



**govDELIVERY**  
INSIGHTS FOR GOVERNMENT



**MAKING MOBILE WORK FOR YOU**  
*How text messaging makes an impact*

## IF YOUR DIGITAL OUTREACH PLAN DOESN'T INCLUDE TEXT MESSAGING, THEN YOU COULD BE MISSING OUT ON VALUABLE COMMUNICATION OPPORTUNITIES.

*Inside this guide, you'll find three ways text messaging helps you reach a larger, more diverse, and on-the-go audience.*

TOPICS —



MESSAGING



RELATIONSHIP BUILDING

**W**hen it comes to digital outreach, what channels come to mind? Certainly email, social media and your website. But what about text messaging communications?

As mobile devices continue to multiply in number and popularity, more public sector organizations are looking to incorporate text messaging into their digital strategy.

In fact, from 2013-2014, text messages sent through GovDelivery have more than doubled – and for good reason.

Text messaging can help you:

- Extend your reach.
- Accelerate audience response.
- Simplify communications.
- Amplify your digital strategy.

*Simply put, text messaging reaches more people because more people have access to it.*



**EXTEND**



**ACCELERATE**



**SIMPLIFY**



**AMPLIFY**



## EXTEND YOUR REACH

By the numbers, text messaging makes a lot of sense. According to Pew Research Center, 90% of American adults own a cell phone while only 58% have a smartphone. Text messages take online access out of the equation and put you in touch with a more diverse audience than social media and email – fast.



## ACCELERATE AUDIENCE RESPONSE

Text messages spark a read rate of 97% within the first 15 minutes of sending. Because mobile device users check their phones 150 times a day on average, regardless of whether they hear their phones ring or vibrate, text messages are a direct and effective way to reach your audience and move them to act almost immediately (a critical need during emergency situations).



## SIMPLIFY COMMUNICATIONS

Sending text messages takes only a few moments, requiring none of the design or production efforts of email. Communicators are able to get in touch with more of their mobile audience in less time, using fewer resources.



## AMPLIFY YOUR DIGITAL STRATEGY

Mobile communications certainly work well on their own, but they can also be used to enhance other digital channels, such as email and social media. Want to send out a reminder about an appointment? Or prompt individuals to follow up on an incomplete application?

Text messages provide one more opportunity to support the messages you're already putting out there – and they reach your audience wherever they are.

At GovDelivery, we're helping more clients use mobile communications in smart ways to reach more of their mobile audience. Adding a mobile channel to your digital communications is both easy and cost-effective, and we can help you select the type of text messaging interaction that will best serve your organization's efforts.

**ONLY  
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have smartphones.*

*97% read rate  
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sending.*



**MOBILE**

*less time  
less resources*

**SEND** reminders  
**PROMPT** individuals



*Mobile is where your  
users already are.*



Here are just a few examples of how we've helped public sector organizations put three different text messaging strategies to work for them and their communities:



## 1. DIRECT TEXT CHANNEL

*Put critical messages at your audience's fingertips, fast.*

Direct text channels deliver real-time messages, such as severe weather alerts or bus schedule updates, to a large audience of subscribers in moments. This direct line of communication helps you connect with more people in the way they want to be reached.

### PRINCE GEORGE'S COUNTY PUBLIC SCHOOLS MEET THE NEEDS OF MORE FAMILIES

This Maryland school district was looking for a better way to reach its students' families quickly. More specifically, it needed a communications system that was reliable, powerful and effective, yet still versatile enough to meet the needs of families from 204 of the district's schools.

Because many of the district's low-income residents don't have access to the Internet, relying solely on email updates for communications wasn't an option. PGCPs was able to offer text messaging through GovDelivery to ensure that all of its families have equal access to important information.

