- Complete subscription management and organization of topical information
- Automated distribution of existing content on third party systems and websites
- Easily create great looking newsletter and email content
- Target communications by segmenting subscribers via a variety of criteria
- 508 compliant platform hosted in certified & secure data centers



Email is Still the Foundation of a Robust Communication Strategy

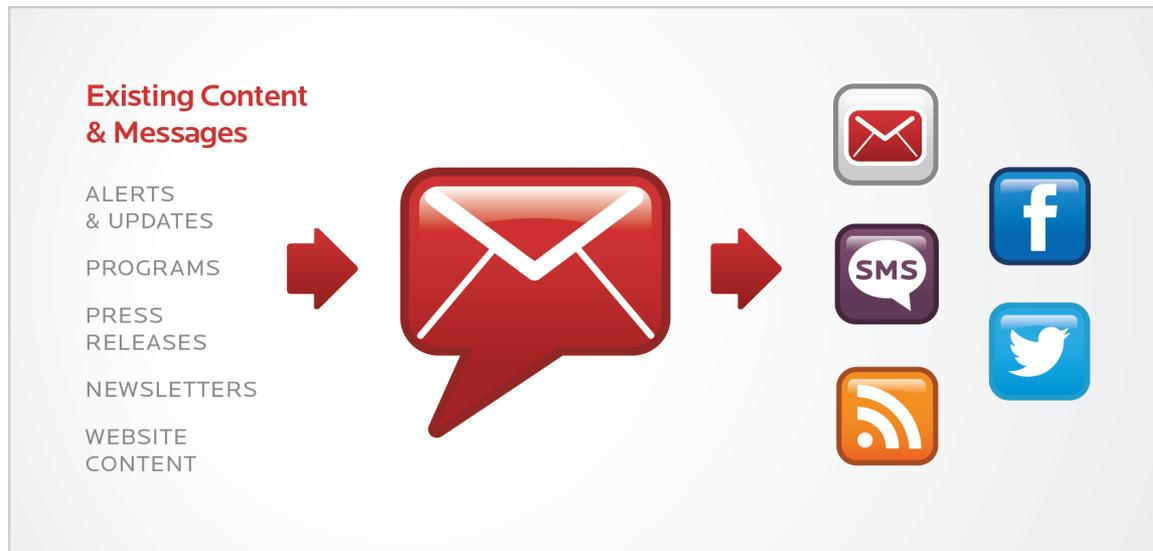


"87% of consumers' online time is spent reading their emails"
-David Daniels, Vice President of JupiterResearch



Automation Streamlines Communications Process

- Automation enhances reach without increasing workload
- Proactively monitor organizations' websites, blogs and other online sites
- Notify subscribers of new information via email, text messages, and RSS





Automation Saves Time and Makes Scale Possible

Agency Updates Content in Key Topic Areas

(e.g. News, Press Releases, Jobs, Events, Publications, Alerts, Policy, Surveys ...)

GovDelivery Receives Information from Agency



Manual entry through web interface



GovDelivery monitors website(s) for changes



GovDelivery retrieves RSS from website



GovDelivery monitors social media channels for changes and posts



GovDelivery retrieves email and resends content to subscribers



Send Information to GovDelivery via Web Service API

GovDelivery Sends Update to Subscribers simultaneously via multiple channels



Email



Wireless/SMS



RSS



Widget



Social Media



Information Made Available for Easy Reposting to Social Media



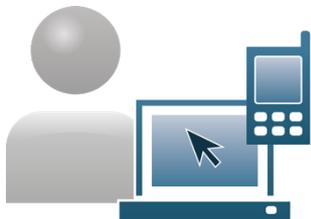


Personalization Delivers Custom Messages

Give citizens information they want – *when and how they want it*



- **Allow citizens** to select the type of information they want to receive
- **300% to 1,100%** increase in subscribers
- Personalized messages are sent via:
 - **email**
 - **Text message**
 - **RSS Alerts**



Filter and Segment Your Audience

Provide more personalized and targeted outreach. Filter and segment message recipients by areas of interest, geography, last action taken, and other attributes.

Create Bulletin

[← Back to Bulletins List](#)

Recipients (0)

To Economic Development Commission Agendas & Meeting Minutes (5)

Filter

Area Of Interest is any of 3 selected ✕ remove

- Business Loans
- Community Economic Development
- Small Business Development
- Counseling and Training
- No Response

New Filter... View Recipients Exp

Email Message

Subscribers That did not click a link in Subject Line A - 01/07/20 ✕ remove



E-Newsletters

Benefits

- More cost efficient than printed newsletter
- Increases audience reach
- Consistent image, branding and message
- Fast creation with preformatted templates
- Engage audience and drive web traffic



Before delving into the August issue, take another look at the July issue — in digital form. TPW magazine is testing a digital replica version of the magazine, and here is a link to the July 2011 digital issue. The digital version is compatible with tablets and smart phones —



PURE MICHIGAN

Join the Pure Michigan conversation...

Thank you for your recent subscription to the Pure Michigan eNewsletter(s)! We aim to provide you with timely and relevant news and information related to economic development and travel planning and events happening in our great state.

Did you know that we blog?
The [Pure Michigan Connect](#) and [Michigan Advantage](#) blogs are updated regularly with posts on destinations, attractions and happenings in Michigan and exciting business development news. We're always on the lookout for [guest bloggers](#).

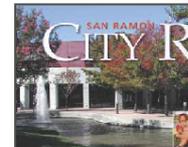
Pure Michigan is social
The [Pure Michigan Facebook page](#) has the largest fan base of any state tourism agency. "Like Us" on Facebook to join the conversation about all that is quintessentially Pure Michigan.

The [Michigan Advantage Facebook page](#) will keep you in the know on the latest being said about Michigan's business climate, talent and quality of life. "Like Us" and start sharing your Michigan business insights with the MEDC's Facebook community.

And if Twitter is your thing, you can find us there as well @[PureMichigan](#) and @[MIAdvantage](#).

