

Local Government



What they care about

1. Alert and inform citizens of urgent matters
2. Get the community involved
3. Provide in-depth announcements and updates
4. Effectively communicate with entire audience
5. Easily collect contact information

All-in-One Marketing Feature

1. SMS texts, appointment reminders, voice broadcast
2. Text-to-screen, mobile voting
3. Email newsletters, social media
4. mobile text, email, social media, voice broadcast, and instant message
5. Mobile keywords, online sign-up pages, Facebook sign-up page

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one marketing service that several local governments are using to alert and inform citizens and stay connected with all residents

Questions

1. Are you keeping local citizens updated with urgent matters?
2. What are you doing to get the community involved?
3. How are you keeping your residents in the loop about the community?
4. Are you reaching your entire community with your current communication channels?
5. Do you find it difficult to obtain contact information from residents?

Benefits Statements

1. Give citizens the information they want with critical SMS text alerts during urgent times, text reminders to show up for required duties, and voice broadcasts to encourage volunteer work.
2. Make information about community service and volunteer opportunities more available to the public with email newsletters. You can also engage residents and participants with text-to-screen during city council meetings, and even gain insight on public interest with mobile voting.
3. Keep residents in the know with comprehensive newsletters or SMS texts about changes, improvements, new attractions, or resources available city resources.

4. Don't be limited to just email or texting. Reach wider audiences by communicating with residents the way they want to be reached. Five unique communication channels lets you connect with more people and increase response rates
5. By using mobile keywords, online sign-up pages, and even Facebook widgets embedded in your local government webpage, you can collect contact information quickly and easily. You can then manage entire towns of contacts in a single, integrated database.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]