



Income Targets and the Comms You Need to Succeed

Live webinar | 23 November

uk.granicus.com

@GranicusUK

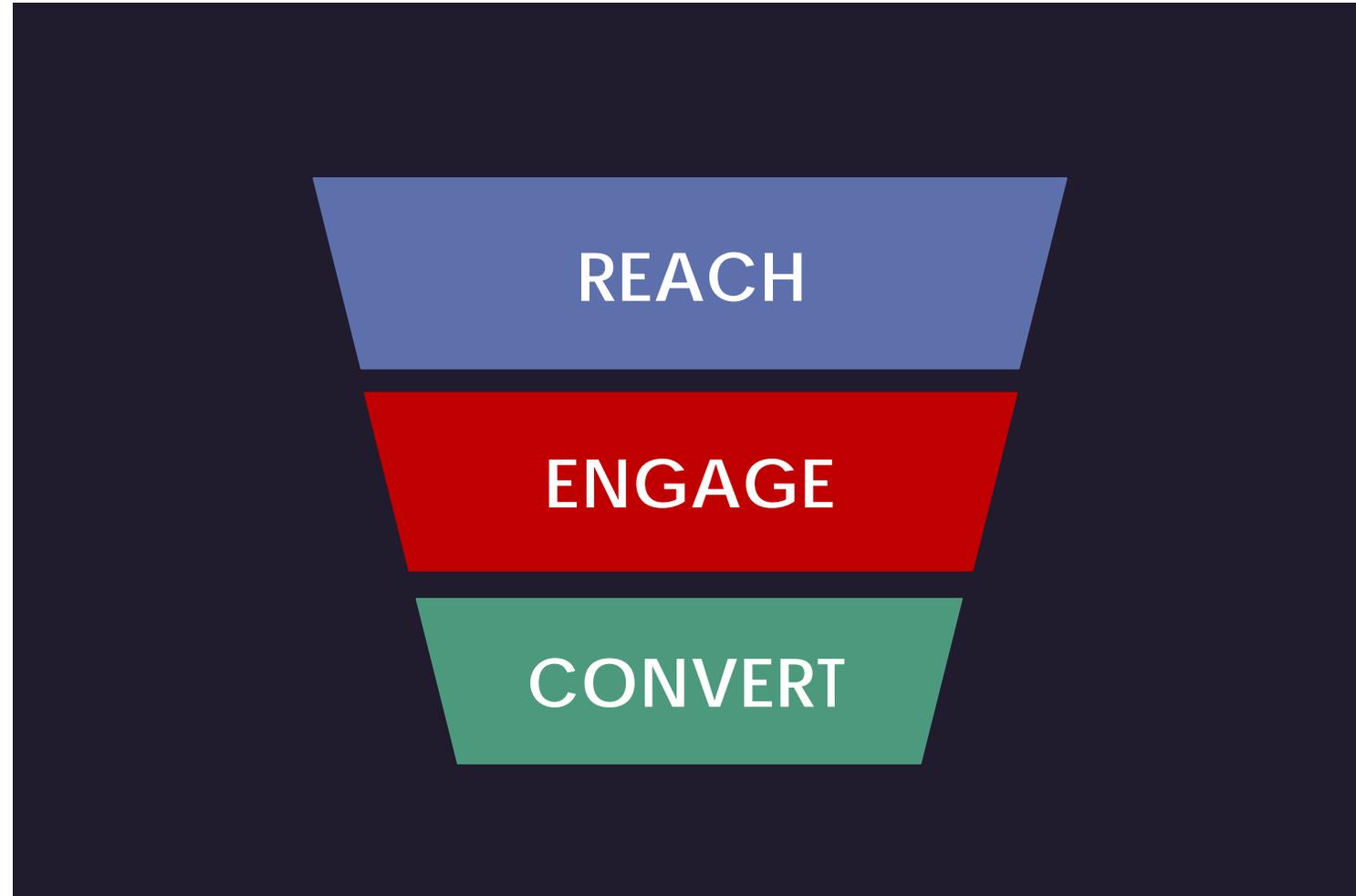
#Granicus17

Our solutions help the public sector achieve better programme outcomes.



GovDelivery Communications Suite

- GovDelivery Network
- Communications Cloud
- Professional Package for Communications Cloud
- Connect
- Targeted Messaging Service
- Interactive Text
- Enhanced Security
- Digital Engagement Services



11.5+ million UK citizens

180 UK public sector
organisations

170+ million citizens

3,000+ public sector
organisations
worldwide

#Granicus17



Dan Slee

Co-creator

comms2point0



Nicola Goode

Marketing Manager

Bournemouth Tourism



Imre Tolgyesi

Partnerships Manager
for Commercial Services

South Staffordshire
Council



Glen Ocsko

Account Executive

Granicus



Dave Worsell

Managing Director

Granicus (Europe)



Dan Slee

Co-creator

comms2point0

What the landscape looks like

Dan Slee

Comms2point0 co-founder and co-author Granicus whitepaper 'Income Targets, Comms Entrepreneurs, Income Warriors and the Three Paths Forward'

@danslee

dan@comms2point0.co.uk

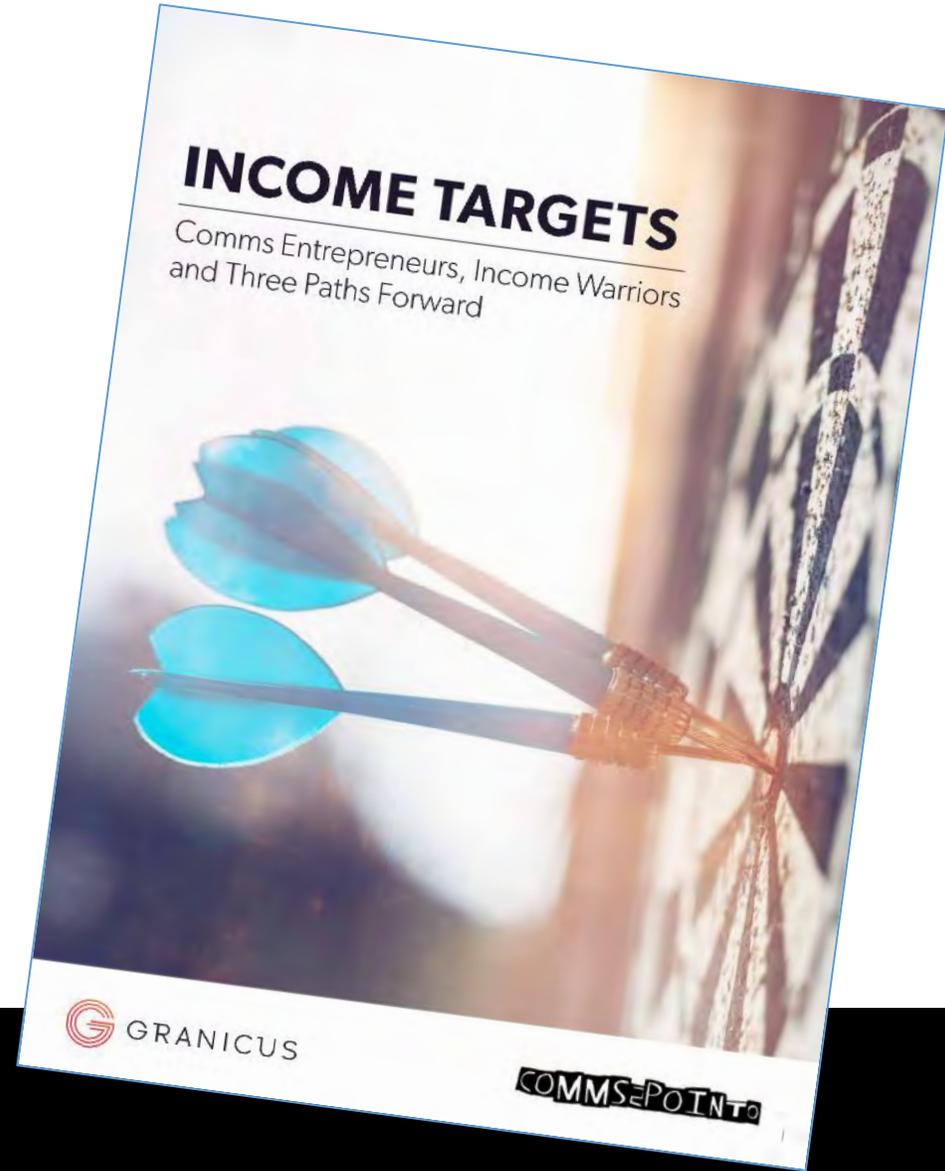


Bleak?