PLAN YOUR MICHIGAN VACATION

GROW YOUR BUSINESS



Winter 2010 • Volume 58

Kids can "climb"

San Ramon Central Park will be equipped to place this spring with equipment installed in 1956. New play features including swing sets, slides, crossover bridge, climbers, and a play web. This project at San Ramon with additional City Regional Park District voter funds. The playground is expected to be completed by late summer.



placed on the small hill adjacent to the fountains behind the San Ramon Community Center. The City is committed to placing art in community parks to add beauty, celebrate our community identity, and engage and inspire the viewer. Athan Downes will be the site of the next public art installation, designed by kinetic sculptor David Boyer.

Join us for David Glass House Grand Opening!

May 15, 2010 1:00-4:00 PM Ribbon Cutting at 1:30 PM

The Glass House is the City of San Ramon's historic house museum depicting life in the San Ramon Valley in the late 1800's and early 1900's. The Glass House, an Italianate Victorian, was built in 1877 for David and Eliza Glass and their children. Guests at the celebration will have the opportunity to take a mini-tour of the house to see this local treasure that has been restored and furnished with items of significance from this period. There will be hands-on activities for children including Victorian parlor games and crafts. For more information about the Glass House and its history visit the City website: www.sanramon.ca.gov.



ositions

chase

did things, and some who the opening line of his wild things," he meant all wildlife, stands of grass, passing overhead could be wild places for birds not live without are so precious. Today, a of many state parks, live worn smooth the rd, where tots discover

rely owned parcels of

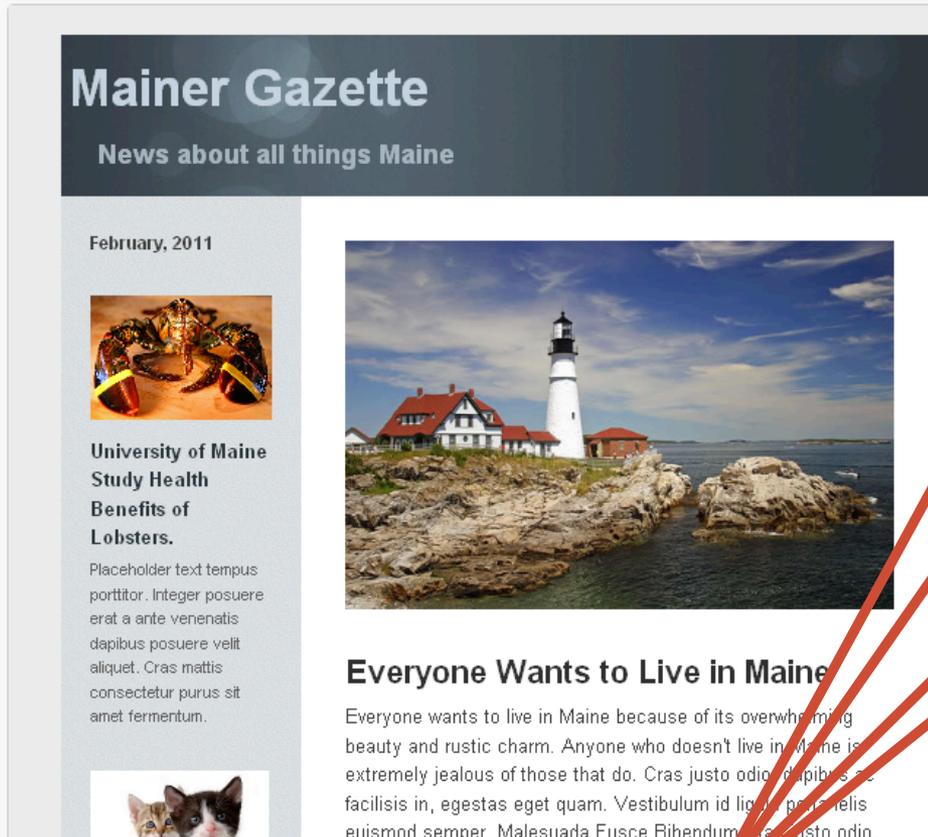
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oss Texas.



Advanced Newsletter Editing Interface

- Topics
- Subscribers
- Categories
- Templates
- Macros
- Administrators
- Announcements
- Footers
- From Addresses
- Quick Subscribe Pages
- Trash Can
- Themes
- Roles
- System