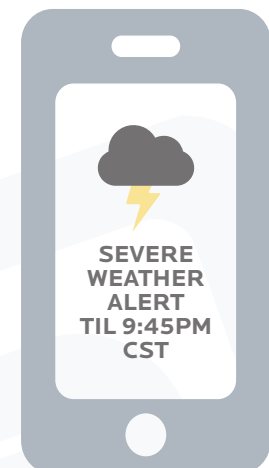
### THE MAINE EMERGENCY MANAGEMENT AGENCY HELPS KEEP RESIDENTS SAFE

When it comes to severe weather and emergency alerts, making sure residents have access to speedy and accurate information is a must. To help its residents prepare for events and keep them informed throughout, the Maine Emergency Management Agency (MEMA) implemented a direct text messaging channel.

MEMA leverages content from the National Weather Service's RSS feeds and uses automation tools to push geographically targeted information to its subscribers. mobile communications enable MEMA to easily and quickly send severe weather, emergency events and marine alerts by region during those times when audiences need messages the most.



*Prince George's County Public Schools rely on text messaging for important information.*



*MEMA connects users to the National Weather Service's RSS feeds.*



## 2. TWO-WAY TEXT MESSAGING

*Provide and receive specific responses in moments.*

Two-way text messaging is a great way to engage and educate your audience, while gathering useful feedback. You're able to provide immediate and specific responses to their questions, while gaining valuable insights from subscribers who are in the field.

### KING COUNTY HEALTH HELPS MORE PEOPLE ENROLL IN HEALTHCARE PLANS

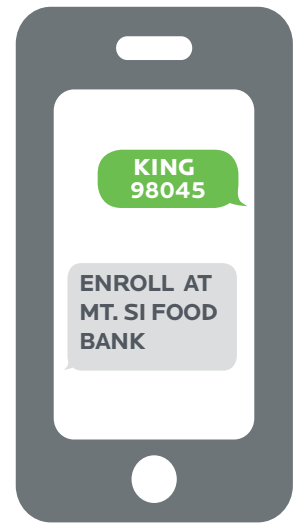
For the State of Washington, Healthplanfinder is the online marketplace where individuals, families and small businesses can shop for Qualified Health Plans. For some residents, this website posed a number of challenges, including gaining online access, navigating the site and choosing the right health insurance coverage for them or their families.

King County used two-way text messaging not only to inform subscribers about the state's healthcare offerings, but also to connect subscribers with enrollment help. By texting "KING" plus their zip code to a short code number, subscribers would receive information about upcoming enrollment sessions in their area where they could gain access to some of the county's more than 600 trained in-person assisters.

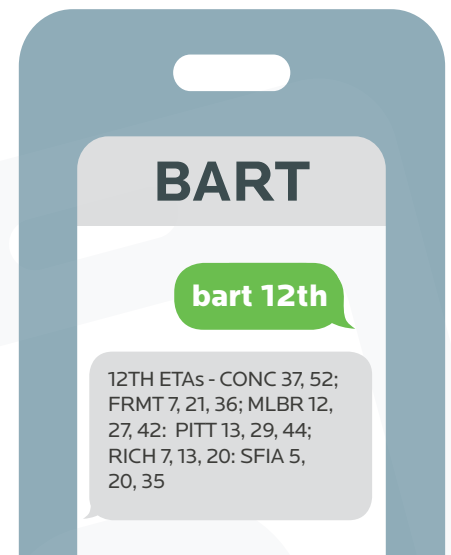
### BAY AREA RAPID TRANSIT (BART) DELIVERS A BETTER COMMUTER EXPERIENCE

Serving the San Francisco Bay Area, BART wanted a better way to provide its riders with relevant and timely information, while also gathering feedback from the people experiencing the service firsthand. We helped BART put two-way text messaging to work on both counts.

To receive updates specific to their routes – such as arrival/departure times or delays during an afternoon commute – subscribers text a keyword or phrase ("BART morning") to the short code number and are able to receive real-time responses specific to their travel.



*King County uses two-way text messaging to connect users with enrollment help.*



*BART users can receive arrival and departure times by texting keywords.*

At the same time, users can text their feedback about their service experience or alert BART monitors to an issue that needs attention by texting “BART seats” with their comments.



