



Government Mobile Communication

This Waterfall Quick6 LookBook provides an insider's perspective into **how mobile fits into a government agency digital communication strategy**, including guidelines for successful execution.

Overview

Why mobile for government agencies

Case in point

Six government mobile campaigns with positive and negative lessons learned

Summary

How government agencies can best integrate mobile into a digital communication strategy

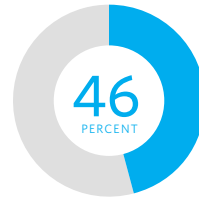
OVERVIEW

It's a trust issue.

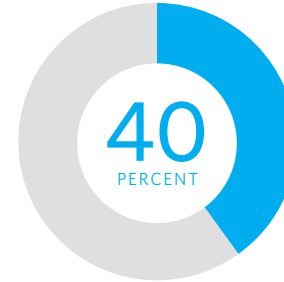
Marketers at U.S. government agencies face a formidable challenge in the digital age: how to connect with an audience that distrusts its institutions. According to data from the [Edelman Trust Barometer](#) (2011 marked its 10th year), U.S. citizens' distrust of businesses, government and the media puts it in the bottom third compared to the world's top 10 GDP countries. In fact, the United States and Russia are the only countries to fall in the bottom three for *each* sector.

“How much do you trust _____
to do what's right?”

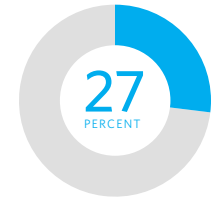
U.S. Citizens Response, 2011



Business
down 8% from 2010



Government
down 6% from 2010

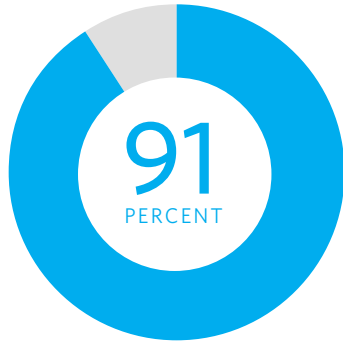


Media
down 11% from 2010

OVERVIEW

Americans within arms reach of their mobile phone 24/7

Morgan Stanley



So how can marketers at a government institution actually go about gaining their audiences' trust? Since we cannot poll every single citizen in the U.S., let's start by thinking about how we start to trust someone in our own lives. Well, at the very least we need **familiarity, transparency and consistency.**

And how do we get that as government marketers? *Mobile.* Consider three stats: Microsoft reported that in 2011 Americans spent 2.7 daily hours on their phone - twice as much time as they did eating. A 2011 Morgan Stanley study found that 91% of Americans have their mobile device within reach 24/7.

CTIA calculated that in 2011 the average time for a person to respond to an email is 90 minutes versus 90 seconds for a text message.

This is to say that mobile phones provide an instant, constant and personal connection to American citizens. Sounds like a pretty strong bet for increasing familiarity, providing transparency, consistency, and establishing a long term relationship.

OVERVIEW

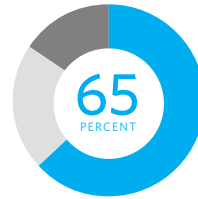
It's about connecting on a more intimate level.

As society continues to evolve, government has to keep up. According to an eMarketer-cited survey from Invoke Solutions, volume of participation, length of relationship and volume of content were the least important factors for media to inspire trust. The most important? Quality of dialogue, openness and responsiveness.

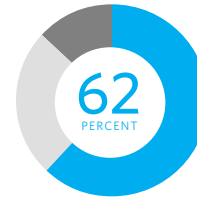
Each of the following 6 case studies demonstrates government using mobile to create conversations. From each of them, you'll see an innovative roadmap for how marketers at government agencies can overcome the trust barrier and more effectively engage an audience.

Media Features Needed to Inspire Trust, 2010 Invoke Solutions

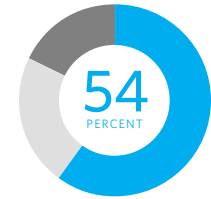
● Important ● No Opinion ● Not Important