TEMPLATE NAME
ME Example 1

Content Blocks Themes

- Header block
- Text block
- Image block
- Image + text block

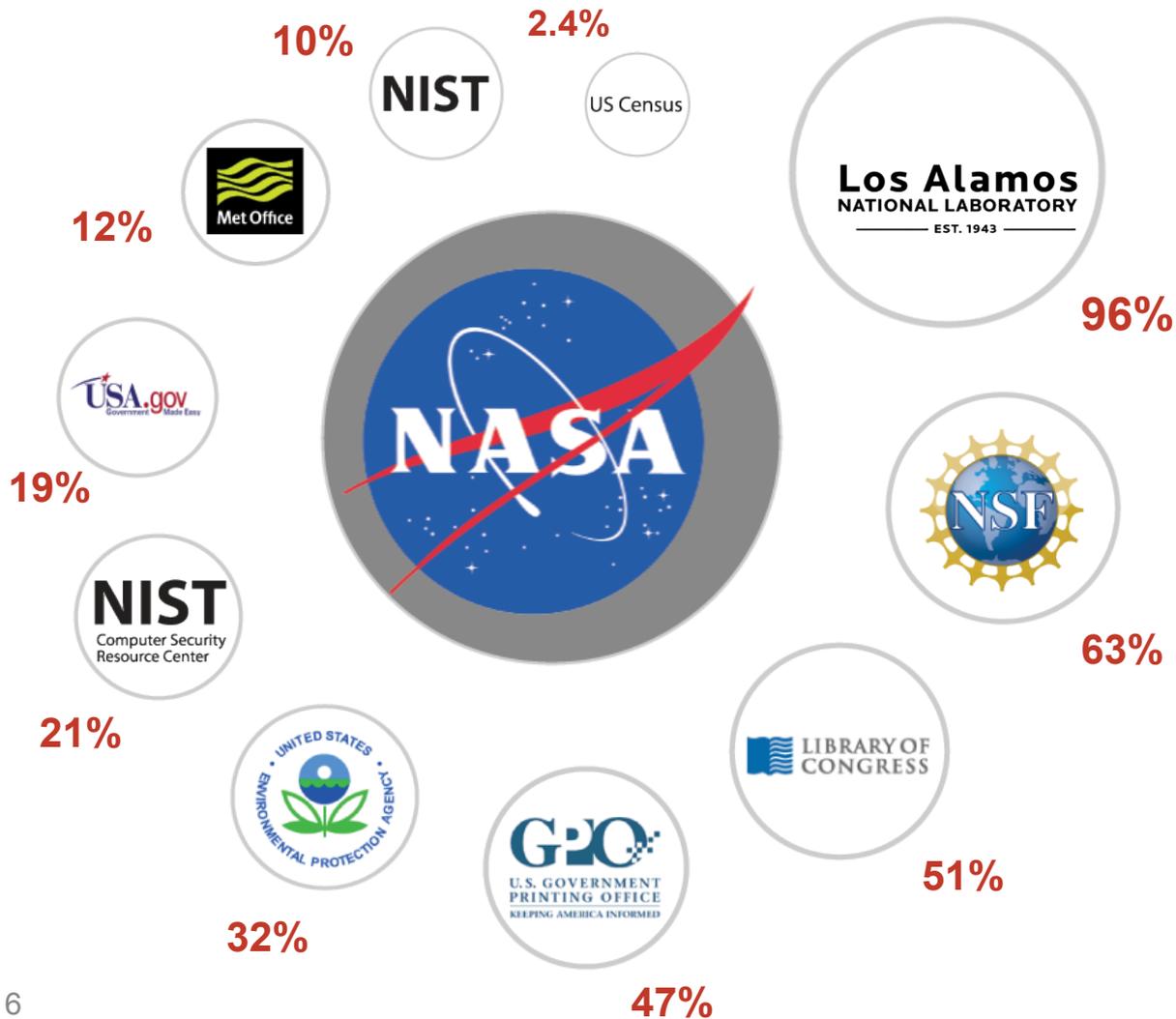
Footer
Use account default (City of Dunwood: [dropdown])

Select new template, or a saved template that has been sent in the past for consistent layout and design

Customizable templates – Add headers, text, images and more in your pre-designed template

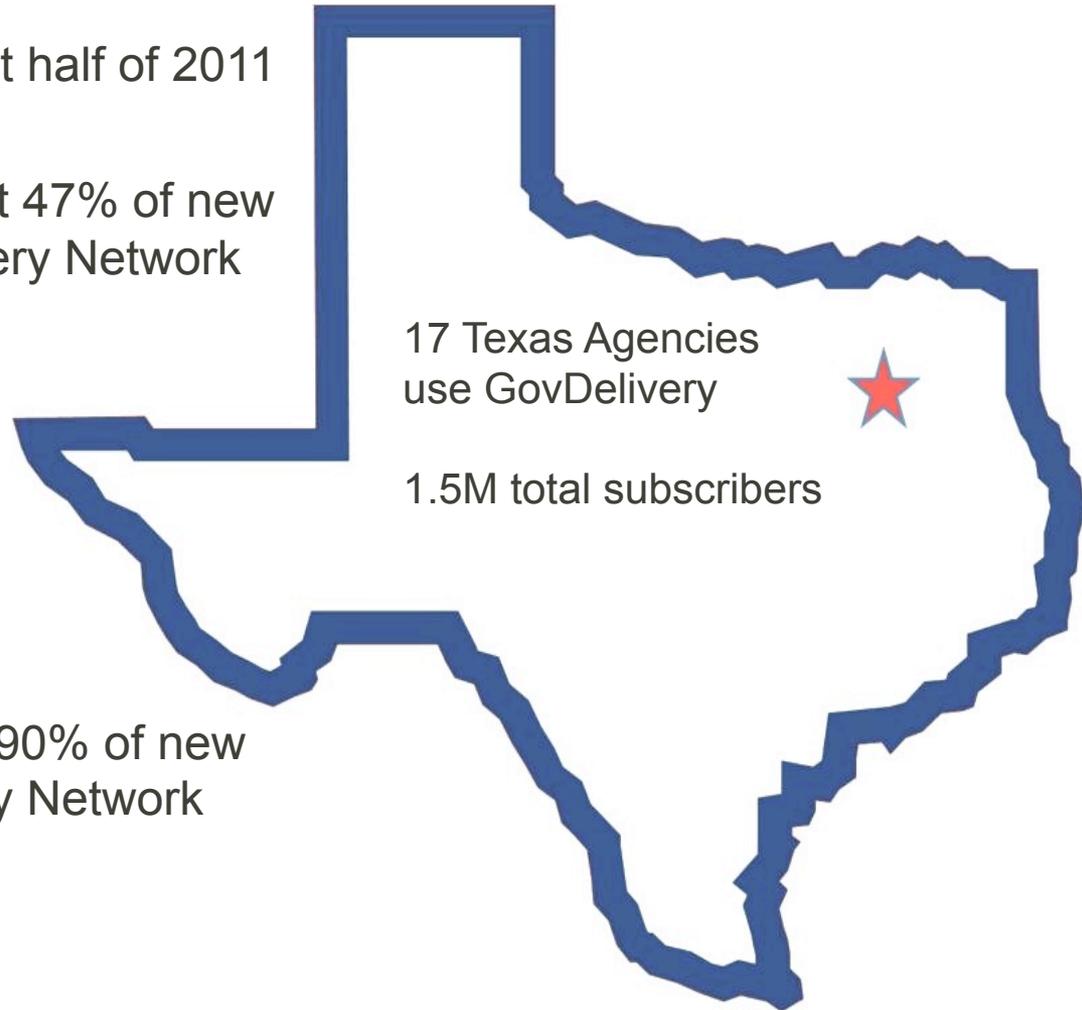
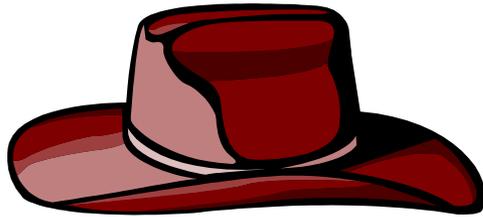