<https://www.flickr.com/photos/108147727@N03/36420326814/>

@danslee
dan@comms2point0.co.uk

So, we got
the data..



@danslee
dan@comms2point0.co.uk



Bleak

<https://www.flickr.com/photos/108147727@N03/36420326814/>

@danslee
dan@comms2point0.co.uk



But also this...

@danslee

dan@comms2point0.co.uk

What did the data
reveal?

@danslee
dan@comms2point0.co.uk



@danslee
dan@comms2point0.co.uk



A fractured landscape and some best practice

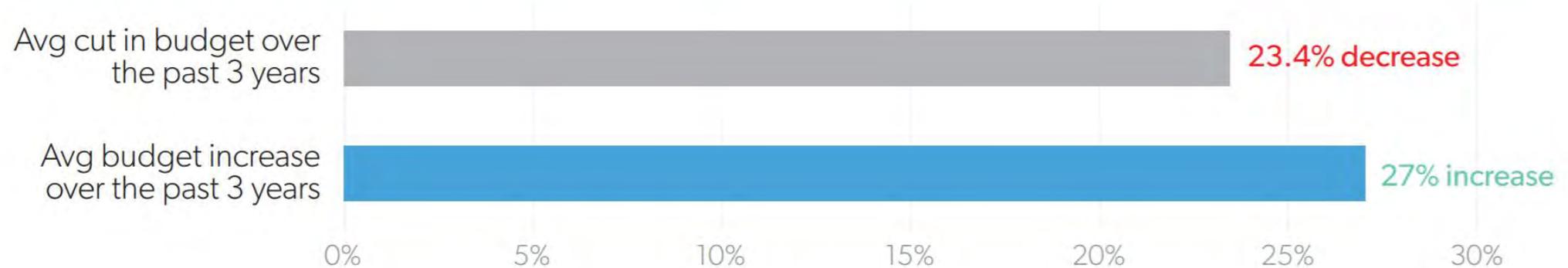
<https://www.flickr.com/photos/67953162@N00/33122316840/>

@danslee

dan@comms2point0.co.uk

Survey and Results

BY HOW MUCH HAS YOUR BUDGET CHANGED OVER THE LAST THREE YEARS?



Source: Granicus UK / comms2point0 survey 2017

@danslee
dan@comms2point0.co.uk

Survey and Results

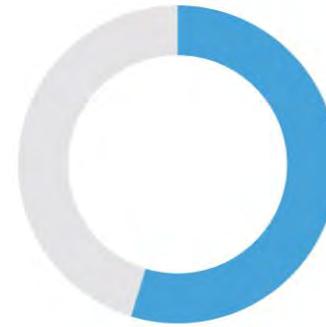
IS THE TEAM SIZE TO CHANGE IN THE NEXT 18 MONTHS?



16% Increase



27% Reduce



56% Stay the same

Source: Granicus UK / comms2point0 survey 2017

@danslee
dan@comms2point0.co.uk

Survey and Results

HAS THE TEAM CHANGED IN THE 2017 TO 2018 FINANCIAL YEAR?



Source: Granicus UK / comms2point0 survey 2017

@danslee
dan@comms2point0.co.uk



It's a mix...

<https://www.flickr.com/photos/43581314@N08/31530160170/>

@danslee
dan@comms2point0.co.uk

How about income
targets?

@danslee

dan@comms2point0.co.uk

Who has an income target?

20 per cent have
one

80 per cent
don't

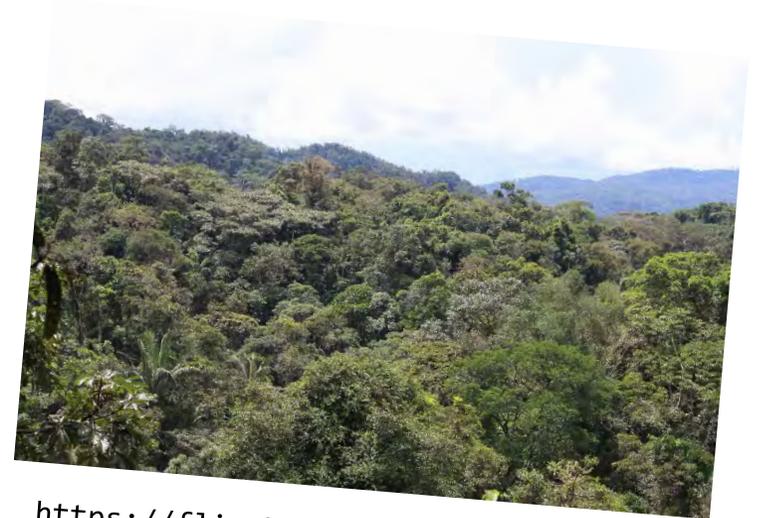
Source: Granicus UK / comms2point0 survey 2017

@danslee
dan@comms2point0.co.uk

20 per cent in context...



https://commons.wikimedia.org/wiki/File:Scotland_Forever!.jpg



<https://flic.kr/p/xmTYiE>

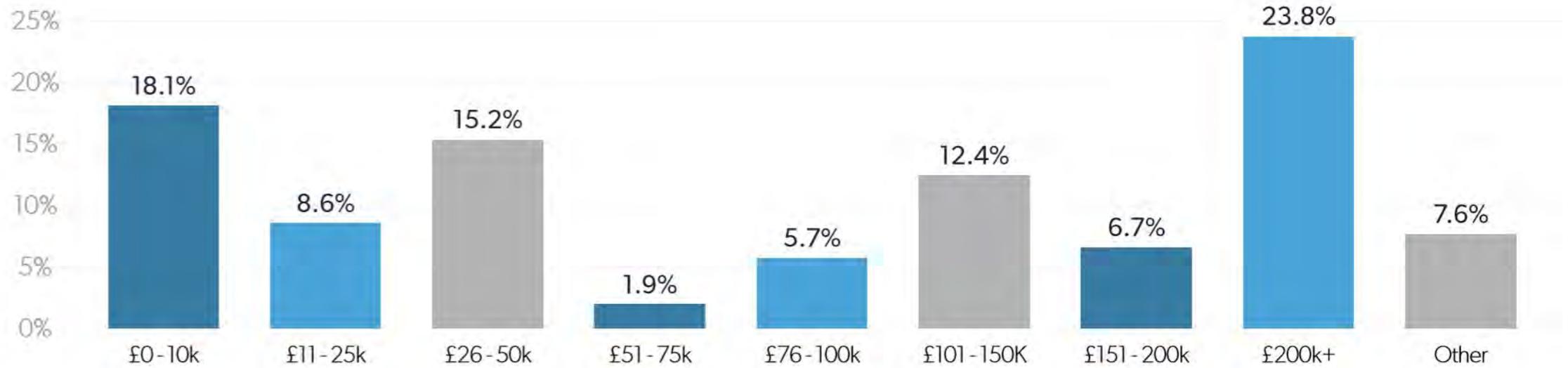
@danslee
dan@comms2point0.co.uk

The average income
target is £75,591

Source: Granicus UK / comms2point0 survey 2017

@danslee
dan@comms2point0.co.uk

WHAT IS YOUR PERSONAL/TEAM'S ANNUAL INCOME TARGET



Source: Granicus UK / comms2point0 survey 2017

@danslee
dan@comms2point0.co.uk

Three ways forward...

@danslee
dan@comms2point0.co.uk

1. Generate income.

2. Add a financial metric to your
COMMS (equated to savings or 'net new' income).

3. A mix of these.

@danslee

dan@comms2point0.co.uk

1. Generate income.
2. Add a financial metric to your COMMS (savings or 'net new' income).
3. A mix of these.

@danslee
dan@comms2point0.co.uk

1. Generate income.
2. Add a financial metric to your COMMS (savings or 'net new' income).
3. A mix of these.

@danslee
dan@comms2point0.co.uk

Surprising ways to generate income...

