GovDelivery / Email Marketing

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By the numbers

• 428,651 email subscribers
  – 330,000 Good to go subscribers

• 9,493 wireless subscribers

• 223 topics
Job Openings

• 11,000 subscribed to administration and support jobs

• 10,000 to entry level engineering

• 7,800 to IT jobs
Alerts

• 3,600 signed up to find out when the Hood Canal Bridge opens
  – Nearly 1,000 signed up for text messaging

• Nearly 6,500 signed up to find out when the 520 bridge will open (close to traffic)
  – Nearly 3,000 signed up to receive a text message
Our Strategy

• Text only

• Strong content - Telling Stories

• Informal Writing

• Value added content
Our Strategy cont...

• Broken up by geography/interest

• Brevity

• Repeated content across listservs

• Always include contact information in footer
Questions or comments?