Reach a Larger Audience Through the GovDelivery Network



Reach a Larger Audience Through the GovDelivery Network

- 114,247 new subscribers in first half of 2011
- Accounts using the network got 47% of new subscribers from the GovDelivery Network



- The Governor of TX gets over 90% of new subscribers from the GovDelivery Network



Social

Drive deeper engagement with your stakeholders through the most popular social media platforms

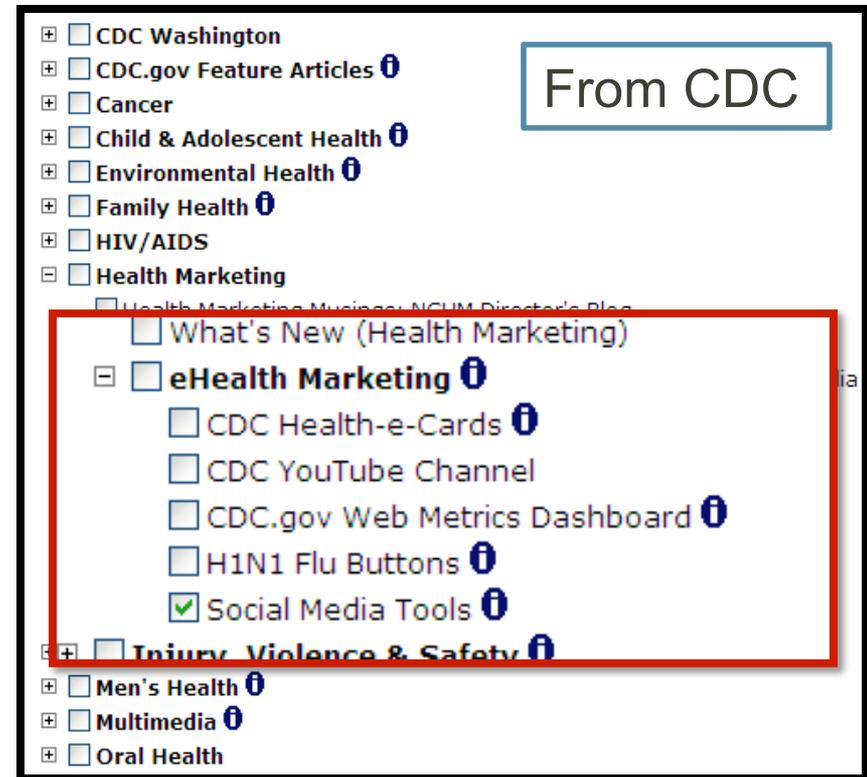
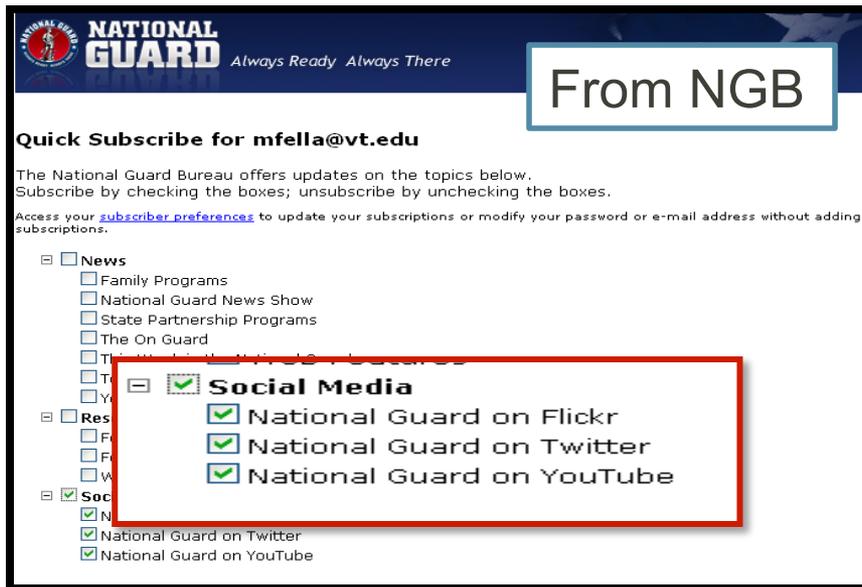
- Send email alerts of Twitter, Facebook, YouTube posts
- Maximize content distribution by automatically posting email messages
- Allow users to leverage existing social login credentials to subscribe



Social Media to their Inbox!

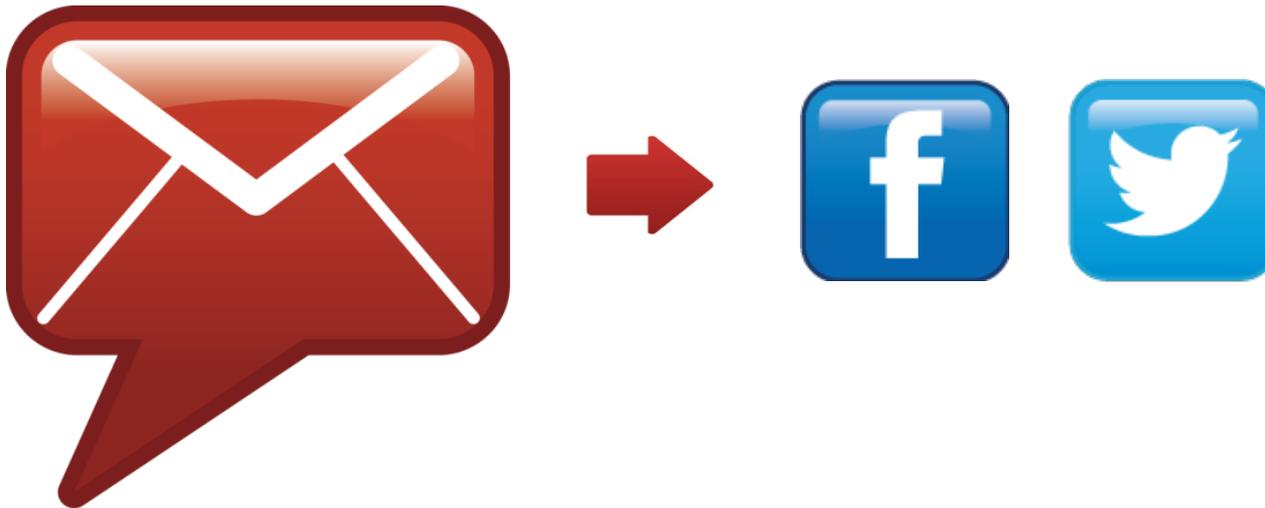
Increase social media reach dramatically by promoting via email