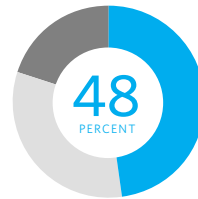
Quality of Dialogue



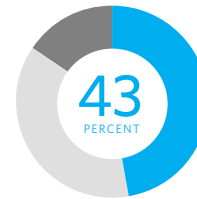
Open Dialogue



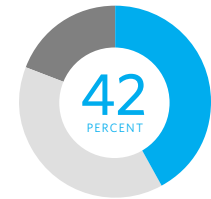
Responsiveness



Volume of Participation



Length of Relationship

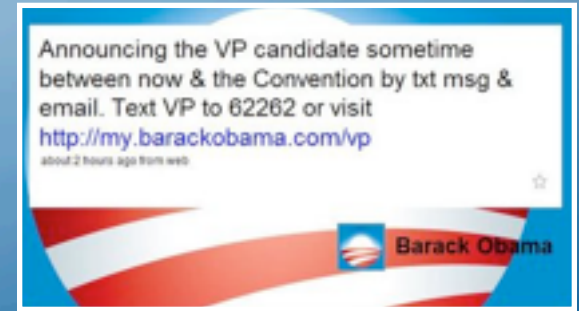
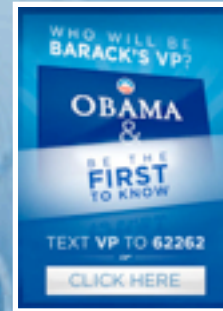


Volume of Content

CASE IN POINT

Obama Mobile

Arguably the most famous example of mobile marketing for government organizations is Barack Obama's 2008 presidential election campaign. Along with mobile, Obama's team successfully harnessed social and other digital media to create one of the most successful marketing campaigns of all time.



Two aspects of the Obama Mobile campaign were the main drivers of its success. The first is ongoing interaction. By texting HOPE to 62262, participants received continuous status updates about how they could get involved in Obama's campaign. Right from the start, the organizers of the campaign identified mobile's strengths as an ongoing, interactive medium rather than a one-off media buy.

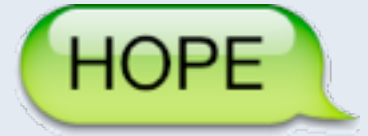
The second is cross-channel integration. The Obama Mobile campaign communicated with its audience using and integrating several different channels, including text, voice and social media messaging. Throughout the campaign, participants felt engaged by the same (in contrast to a different) voice, regardless of the source or channel of communication.

Obama Mobile: Message Flow Closeup

Welcome to Obama for America mobile. Reply with your 5 digit ZIP for local info. Msg&DataRatesMayApply. Up to 5 msgs/mo. To end, text STOP. Txt HELP for info

Hope is Compelling

The keyword in the call to action is easy to recall and instantly recognized as part of Obama's larger campaign. It's short. It's powerful. And it intrigues.



Targeting the Story

Notice the simple interactivity of asking for a ZIP code. This enables future messaging to remain relevant and personalized by targeting actions to specific, location-based subscriber groups.

Compliance

Compliance is crucial for effective mobile marketing campaigns. The included language (Msg & Data Rates May Apply), mandated by the Mobile Marketing Association and carriers, has two side effects: transparency and trust between marketer and end user. If compliance is not upheld, marketers run the risk of having messaging rights suspended.

CASE IN POINT

New York City Building Permits QR Codes

In February 2011, New York City announced that Quick Response (QR) codes would appear on all building permits by 2013. Scanners of these QR codes can learn details about ongoing projects, read complaints and violations related to the location, or click on a link to make complaints of their own.

This campaign demonstrates two QR codes “do’s.” The first is that scanning the QR codes links to a completely mobile experience. Using a QR code to link to a non mobile-optimized website will dissuade interaction. The second is that NYC committed to QR codes with a common placement on all permits in order to create continuity and familiarity. By slapping a QR code onto one piece of marketing material, you miss taking advantage of QR codes’ main attraction: downloading an app and figuring out scanning makes for a multi-step first time experience, but repeat uses are instantaneous.

That said, the campaign isn’t perfect. By 2013, smartphone penetration projects to be 60-70%. Of that group, some percentage will be QR code illiterate or resistant, reducing the effectiveness of this “naked” QR code. But what if you included a simple alternative call-to-action (e.g. SMS/URL) and “Scan for more info ->” type note in the upper right corner?

NYC Buildings



Work Permit Department of Buildings

Permit Number: 104921514-01-BQ-SH

Issued: 03/22/2010

Expires: 03/22/2011

Address: MANHATTAN 25 BROAD STREET

Issued to: FARI RAMA

Business: PERIMETER BRIDGE & SCAFFO

Contractor No: GC-9285

Description of Work:

ALTERATION TYPE 3 - CONSTRUCTION EQUIPMENT - SIDEWALK-SHED INSTALL HEAVY DUTY SIDEWALK SHED A TOTAL OF 388 S.F. AT 25 BROAD STREET. DURING REMEDIAL REPAIRS, WORK SHALL COMPLY WITH LL 33/91. NO CHANGE IN USE, EGRESS OR OCCUPANCY.



