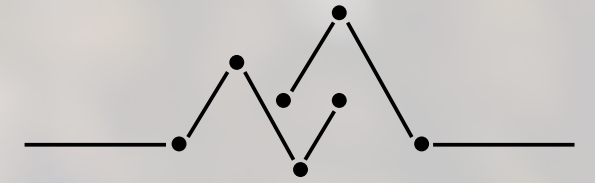




LAUREL ANDERSON

Vice President of Product Management,
Granicus



Granicus Digital Engagement

SUMMIT
—2018—

Service Design in an *Always On* Society

Laurel Anderson

VP of Product Management, Granicus

20 September 2018









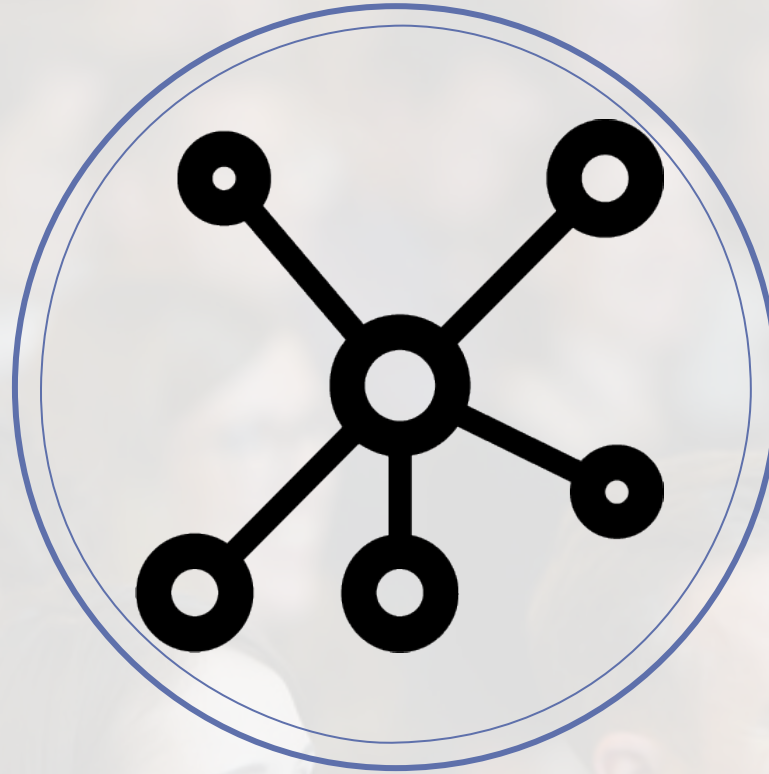
ONE STOP SHOP



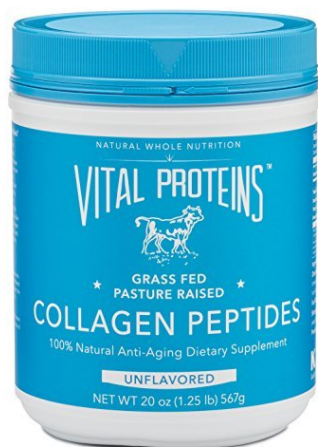
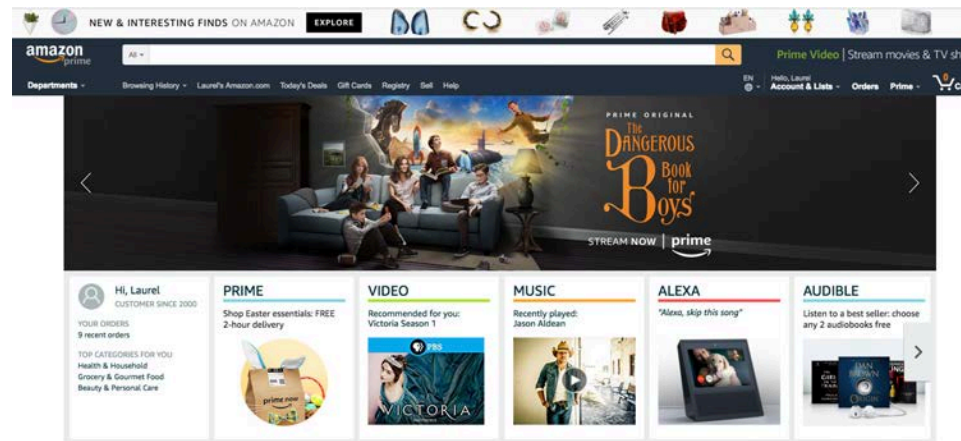
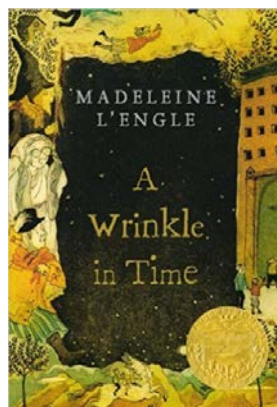
**DATA IS
EVERYTHING**