<https://www.flickr.com/photos/141502018@N06/36699038591/>

@danslee

dan@comms2point0.co.uk

Tactics which are being used to generate income across the public sector:

- ▶ Advertising on intranets
- ▶ Advertising on billboards
- ▶ Advertising in email alerts
- ▶ Advertising in magazines and newsletters
- ▶ Advertising on plasma screens
- ▶ Advertising on roundabouts
- ▶ Advertising on websites
- ▶ Alumni fundraising
- ▶ App building
- ▶ Bidding for external funding to deliver campaigns
- ▶ Bus shelter advertising
- ▶ Car parking income
- ▶ Comms support to in-house departments
- ▶ Crisis comms support to schools
- ▶ Comms support to third parties
- ▶ Debt recovery
- ▶ Event hire
- ▶ Event management
- ▶ Filming permissions
- ▶ Grants
- ▶ Outdoor media such as poster sites
- ▶ Project management
- ▶ Property development
- ▶ Property management
- ▶ Re-print of birth, marriage and death certificates
- ▶ Room and venue hire
- ▶ Sponsorship of events
- ▶ Team building days
- ▶ Training delivery
- ▶ Waste collection services
- ▶ Web development

@danslee
dan@comms2point0.co.uk



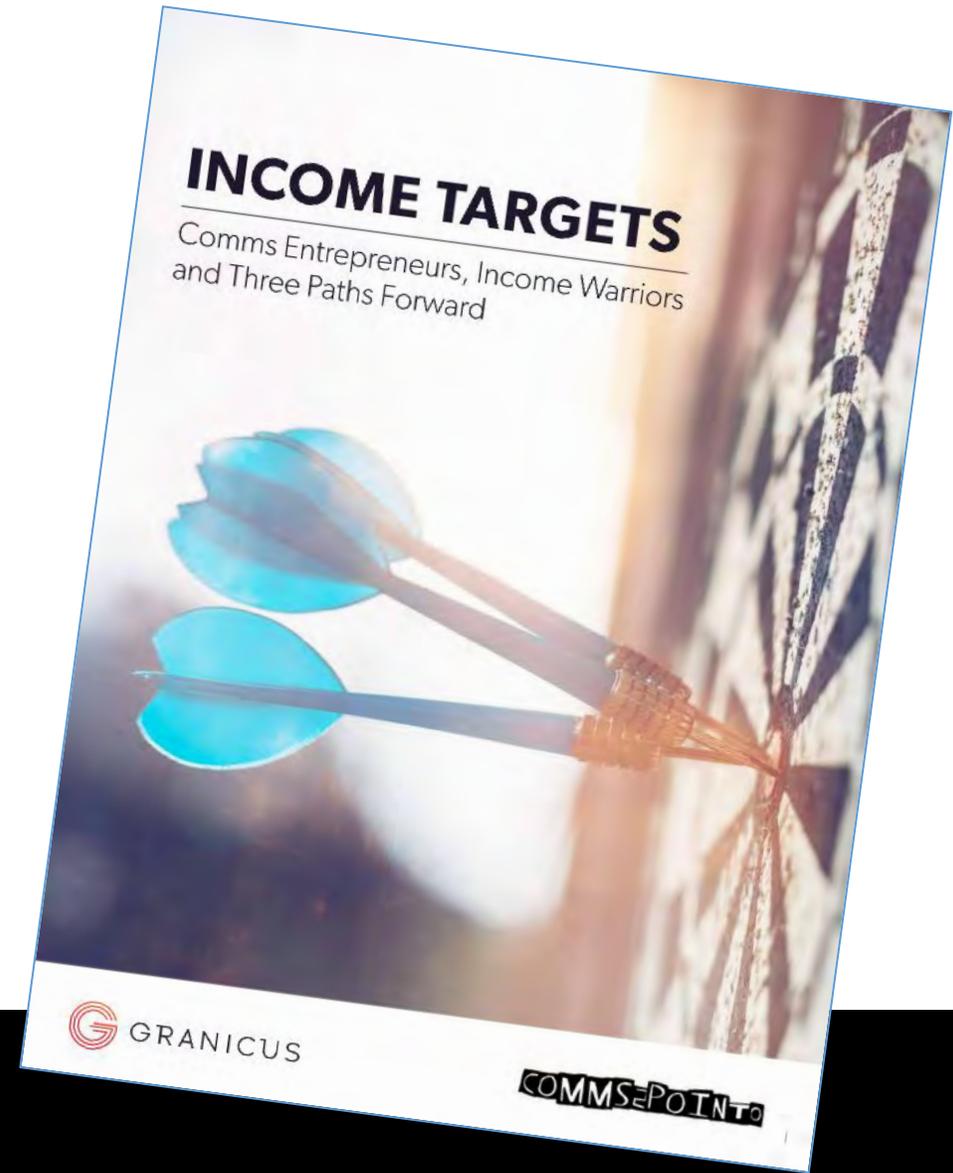
Secret ingredients...

Buy-in and skills

@danslee

dan@comms2point0.co.uk

Download the
whitepaper...



@danslee
dan@comms2point0.co.uk

Here are some people who can
share their experience..

@danslee

dan@comms2point0.co.uk



Nicola Goode

Marketing Manager

Bournemouth Tourism



BOURNEMOUTH
BEACH LODGES





Overview

- Seafront regeneration strategy
To develop a world-class seafront that will enhance the natural assets of the coastline and create public spaces and facilities to inspire new generations of visitors. (£5.9 million)
- 15 stunning Lodges overlooking Bournemouth Beach
- Each Lodge accommodates up to 4 adults and 2 children, plus one well behaved dog
- Guests can stay for 3, 4, 7 or 11 nights
- Prices vary throughout the seasons starting from £275 for a 4-night winter break



Target Audience

- Families, empty nesters, DINKS (double income no kids) and SINKS (single income no kids)
- 2-hour drive time
- The Beach Lodges will attract “glampers”, a growing holiday trend in the UK driven by the millennial desire to seek out natural, more unique experiences without sacrificing comfort



Objectives

Objectives

- To launch the new overnight Beach Lodges to the public and national, local and regional media
- To raise awareness of the Beach Lodges packages and the destination experiences on offer
- To drive income for the Beach Lodges and build a five-star reputation through branding, digital marketing and press coverage

Achievement will be measured through sales of Beach Lodge rentals over the year to achieve the agreed revenue targets. Additional metrics will be used to evaluate all marketing channels including; social media/digital engagement and press coverage



Marketing Plan

- PR – editorial and advertorial features in high end publications
- Social Media – Facebook, Instagram, Twitter, Google+, TripAdvisor
- Blogs – clamping recipes, star gazing, surfs up, what to pack etc
- PPC – Google Adwords
- Email marketing – monthly newsletters and promotional offers
- Leverage Bournemouth Tourism marketing channels
- Listings – Host Unusual, Go Glamping, Your Dog Holiday





PRE-LAUNCH PHASE

October 2016 – March 2017



BOURNEMOUTH
BEACH LODGES

Teaser Page




BOURNEMOUTH
BEACH LODGES

Escape. Stay. Discover.

Coming in Spring 2017!

Treat yourself to an exclusive stay, overlooking beautiful award-winning beaches.

The contemporary beachside Lodges will offer stylish accommodation for up to four adults and two children, each with their own hot shower, flushing toilet and galley kitchen. A perfect mix of all your home comforts all wrapped up in a stunning Lodge with your own sea views.

Bournemouth Beach Lodges will be available to book for a three-day weekend or four-day mid-week mini break. Prices start from £275 for a winter break.

Sign up now for your priority booking updates, availability and offers.

My Firstname is
FIRSTNAME

My Surname is
SURNAME

and my email address is
VALID EMAIL ADDRESS

Please keep me up-to-date with booking info, availability & offers.