### 3. TEXT TO SUBSCRIBE

*Your audience opts in and gets valuable information out.*

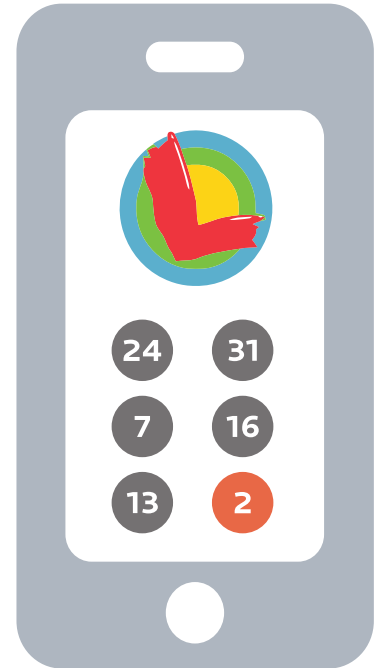
Give users the flexibility to subscribe to your information from their mobile device. Users text their email address or wireless number and, if needed, a keyword to a short code and start receiving updates as they'd like. This is a great way to get people to sign up on the spot, as well as send reminders by text, helping to close the gap between interest and participation.

#### WISCONSIN LOTTERY ATTRACTS AND INFORMS A LARGER AUDIENCE

The Wisconsin Lottery was looking for a faster and easier way to connect with its audience to keep them informed of winning numbers. The organization was already posting the winning lotto numbers to its website in an RSS feed, but wanted to offer a more convenient and effective way for its audience to receive updates.

Adding text alerts to its digital communications strategy helped the Wisconsin Lottery proactively distribute winning numbers to interested subscribers. By promoting its text-to-subscribe channel on social media, such as Facebook and Twitter, the organization was able to successfully turn its followers into engaged members of its digital audience.

*Using text messaging is a great way to get your audience to sign up on the spot.*



*The Wisconsin Lottery uses text messaging to keep its audience informed of the latest winning lotto numbers.*

## MNSURE REACHES MORE INDIVIDUALS ABOUT HEALTH INSURANCE COVERAGE

For MNsure, Minnesota's online health insurance coverage marketplace, connecting with a large audience and keeping them informed of healthcare offerings and deadlines was a key priority. Using a text-to-subscribe channel, the organization was able to reach more individuals even while they were offline and on the move.

Users were able to subscribe to receive messages from MNsure via email, text message or both, based on their preferences. This gave MNsure increased access to its audience, providing helpful reminders and updates about open enrollment periods and deadlines.

## HOW TO PROMOTE A MOBILE CHANNEL

If your organization is looking for a more direct way to connect with a diverse, on-the-go audience, then it's time to think about adding a mobile channel to enrich and extend your digital communications.

It's also important to consider how you will promote your new mobile channel to your audience – its success, after all, depends on generating awareness and getting users to opt in. Fortunately, there is no shortage of communication opportunities.

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## REACH MORE PEOPLE

*MNsure uses both text messaging and email to maximize their reach.*

Social media, television ads, billboards and press releases are just a few examples of how organizations can – and already have – reached the public to encourage them to adopt and leverage their new mobile channels.

Meanwhile, partnering with other organizations, big and small, can help multiply the impact of a limited budget. For instance, organizations can partner with local transit authorities to place promotions at bus stops, in subways or in the advertising slots on buses and trains.

Hundreds of our clients are growing their reach through mobile communications and strategically placed promotions every day – and they show no sign of slowing down. Do you need to send critical messages fast? Provide specific answers to subscribers at their request? Or send regular reminders and updates? Whatever your organization's goals, there is a mobile channel that can help you deliver when, how and where you want.



*GovDelivery enables public sector organizations to connect with more people and get those people to take action. More than 1,000 organizations worldwide use the GovDelivery communications platform to reach over 70 million people. The result? Safer communities. Happier commuters. Healthier families. Better Government.*

*For more information visit  
[govdelivery.com](http://govdelivery.com).*

**GET IN TOUCH**

## PROMOTING MOBILE



SOCIAL MEDIA



PRESS RELEASES & ADS



PROMOTIONS

# AWARENESS