- 1 Offer Social Media Content as Subscription Option through GovDelivery.
- 2 Publish content in Social Media Websites.
- 3 Social Media sites republish your content, GovDelivery picks up the change and sends out emails to your subscribers.





Social Media Integration Process



Send email and simultaneously posts content to other social media sites

Post to Social Media Accounts

Email Message

From: City of Deb <deb.local@govdelivery.com>

Subject: City of Deb Announces New Mayor

Account Administrator creates bulletin in GovDelivery

Macros

The city of Deb announced the election results of the 2011 mayoral Castle!

Facebook Publish to Facebook: Baltimore Police Department (Baltimore PoliceDept)

Facebook Comment: Come meet new members of the Baltimore Police force this Saturday at Jerry's grocery store!

Twitter Publish to Twitter: Baltimore Police (Baltimore Police)

Tweet: 42 characters remaining
Meet new police members at Jerry's grocery store Saturday!

Include short URL to landing page

Account Administrator selects accounts to publish content to Facebook and Twitter, adds comments, and sends message.

Send Now Send Test Preview Send Now

City of Raleigh Government Agency · Raleigh, North Carolina

Wall

Share: Post

Write something...

City of Raleigh What's for dinner? How about fresh locally-grown produce from the Raleigh Downtown Farmers Market? [Market Schedule](#) [Market](#) [Raleigh, NC](#)

WE LOCAL meet our vendors

Like · Comment · Yesterday at 4:45am

Nancy McFarlane for Mayor and Karol Love Brianna like this.

twitter Search

RaleighGov @RaleighGov Raleigh, NC
The official twitter site for City of Raleigh government.
<http://raleighnc.gov>

+ Follow Text follow RaleighGov to 40404 in the United States

RaleighGov RaleighGov
City Council Does Not Approve Red-Light Camera Contract
1.usa.gov/qs5aP8
2 hours ago

Social Media sites are updated automatically.

Engage/Share: Email Content Sharing

6/28/2011 5:19 PM

1. Subscriber Receives Email from the city

Subject: Police Department News Releases Update

CITY OF MARIETTA news from city hall @

You are subscribed to Police Department News Releases for City of Marietta. This information has recently been updated, and is now available.

Questions for City of Marietta? [Contact us](#)

STAY CONNECTED:

SUBSCRIBER SERVICE: [Manage Preference](#)

SHARE

GovDelivery, Inc. sends you this message

2. Subscriber Finds Information of Interest, Clicks "Share This" and Selects "Facebook"

ShareThis

Social Web Post Send Email what's this?

To ShareThis, click on a service below:

Reddit	Digg (0)
Facebook	MySpace
Delicious	Stumbleupon
Buzz! Up!	Mixx
Technorati	Google Bookmarks
Yahoo Bookmarks	Yahoo MyWeb
Windows Live	Propeller

powered by ShareThis

3. Subscriber Comments on Story

Share: On your own wall

Hey friends - check out this information from the City of Marietta Police Department. Make sure to check out the crime alerts too!

Police Department News Releases Update, City of Marietta
<http://sharing.govdelivery.com/bulletins...>

facebook

Jen Kaplan

Born on March 4, 1965 Add your current work information Add your education information Edit Profile

Share: Status Photo Link Video Question

What's on your mind?

Share

Jen Kaplan

Hey friends - check out this information from the City of Marietta Police Department. Make sure to check out the crime alerts too!

Police Department News Releases Update, City of Marietta
sharing.govdelivery.com

You are subscribed to Police Department News Releases for City of Marietta. This information has recently been updated, and is now available.

a few seconds ago Like Comment Share

Jen Kaplan

County Road 14 - Douglas Drive - Champlin — Hennepin County, Minnesota
www.hennepin.us

4. Content Posted to Social Media

May 13 at 3:00pm Like Comment Share

Engage/Share: Channel Cross-Promotion

The image shows a screenshot of the City of Marietta, Georgia Facebook page. The page header includes the Facebook logo, a search bar, and the page name 'City of Marietta, Georgia' with the tagline 'Government Agency · Marietta, Georgia'. A blue banner with the text 'Like Marietta' and 'Click the Like button above about Marietta and stay connected' is prominent. Below this banner, a red-bordered box highlights a sign-up section titled 'Sign up for e-mail updates' with the text 'Subscribe to receive news from City Hall, events and emergency alerts by e-mail or cell phone.' An inset window shows a detailed 'Email Updates' form with a 'Subscription Type' dropdown set to 'Email', an 'Email Address' field with a red asterisk, and 'Submit' and 'Cancel' buttons. A red arrow points from the sign-up text in the main page to the form inset.

- Invite your Facebook likers to join your email list!



Social Login helps subscriptions grow by 20-50%



FEMA

E-mail Updates

To sign up for updates or to access your subscriber preferences, please enter your e-mail address.

E-mail Address

OR

Subscribe using your preferred social media account.



Purpose: The Department of Homeland Security collects the information to distribute notices, updates, and subscriptions, as requested by the user.

Routine Uses: The Department of Homeland Security will share with contractor, GovDelivery, to distribute the requested information.

Disclosure: Furnishing this information is voluntary; however failure to provide this information may prevent the individual from receiving the information requested.

[Help](#) - [Privacy Policy](#)

Leverages existing account for validation, password, etc.