SIGN ME UP

Follow us on social media  

Bournemouth

Site by Crenid

Data Protection © 2016

 44
BOURNEMOUTH
BEACH LODGES

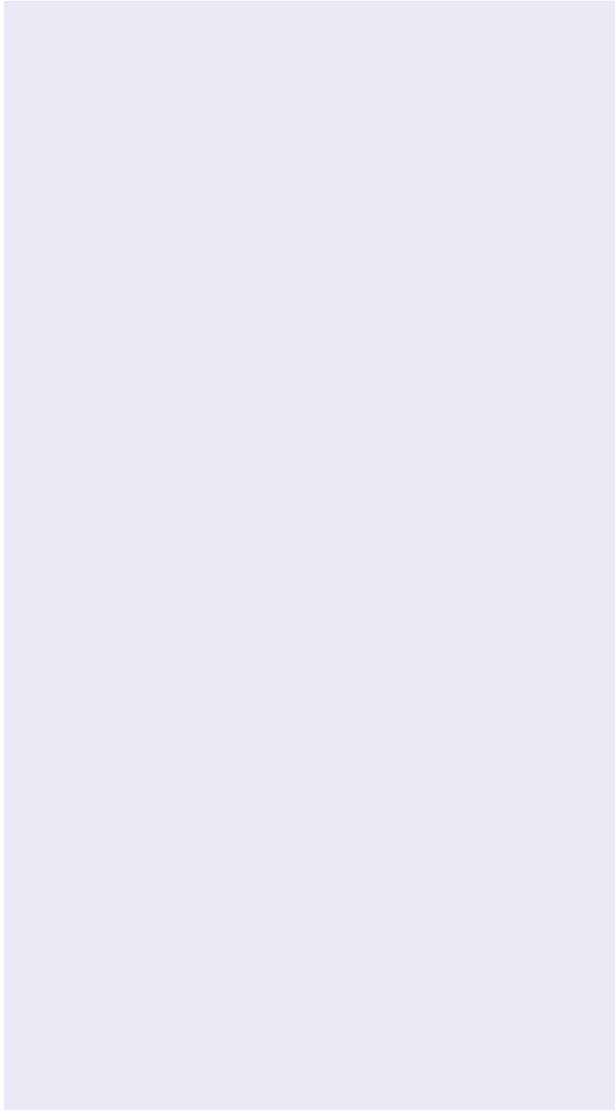
Marketing & Digital Campaign





LAUNCH PHASE

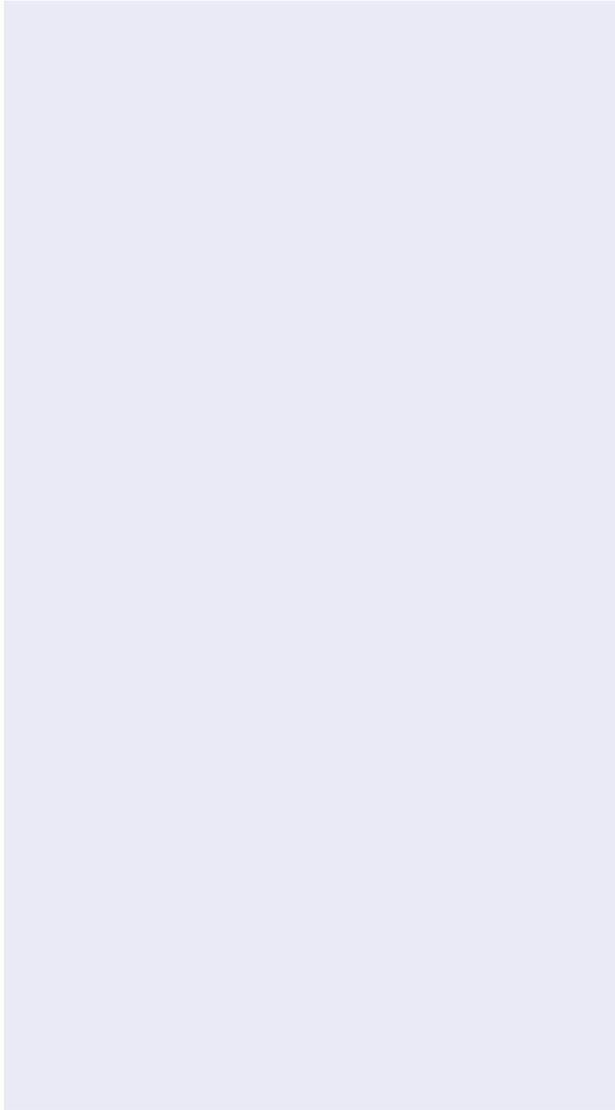
April 2017 – to date





MEDIA COVERAGE

April 2017 – to date



THE SUNDAY TIMES

CABIN FERVOUR
Bournemouth's newest beach huts come with a bonus: a bed for the night. By Aislinn Lacey

W

66

Bourne again

the guardian

Beach huts

SHACK TO THE FUTURE

The latest beach huts are chic, built like with all mod cons. Has the humble seaside shed had its day, asks Charlotte Woodrow

N



Beach huts

TimeOut London

DAILY ECHO

Luxury beach huts are launched for comfort



Dorset days

THE Dorset is a small town in Dorset. It is a small town in Dorset. It is a small town in Dorset.

woman&home

Your own hut on the beach

Property Mail BEACH HUTS AHOY

These cheery stalwarts of the traditional British seaside are on the crest of a luxurious wave...

by Graham Newland

W

ON THE MARKET... with beach sea views

TimeOut London

Luxury beach huts are launched for comfort



BOURNEMOUTH BEACH LODGES



TWO BEACH RETREAT Bournemouth Beach Lodges

Bournemouth is looking for a new way to enjoy the beach. Bournemouth Beach Lodges is the answer. Each hut is a fully equipped and comfortable retreat. They are the perfect place to relax and enjoy the sea. They are the perfect place to relax and enjoy the sea.

Daily Mail



BOURNEMOUTH BEACH LODGES

EMAIL MARKETING





Escape. Stay. Discover.

Yes!! The day has finally come to book your beautiful Bournemouth Beach Lodge for 2017! You're one of the lucky ones to have priority booking before we release the online booking to the rest of the world!

We're sure you already have your preferred dates* to hand – so click on **BOOK NOW!** to book your Beach Lodge break. We've got a lovely friendly team ready and waiting to get your booking done and dusted so you can sit back and start planning which flip flops to bring with you.

Bournemouth Beach Lodges can be booked for a three-day weekend, four-day mid-week mini break and seven night stay. They each have a bathroom with hot shower and a galley kitchen plus all your cosy home comforts – they even have a TV! Bournemouth Beach Lodges come with their very own stunning views to create some pretty perfect memories.

* Lodges are available from 7th April 2017.

Book your 3,4 or 7 night break



Escape. Stay. Discover.

Have you made your Easter holiday plans? Look no further... book your stay with Bournemouth Beach Lodges!

The Lodges offer the ultimate seaside retreat, with uninterrupted views of the vista beyond. Idyllically located just a stone's throw away from Bournemouth beach, these stylish new Beach Lodges offer the perfect mix of contemporary home comforts and stunning sea views.

Just imagine watching the sunrise over the Isle of Wight as you enjoy breakfast on your own private decking.

Inside, you will discover a well-equipped kitchen, perfect for whipping up a big breakfast or a light lunch. Wi-Fi so that you can stay connected to the 'everyday' world and a bathroom with heated towel rail and even a shower – absolute bliss after time on the beach.

Easter highlights in Bournemouth

What better way to spend the Easter weekend than by the seaside? With fun family shows, exciting Easter Egg trials and the delicious Annual Thai Food Festival, there really is something for everyone in Bournemouth.

Check out the [what's on guide](#) for the latest updates



Here comes summer

If you are looking for the ultimate summer seaside retreat, with uninterrupted views of the vista beyond, then we have the perfect coastal escape. Idyllically located just a stone's throw away from Bournemouth beach, our stylish new Beach Lodges offer the perfect mix of contemporary home comforts and stunning sea views.

Just imagine watching the sunrise over the Isle of Wight as you enjoy breakfast on your own private decking. Hitting the waves for some lessons in paddle boarding, surfing or even sea kayaking. And having indulged in some award-winning cuisine; strolling the promenade beneath a moonlit sky, with the sound of the waves as your constant companion. With our brand new Beach Lodges, there's no need to imagine...

Book a self-catering holiday for three, four or seven nights, in a brand new, stylish Beach Lodge, and take the time to relax and unwind beside the sea.



Escape. Stay. Discover.

Bournemouth is the perfect destination to visit, stay and get into the festive spirit. With an all new market, ice rink and events around the town, why not spend Christmas by the sea?

The Beach Lodges provide an alternative setting for your Christmas gathering, whether you're searching for a getting-away-from-it all escape for two or a festive family beach retreat.