Review is requested under Building Code: 1968

Electrical Application Number for Shed Lighting: M272682

To see a Zoning Diagram (ZD1) or to challenge a zoning approval filed as part of a New Building application or Alteration application filed after 7/13/2009, please use "My Community" on the Buildings Department web site at www.nyc.gov/buildings.

Emergency Telephone Day -- 212-312-3100

Borough Commissioner:

Commissioner of Buildings:

Tempering with or knowingly making a false entry in or falsely altering this permit is a crime that is punishable by a fine, imprisonment or both.

Well for one, you would increase transparency and trust from consumers. You would also reduce the limitations inherent in the campaign at minimal additional cost.

CASE IN POINT

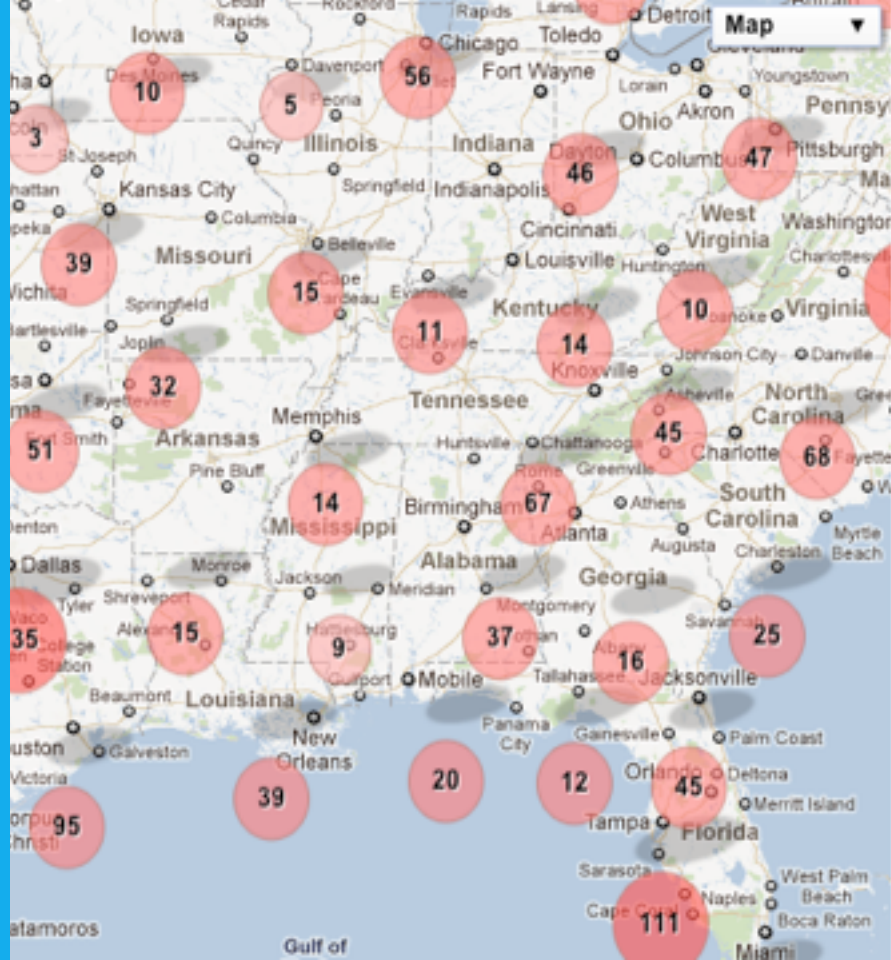
Bay Area Rapid Transit (BART) Mobile Sweepstakes

To increase ridership, San Francisco Bay Area Rapid Transit District (BART) launched a “Try BART Week” campaign in October 2010. The promotion, which kicked-off with a live lunchtime event and included “word of the day” sweepstakes, was marketed in all BART stations on the digital messaging signs that display real-time train arrival information. By entering the sweepstakes, BART built a 22K person database in 5 days and saw ridership increase above projected levels.

The most important lesson to learn from this campaign was the expert use of incentives. Not only extremely enticing, but also clear and easy to redeem. By including incentives, campaigns will see significantly more interaction, not to mention goodwill from everybody who sees the promotional collateral - regardless of whether they choose to engage.

One drawback is that BART did not monetize its mobile subscriber database effectively, as the campaign lacked ongoing communication. Though a sweepstakes is an excellent way to build a database, the messaging follow-up has to be thought out ahead of time in order to create that seamless conversation element crucial for mobile success.