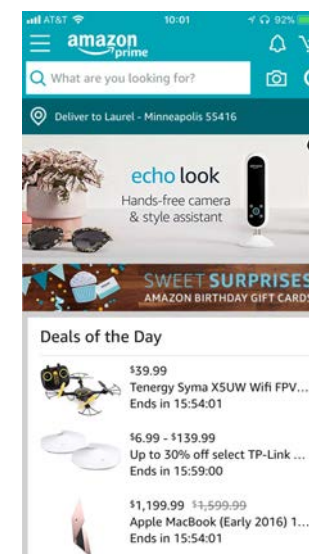
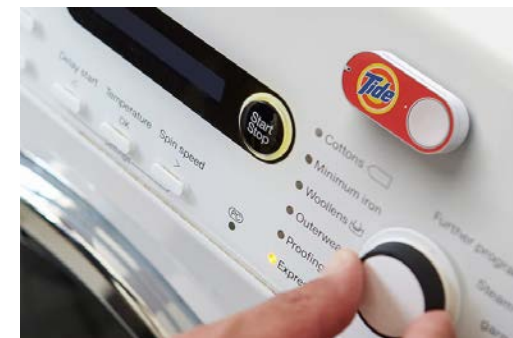
AUTOMATION

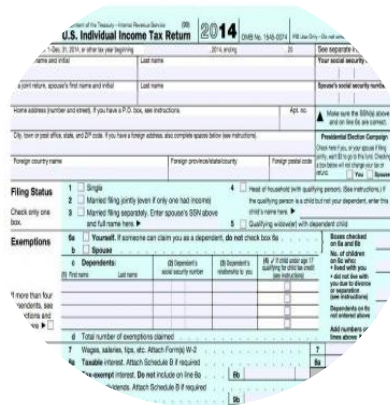


ONE STOP SHOP



ONE STOP SHOP





The original!

ONE STOP SHOP





Granicus Toolkit

MOBILE-FRIENDLY BULLETIN
TEMPLATES

CONNECT YOUR CRM



Automated customer
data sync



Single location for
complete contact data



Compatible with Microsoft
Dynamics or Salesforce



Advanced Package
integration for complex
segmentation




LANDING PAGES (2019)




DATA IS EVERYTHING

DRIVE OUTCOMES THROUGH DATA

Alligator
Chihuahua – 8 Years 10 Months old





Your pets

Alligator
100% Complete


DELETE EDIT


Top results for Alligator


EDIT



BLUE Wilderness Rocky Mountain Recipe Senior Grain Free Rocky Mountain...
★★★★★ 61
\$55.69