Your Lodge will be decorated on your arrival, so all you need to do is turn up, relax and be merry. For the perfect break, enjoy Christmas dinner at [Urban Beach](#) or [The Brewhouse and Kitchen](#). If you fancy an alternative dinner, why not enjoy an Aussie style beach BBQ. Steak or Shrimps anyone?

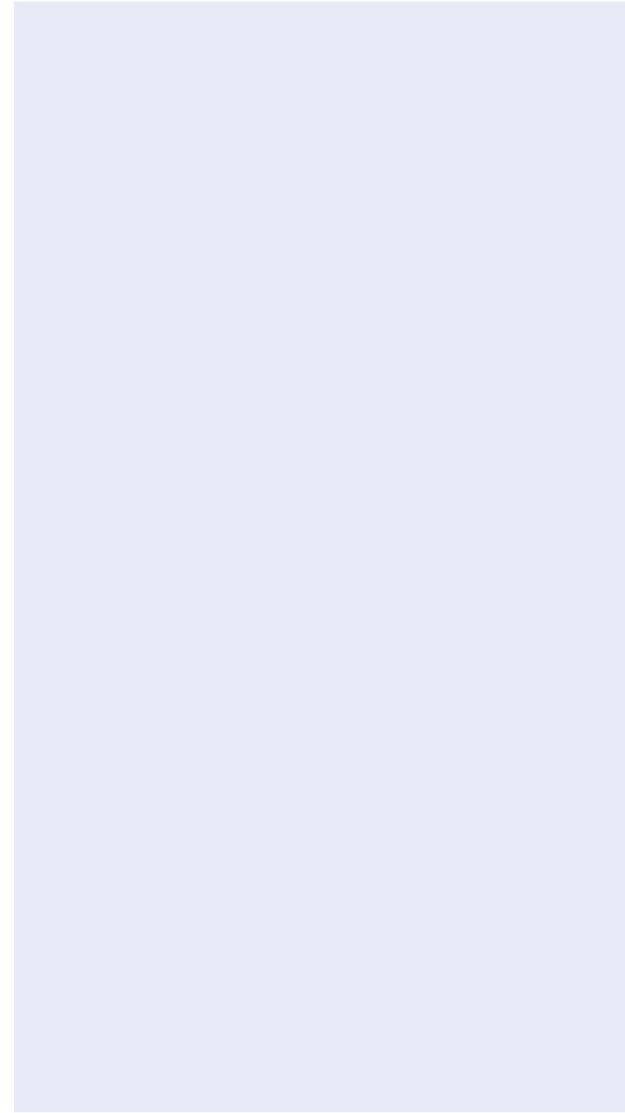
Experience a Christmas like no other at Bournemouth Beach Lodges and book a seven night stay from Friday 22nd December for €475 per Lodge.

**To book your festive break call
01202 451781**





ADVERTISING



BOURNEMOUTH
BEACH LODGES



BOURNEMOUTH BEACH LODGES
Escape. Stay. Discover.

BOOK YOUR 3, 4 OR 7 NIGHT STAY NOW

www.bournemouthbeachlodges.co.uk 01202 451781



BOURNEMOUTH BEACH LODGES
Escape. Stay. Discover.



BOURNEMOUTH BEACH LODGES
Escape. Stay. Discover.

BOOK YOUR 2018 BEACH RETREAT TODAY

bournemouthbeachlodges.co.uk
01202 451781




BOURNEMOUTH BEACH LODGES
Escape. Stay. Discover.

BOOK YOUR AUTUMN / WINTER RETREAT TODAY AND GET 10% OFF*




Bournemouth Beach Lodges offer a combination of home comforts and spectacular views, with rooms to sleep up to four adults and two children. Inside, you will find a well equipped kitchen - perfect for whipping up a big breakfast or a light lunch, Wi Fi so that you can stay connected and a shower room with heated towel rail - absolute bliss after time on the beach. Book your autumn / winter self catering holiday for three, four or seven nights, in a brand new, stylish Beach Lodge, and take time to relax and unwind by the sea.

Prices start from:
£275 for a 4 night autumn/winter break
£450 for a 4 night spring break
 3, 4 or 7 night stays available.

Prices are per Lodge.
 Each Lodge sleeps up to six, with four adults and two children.

To book call **01202 451781** and quote **ZCV4-XT97**
*This discount is only valid for use between 1st October and 31st December 2017 for bookings before 30th March 2018

bournemouthbeachlodges.co.uk



BOURNEMOUTH BEACH LODGES
Escape. Stay. Discover.