CASE IN POINT

NASA Mobilizes An Eclipse

In December of 2010, NASA ran a national campaign to connect viewers of the lunar eclipse. By texting IMTHERE to 67463, participants would opt-in to a mobile list from which they would receive updates about the eclipse and instructions on how to share their location with other viewers. After the eclipse, NASA used the mobile list to drive traffic to its interactive mobile website. The campaign received thousands of comments and photo uploads, as well as 100% participation entering location information.

The interactivity inherent in this campaign's approach to mobile is its key to achieving success. NASA did an amazing job of designing a two-way communication flow, as evidenced by the 100% participation in sharing location information, which

effectively was another step in the opt-in process. Moreover, the cross-channel combination of web, mobile, and social media also demonstrates a clear reason this campaign engaged participants so effectively.

This campaign was a smash success across the board. One thing to note however: mobile campaigns can be limited if the impetus for users to participate initially doesn't coincide with the ongoing messaging. Without this consistency, keeping subscribers engaged will be challenging. That said, in this case those people interested in eclipses certainly would be first in line for information from NASA about lunar and other outer space updates, which demonstrates the requisite cross-selling potential needed for success.



CASE IN POINT

Punxsutawney Phil Texts His Prediction For Pennsylvania

For those unable to make it to Gobbler's Knob February 2nd for the country's most famous animal weatherman's prediction, mobile came to the rescue. By texting Groundhog to 247365, consumers could sign up to receive a text alert from the Punxsutawney Phil himself. After receiving Phil's update, participants could then submit their email address via SMS to receive additional tourism-related messages. With over 12,000 entrants in the campaign, the Pennsylvania Tourism Office, under the Department of Community and Economic Development, realized its goal of

engaging a mass audience and spreading awareness about PA tourism.

You have to love the creativity of this campaign, as a non-monetary incentive produced significant engagement. In addition, the campaign effectively leveraged the moment of inspiration (getting a text from Phil) to request another point of contact (SMS email signup). Having multi-touch access significantly increases the ability to conduct effective and creative digital marketing campaigns going forward.

One area we saw that this campaign could have improved upon is its call to action clarity. As with anything in technology, you want to error proof your user experience as much as possible. Simple things like CAPITALIZING and **bolding** your keyword and short code, avoiding the use of quotation marks for keywords, posting mobile calls to action in areas with cell phone service, and including compliance language can mean the difference between "ho-hum" success and "Oh yes!" success (for more thoughts on CTAs in general, visit artofthecta.com).

CASE IN POINT

Federal Emergency Management Agency (FEMA) Goes Mobile

FEMA uses mobile to more effectively deliver information about how to prepare for and recover from hurricanes and other disasters. With both an App and SMS list, FEMA ensures that consumers remain up to date.

This campaign demonstrates one of the best efforts to re-earn citizens' trust. Using a cross-channel strategy (both the app and messaging offerings are promoted on the FEMA blog, Facebook page and website), FEMA ensures coordination

between its outreach efforts to prevent double or extraneous contacting. Their offerings present a clear example of communicating with an audience in the way that they want to be communicated with, effectively innovating alongside a constituent base.

Another thing to keep in mind: FEMA's campaign is built upon an ongoing, interactive relationship. What's going to be imperative for its success is that the monthly preparedness tips involve some sort of

interactivity. Simply getting a reminder to your phone will not be as engaging as pushing participants to action with each new update.



Summary

Without invoking trust amongst citizens, government runs the risk of increasing citizen disenchantment with and, at worst, citizen apathy toward current government efforts. Mobile can be that conduit government needs to establish a two-way dialogue.

The above case studies demonstrate different ways that government organizations have used mobile to establish

a clear, transparent and interactive connection with citizens. Taken together, they represent a roadmap to pick and choose from in order to develop a proprietary strategy at your organization.

At the simplest level, there are three crucial elements for success in marrying government communication and mobile.

They are:

1. **Develop a cross-channel strategy geared toward ongoing communication**
2. **Focus on creating an effortless, seamless user experience by maintaining clarity and transparency in your calls to action**
3. **Use incentives and contextual clues to increase end user engagement and interactivity**

Msgme's government clients and reference accounts include:



We appreciate you taking the time to read through our Quick6 Lookbook. The Msgme platform has been utilized by government agencies to execute their mobile marketing strategies since 2005. To learn more about Msgme, please sign up for our blog, read our case studies, or discover our featured solutions by visiting www.msgme.com.

There is also a free trial option available to try out Msgme 100% risk free. Any other questions, please contact sales@msgme.com.