Blue Buffalo Blue Wilderness Grain Free Rocky Mountain...
\$28.00



Wellness Complete Health Natural Dry Small Breed Se...
★★★★★ 1,343
\$15.19



Wellness Complete Health Natural Dry Senior Dog Foo...
★★★★★ 2,038
\$54.99



Wellness Soft WellBites Natural Grain Free Dog Trea...
★★★★★ 403
\$8.49



Rocco & Roxie Gourmet Jerky Dog Treats - Slow Smoked,...
★★★★★ 2,904
\$19.97



6 LB, Chicken & Rice Recipe Small Breed Dogs Food
★★★★★ 4
\$22.99


Hill's Science Diet Senior Dog Food, Adult 11+ Small & To...
★★★★★ 1,398
\$13.99


Wellness CORE Pure Rewards Natural Grain Free Dog Trea...
★★★★★ 255
\$8.49


Nutro Wholesome Essentials Natural Dog Food, 5 lbs., Ch...
★★★★★ 320
\$10.96


EUKANUBA Senior Small Breed Dog Food 15 Pounds
★★★★★ 133
\$26.99


CESAR Canine Cuisine Senior With Slow Simmered Chicke...
★★★★★ 967
\$16.80

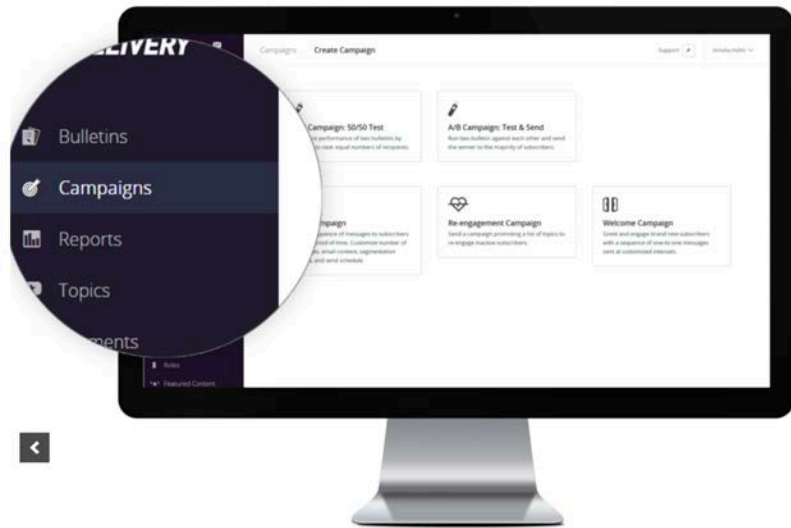
PreviousPage 1 of 2Next

GRANICUS

#GranicusSummitUK

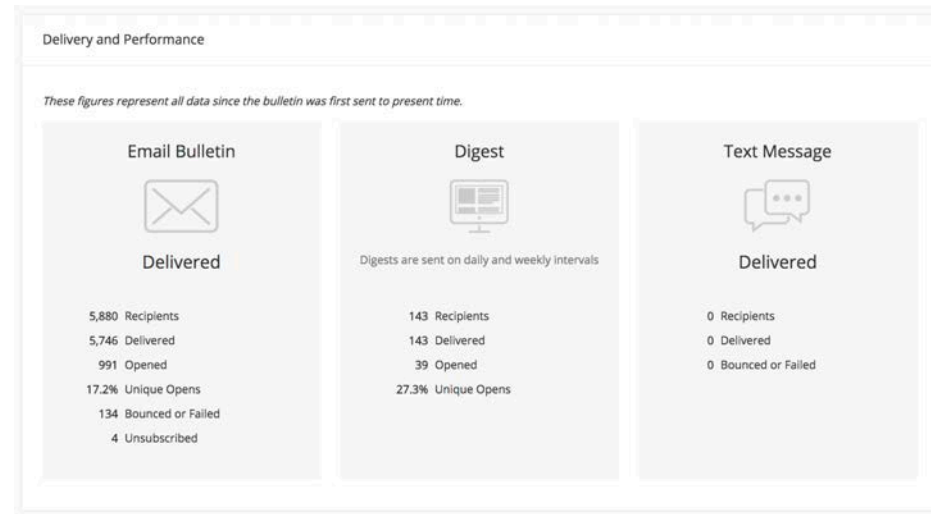


Granicus Toolkit



SEGMENTATION & CAMPAIGNS

REPORTS PRO API



NEXT GEN NETWORK

But wait... isn't that creepy?