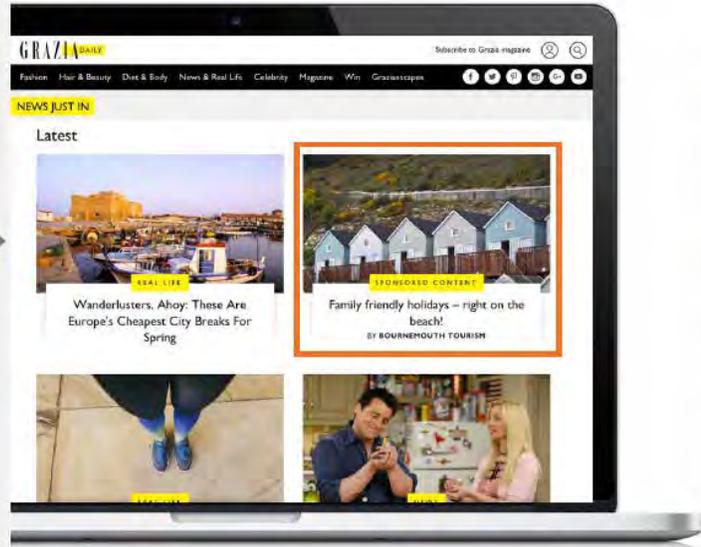


BOOK YOUR MEMORABLE HONEYMOON AT BOURNEMOUTH BEACH LODGES TODAY



To book call
01202 451781
www.bournemouthbeachlodges.co.uk





TRAVEL CAMPAIGN





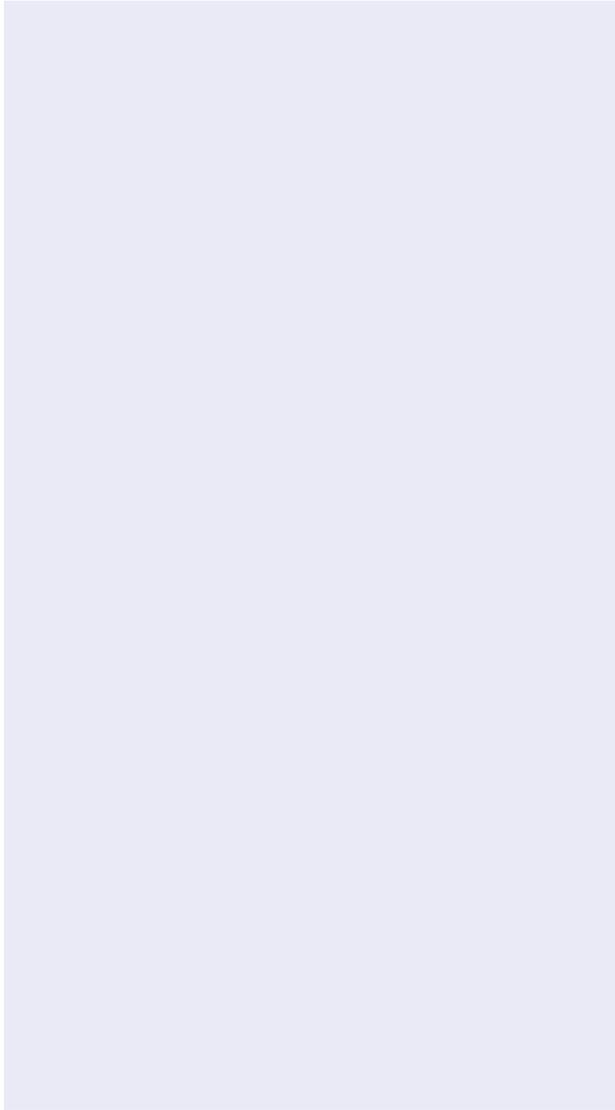
CUSTOMER COMMUNICATIONS

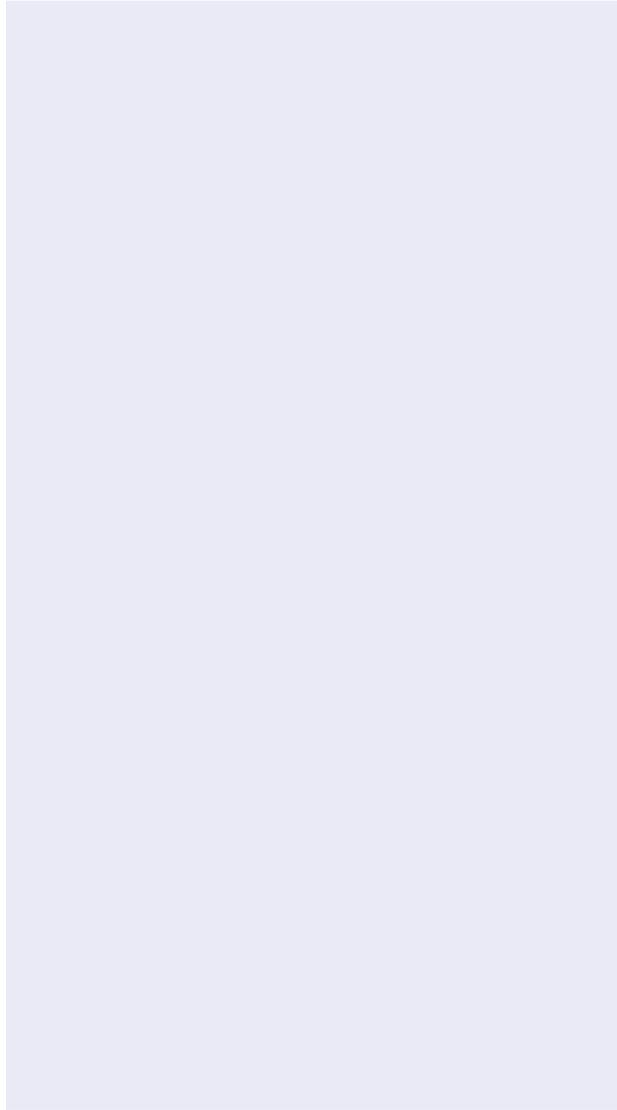




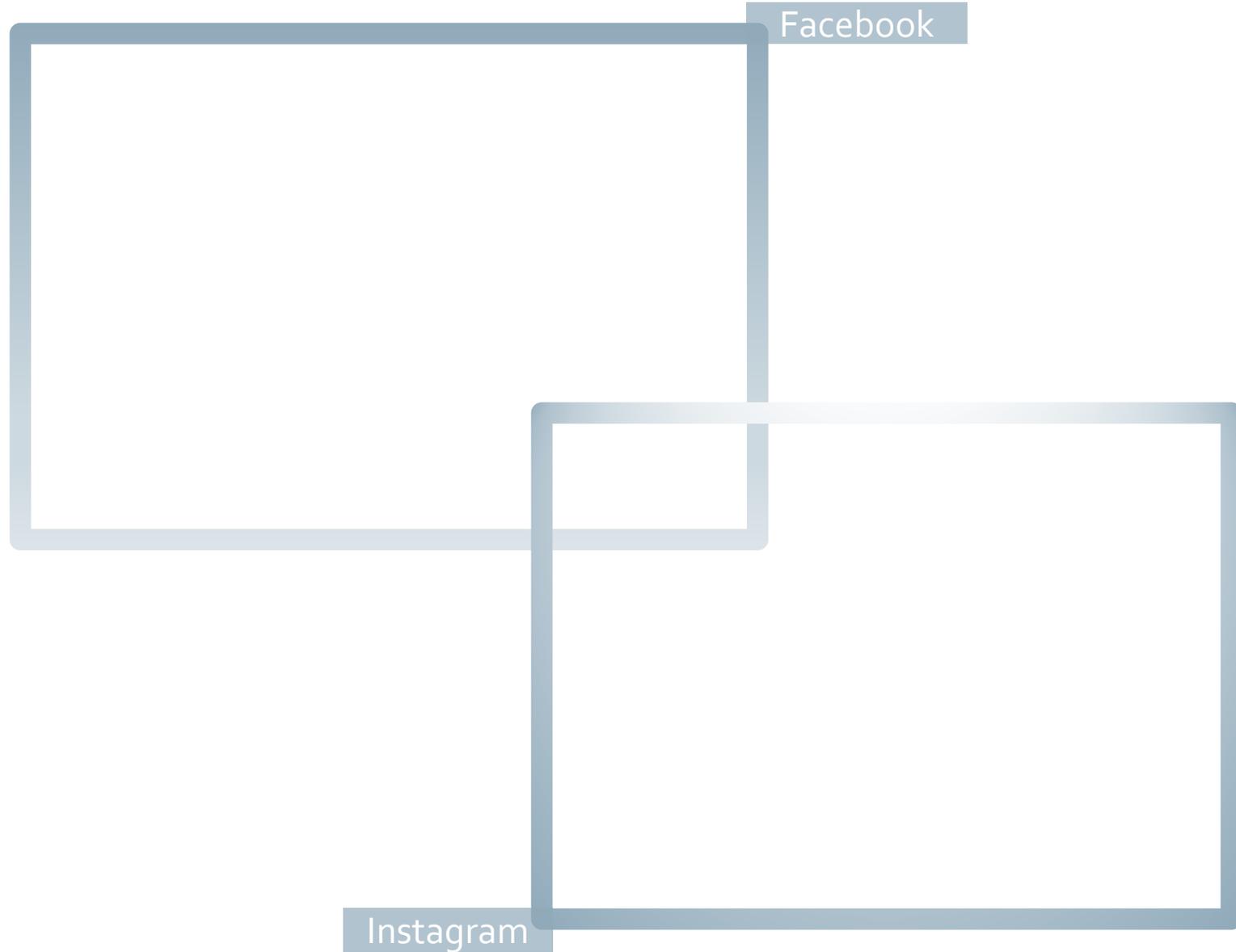
Welcome Guide

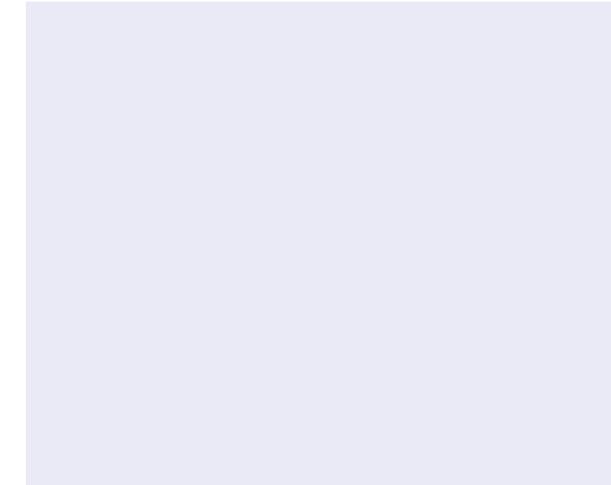
Customer Satisfaction Cards





Facebook & Instagram





Bournemouth Beach Lodges Post Install Drone Clip

Bournemouth Beach Lodges is with Make it Bournemouth and 3 others · about 9 months ago

Check out this drone footage clip, taken not long after Bournemouth Beach Lodges first arrived on the seafront! #comingsoon #spring2017 www.bournemouthbeachlodges.co.uk

Drone Footage: Harry O'connell

80 30 shares 29k Views

Like Comment Share

Comments (12) Chronological

Sam Merrick Awesome! · 4 February at 17:46

Kim Bowden Amazing footage...such a stunning location and inspiring project! · 6 February at 19:20