Information Sharing Widgets

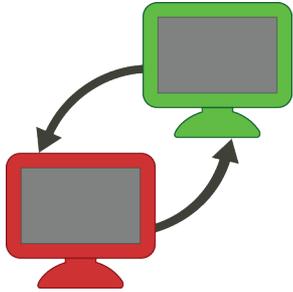
The screenshot displays the USDA Farm Service Agency (FSA) website. At the top, the USDA and FSA logos are visible, along with the text "United States Department of Agriculture Farm Service Agency". Below the logo is a navigation bar with links for "Home", "About FSA", "State Offices", "Newsroom", and "Online Services".

The main content area is titled "Newsroom" and "FSA Widgets". It includes a search box, a "Browse by Audience" section, and a "Browse by Subject" section with various categories like "Aerial Photography", "Commodity Operations", and "Conservation Programs".

The "FSA News and Events" section features a list of news releases, including "USDA Designates Two Counties in Montana as Natural Disaster Areas" and "USDA Designates Yuba County in California as Natural Disaster Area".

At the bottom of the page, there is a "Receive email updates" section with an "Email Address" input field and a "Go" button. A red circle highlights a "Get Widget" button with a plus sign icon.

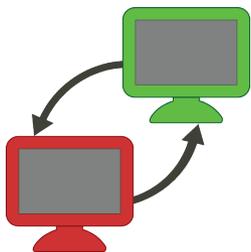
Widgets present key topics in an eye catching dynamic manner that can easily be shared on other web pages, blogs or social networks



Connect

Enable tight integration of your existing applications with DCM

- APIs allow for seamless interface with other systems
- Expansive library of web services covers a majority of DCM functionality
- Content Management integration is built specifically for Drupal



Drupal Integration



Multiple Drupal modules available to our client base enabling:

-  Seamless ***subscription integration***
-  ***Subscription topics*** based on new content tags created in Drupal
-  ***Content pushed*** to your citizen subscribers – from within Drupal
-  ***Embedded DCM dashboard*** within Drupal highlighting metrics and analysis

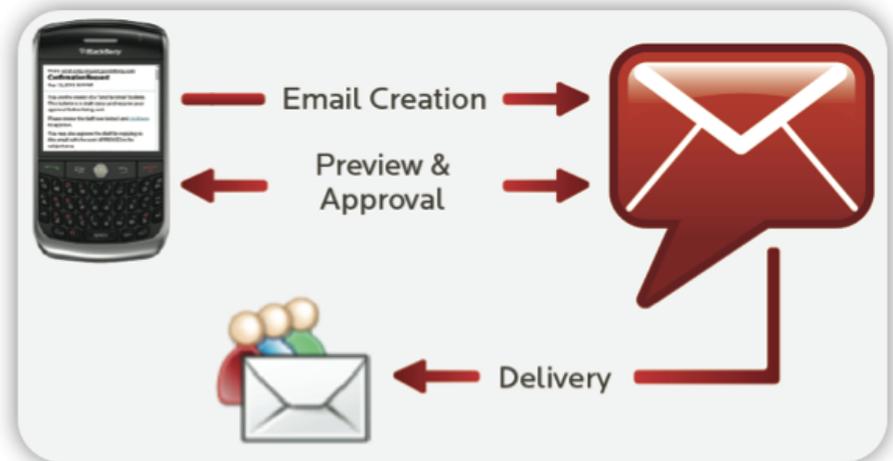
Drupal is a rapidly growing Open Source software, gaining wide acceptance in the government space.



Mobile

Communicate with your stakeholders anytime, anyplace

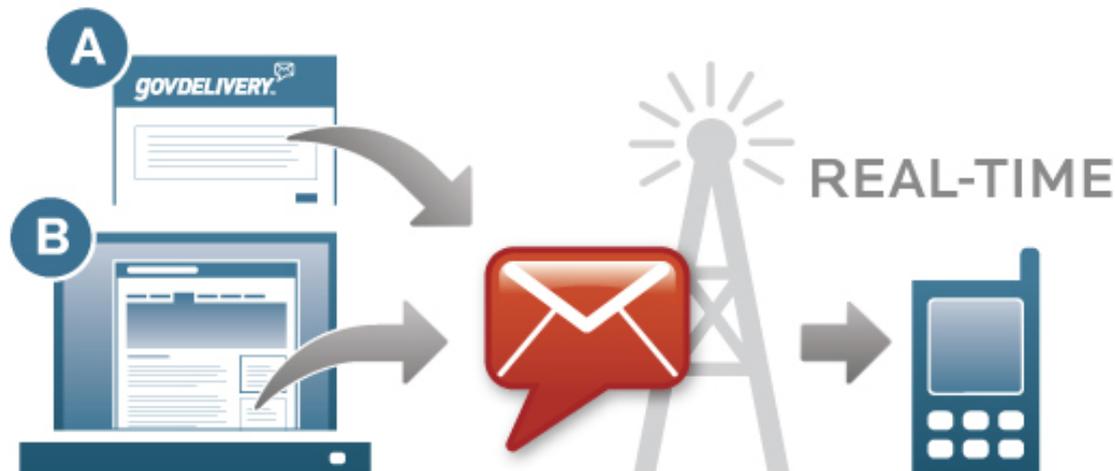
- Securely send timely messages to stakeholders from your smartphone
- Comprehensive SMS solutions allows for mobile message delivery
- Simple mobile subscribing





SMS Notification Service

- Allows subscriber to choose topics of interest via web or SMS
- Fully integrated with *Digital Communication Management*
- Ability to customize message being sent via SMS
- High volume capabilities
- Time critical, emergency notifications supported



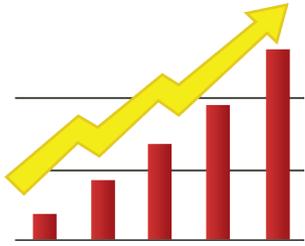


2Way SMS



Two-way communication channel allowing stakeholder to request and receive specific content in seconds

