

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?