Rachel Dawkins Izzy Dawkins · 4 February at 15:41

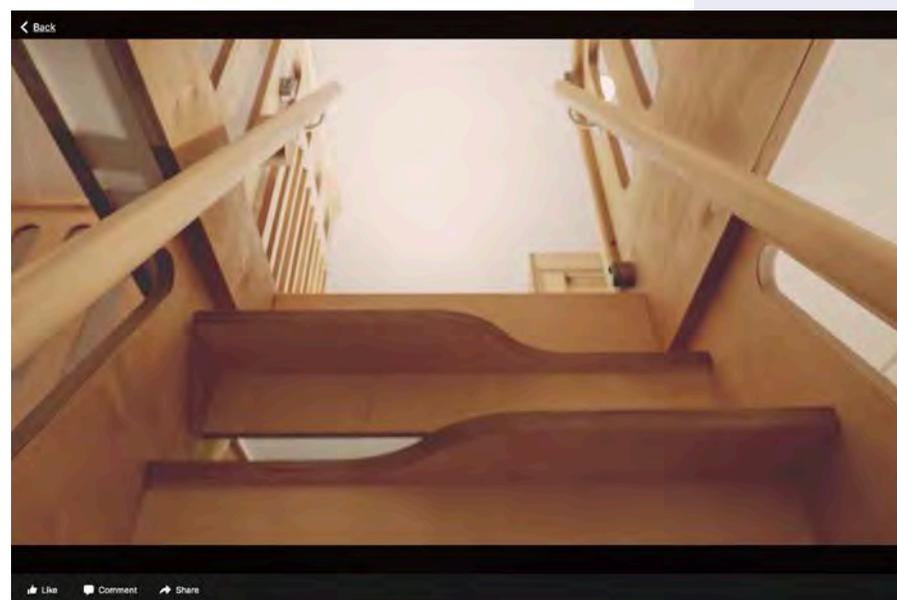
Pauline Frimart Saw these yesterday - they look lovely. · 3 February at 16:21

Bournemouth Beach Lodges Hi Pauline! You can find out all about stays at the lodges on our website, www.bournemouthbeachlodges.co.uk - where you can also sign up to our newsletter for updates on availability & offers. Best Wishes! · 21 February at 16:47

Sharon Fowler Wow like the idea of these x · 3 February at 16:51

Bournemouth Beach Lodges We're glad you think so Sharon! You can find all about stays and

Write a comment...



Bournemouth Beach Lodges Interior

Bournemouth Beach Lodges · about 9 months ago · www.bournemouthbeachlodges.co.uk

156 103 shares 166k Views

Like Comment Share

Comments (16) Chronological

Lizzie Bryant-Jeffries Amy Pearson · 13 February at 19:04

Bournemouth Beach Lodges Hi Lizzie & Amy! You can find all the info about stays and bookings on our website, www.bournemouthbeachlodges.co.uk - where you can also sign up for our newsletter for updates on availability & offers. Best Wishes!

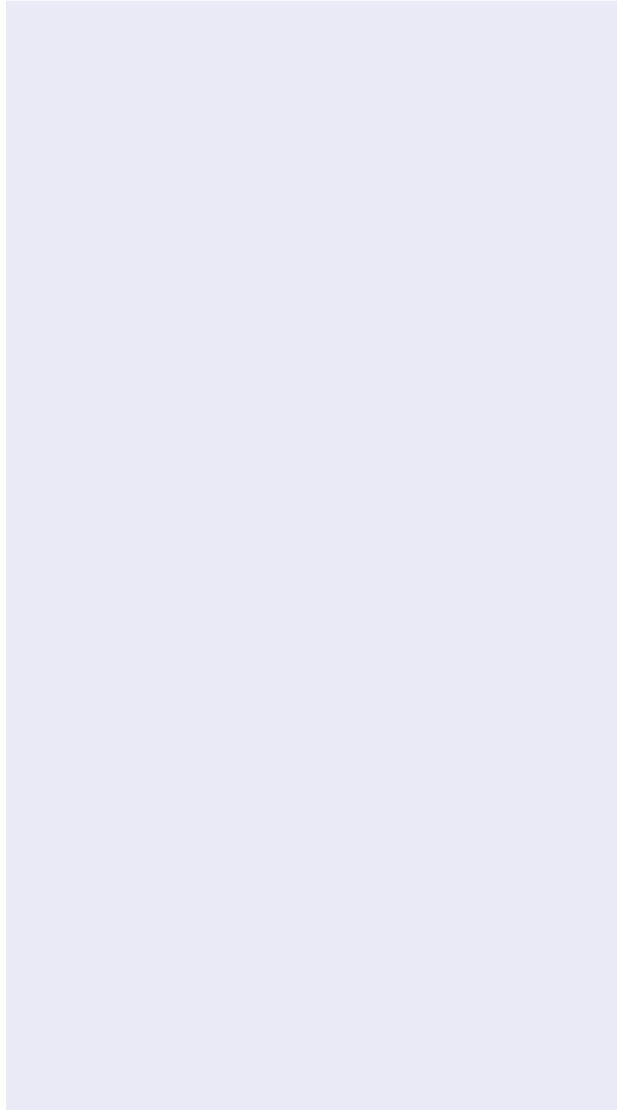
Bournemouth Beach Lodges · Bournemouth Beach... · 11 February at 11:06

Michelle Forsbrey Mer-mazing! Simply love them... WOW... "Mermaid dream homes" X · 13 February at 19:08

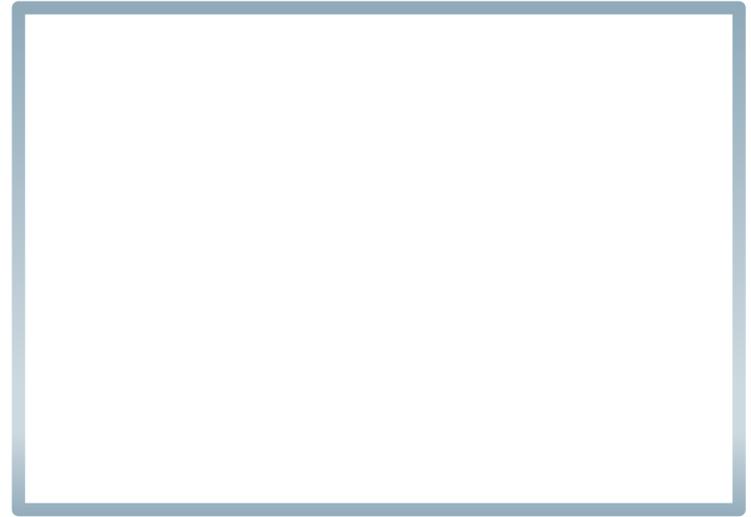
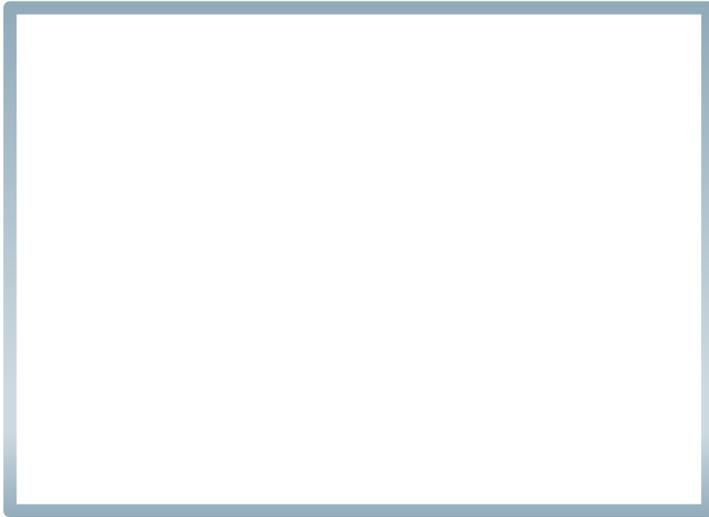
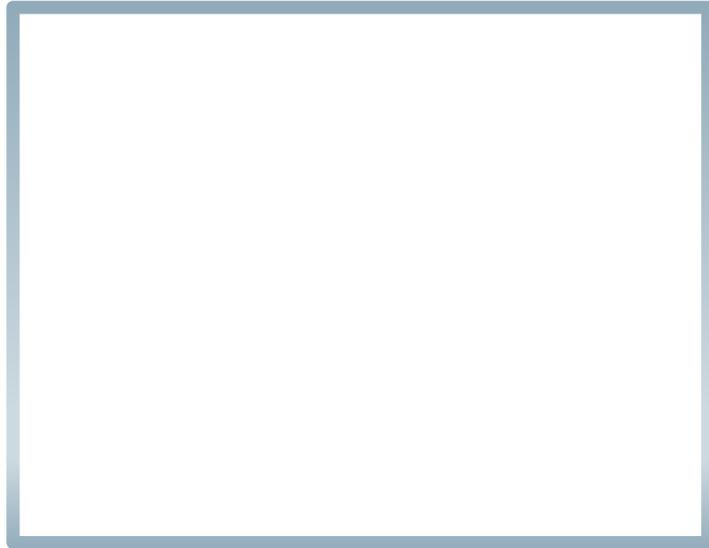
Katie Louise Bailey Paul Bailey · 13 February at 10:16

Kirsty Chapman Jamie Burt and you can bring the dog!!