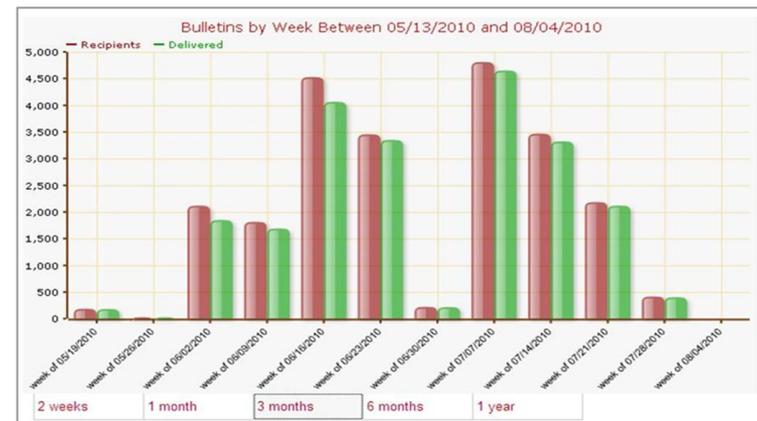
1. Individuals request information via SMS message
2. DCM performs automatic real-time content query
3. DCM automatically sends response back to mobile user
4. Mobile user receives requested real-time information via text

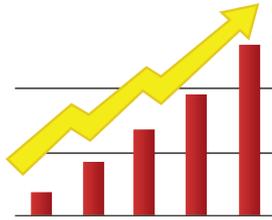


Advanced Analytics

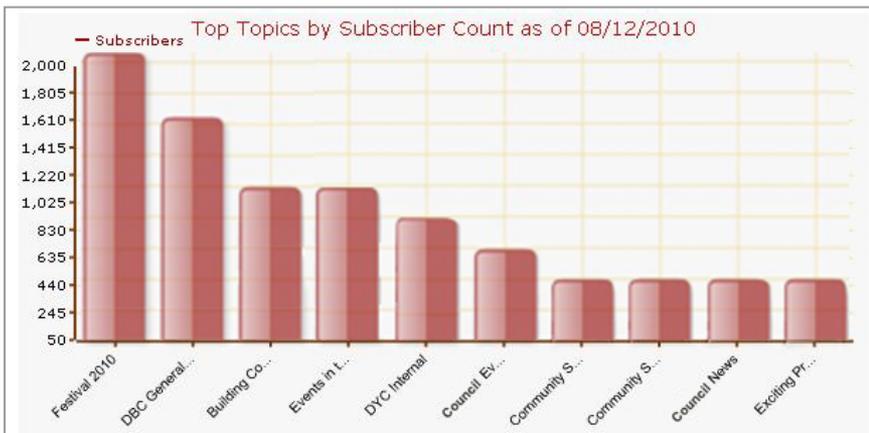
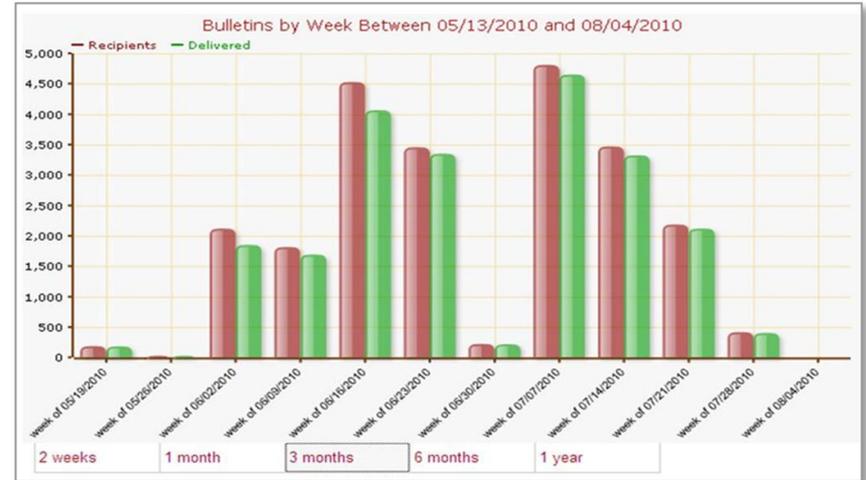
See the impact of your multi-channel communication efforts

- Go beyond communicating to analyzing:
 - who opened your messages
 - who clicked through to specific content
 - who shared your message with others
- Understand what type of content is resonating with your stakeholders
- Maximize your effectiveness





Measure Results



Administrators can run reports at any given time. They can be viewed online or exported to a spreadsheet. Or, choose to see information in dashboard form.

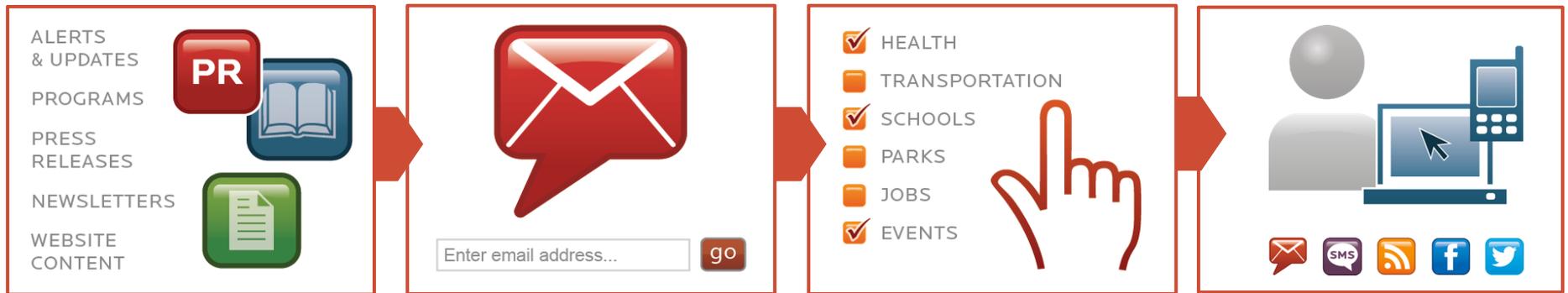


Emergency Notification

Keep the public safe and informed with phone notifications

- Superior and advanced technology to help you reach more people faster with enhanced voice capabilities
- Customizable administrator interface and capabilities to increase efficiency
- Citizen-friendly user experience to drive action, create engagement and increase mission value