- Focus on permission-based marketing
- Use data to send less, not more
- Invest in what works



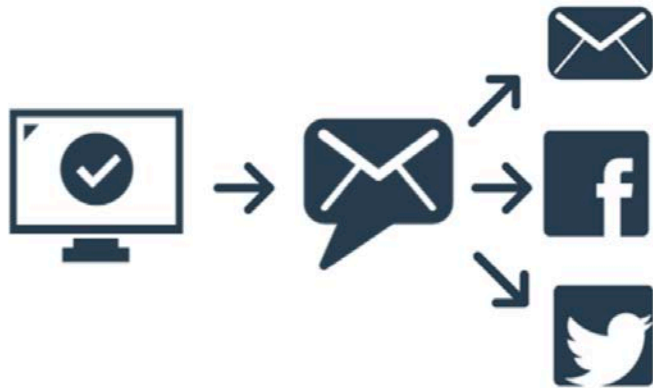
AUTOMATION



AUTOMATION

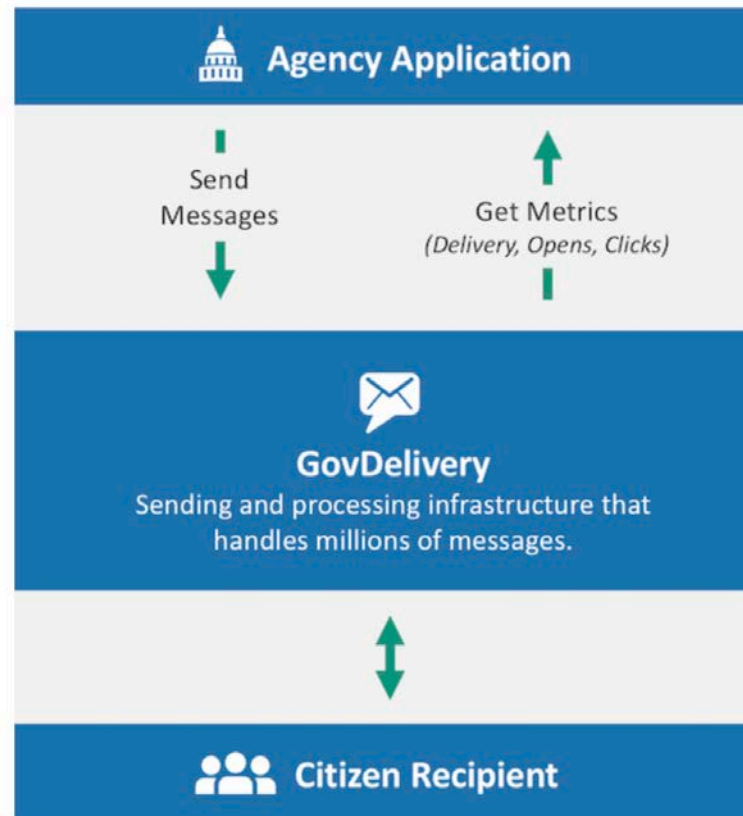


Granicus Toolkit



COMMS AUTOMATION

AUTOMATED ALERTS



MORE EFFICIENT BULLETIN CREATION



ONE STOP SHOP



**DATA IS
EVERYTHING**



AUTOMATION

Get closer to your data

Be the first to get the new guide:

Email Marketing Benchmarks and Best Practices for the UK Public Sector

View this guide and more free
resources on the event app or
at **uk.granicus.com**

