govDelivery

Engage Citizens, Drive Action

Email, Social & Text Messaging Solutions

INCREASE ENGAGEMENT:

500%

more public engagement when using multiple digital channels.

> **"** Investing in Granicus was a game changer. Now, we connect with people in need and as a result see at least a 4x return on our investment."

– Sean Bennett, Director of Marketing & Outreach, Making Home Affordable

The Challenge

These days, updating a webpage isn't enough. To achieve your goals as a government communicator, you have to engage with citizens everywhere you can: in email inboxes, on mobile devices, through social media. Defining a communication strategy that hits the most relevant audience, managing the volume of messages required across your organization, and ensuring you have the right approvals and security can be a challenge.

What If You Could...

✓ **Improve citizen engagement** by sending the right message, at the right time, via the right channel?

✓ **Grow your audience by 250%,** on average, by letting citizens opt-in to all the information that matters to them?

✓ **Ensure your messages are received** while complying with security regulations and policies?

✓ **Spend less on marketing & lighten your workload** by managing all digital communications through one mobile-friendly platform?

Secure Better Engagement With govDelivery

The govDelivery solution is **the first FedRAMP-authorized digital engagement platform** for email, social and text communications. It's easy to use, more affordable than traditional advertising, and trusted by every Federal Agency. In fact, 500 state departments and thousands of local communities use govDelivery to reach, engage, and serve constituents. Plus, it promotes your organization through a network of over 200M citizens who are interested in related government content.

GRANICUS

For more information, visit granicus.com/solution/govdelivery or email us at info@granicus.com.

govDelivery

GOVDELIVERY FEATURES

Obtain Subscribers & Drive Interest in Your Mission

- Signup Box
- Text-to-Subscribe
- Website Overlay
- Quick Subscribe Pages
- Granicus Subscriber Network

Engage & Drive Action

- Personalized Emails
- Text Messaging
- Social Posts
- Branded Mobile Friendly Templates
- Dynamic Segmentation
- Scheduled Campaigns

Continually Improve

- A/B Testing
- Robust Reporting & APIs
- Link Tracking Parameters

GET INSPIRED
See more customer successes

With govDelivery You Can...

✔ **Write once, publish everywhere —** post email, social media, and text messages with the click of a button.

✔ **Instantly drive more relevant subscriptions** through the Granicus Subscriber Network of over 200M citizens subscribed to receive the messages they want most.

✔ **Protect citizen data** by using the first cloud communication platform authorized by FedRAMP (also a DoD Trusted Sender).

✔ **Optimize your messages** with reports that tell you what works and support from our team of digital communication experts.

Customer Success

The Michigan Summer Food Service program wanted to boost the number of kids receiving free, nutritious meals. With govDelivery plus Granicus digital engagement specialists, they compelled citizens to join their important cause.

500K
more
meals served

2.8M
email
messages sent

30%
message
open rate

❝ The Michigan Summer Food Service program saw a direct correlation between areas targeted with communication and an increase in the number of meals served.”

– Michigan Summer Food Service Program

About Granicus: More than 4,200 government agencies use Granicus to modernize their online services, web presence, and communications strategies. We offer seamless digital solutions that help government actively reach, inform, and engage citizens on the first unified civic engagement platform for government.

GRANICUS

For more information, visit granicus.com/solution/govdelivery or email us at info@granicus.com.