How You Will Use DCM



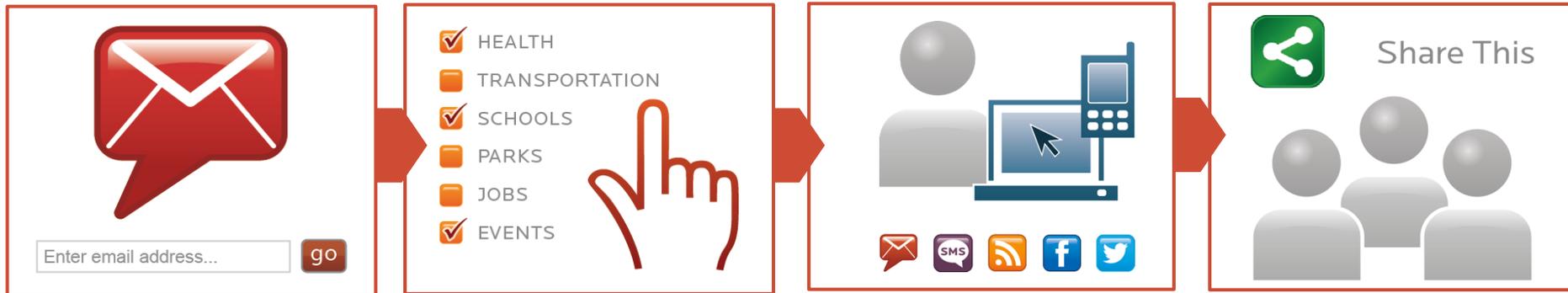
1. Identify existing content – web pages, RSS feeds, social media accounts and/or document files.

2. Simply point GovDelivery to the content

3. GovDelivery proactively monitors sources for changes or updates

4. GovDelivery creates and sends formatted, multi-channel messages to subscribers (or a draft is created for your approval)

How the Public Use DCM



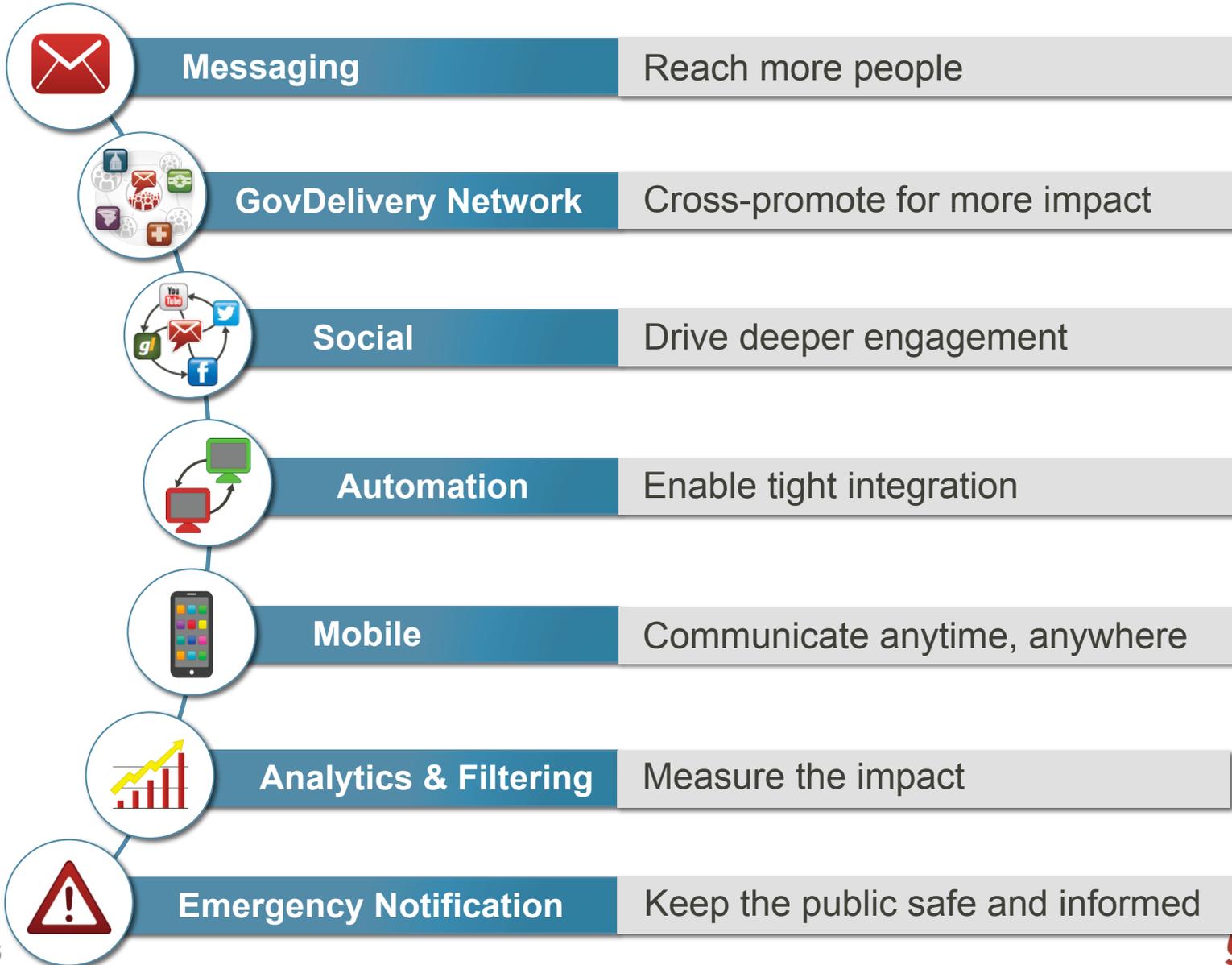
1. Citizens see opportunity to stay engaged with organization of interest

2. Citizens select only the types of information they want to receive.

3. Personalized messages are sent automatically via email, text message, or RSS

4. Citizens share message with friends and acquaintance and reach of original communication is extended.

Overview of Digital Communication Management



Questions?

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