Write a comment...



bournemouthbeachlodges.co.uk



Listings



2018

- Integrated campaigns across all platforms
- Further website development
- Focus on content
- Drive repeat bookings
- Development of incentive scheme





THANK YOU



BOURNEMOUTH
BEACH LODGES



Imre Tolgyesi

Partnerships Manager for
Commercial Services

South Staffordshire Council



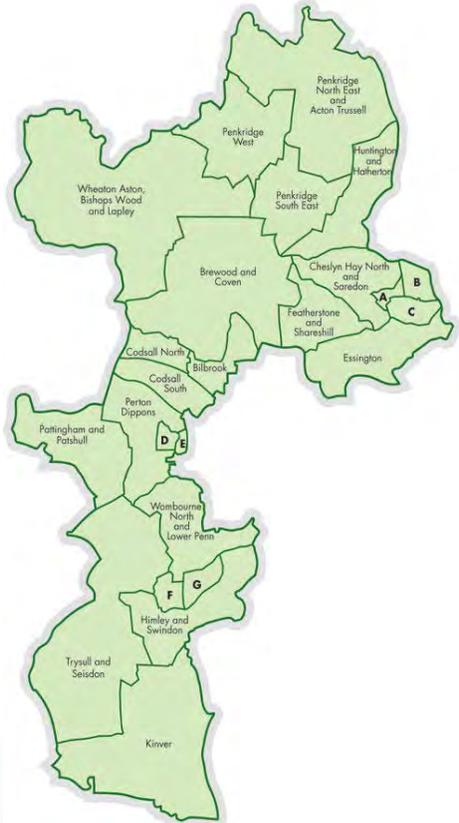
**South
Staffordshire
Council**

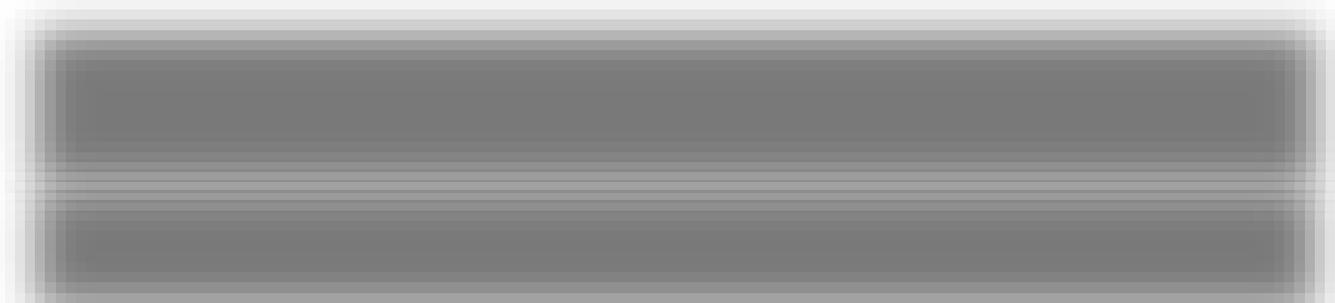
Income Generation Strategies

Creating and delivering new projects that marry public sector values with commercial approaches to generate income.



www.sstaffs.gov.uk





Why we need an E & I Plan

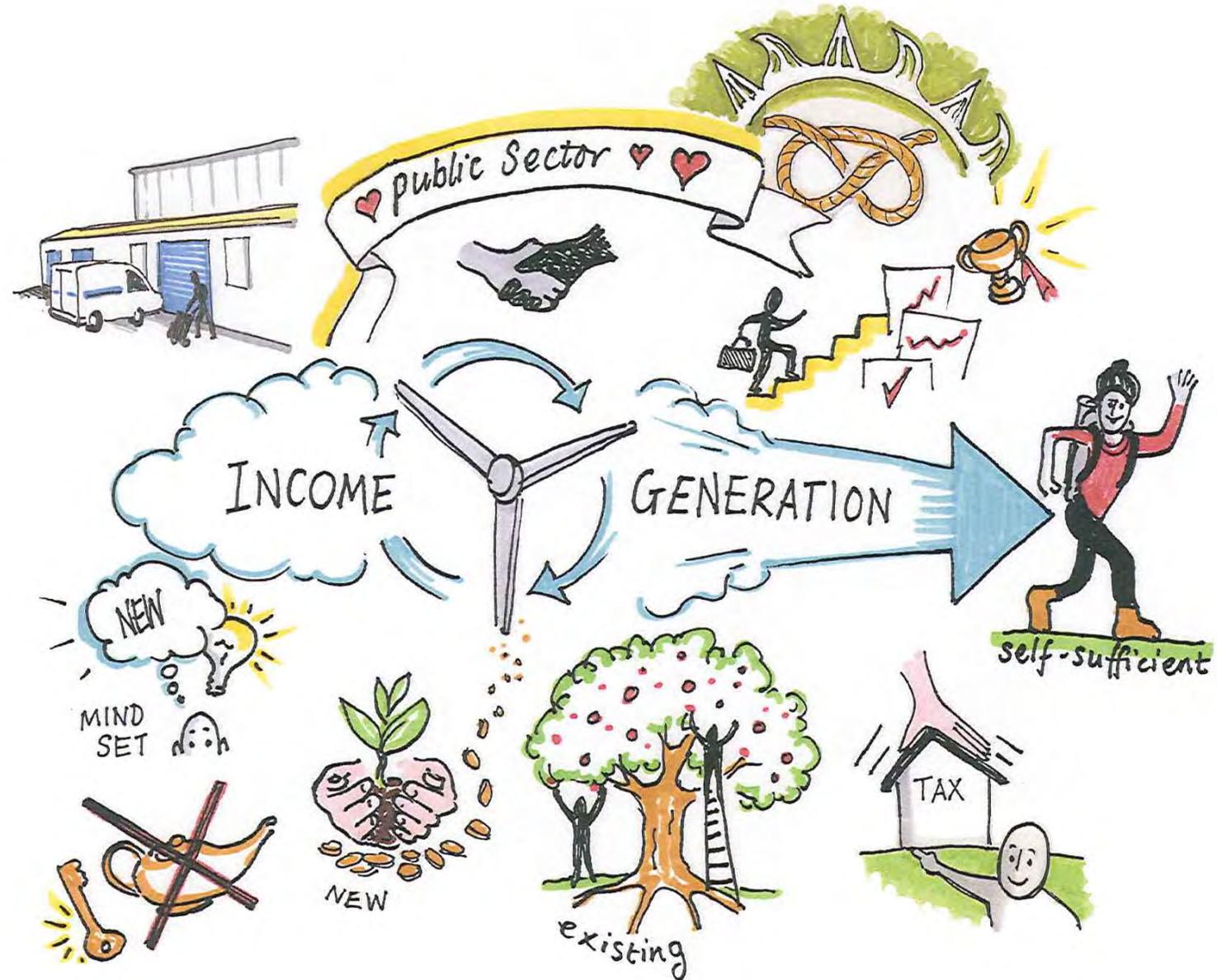




**South
Staffordshire
Council**



Income Generation



Brands that best engage with our target markets



Commercial

Businesses



South
Staffordshire
Council

Corporate

Public Sector



Community

Residents

Save in South Staffordshire

Find great deals from local
businesses on the free app

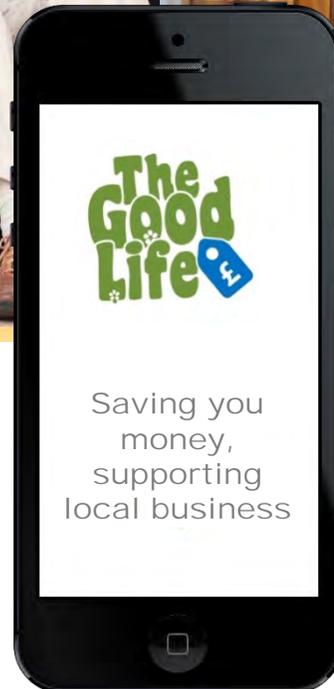
Good Life Deals





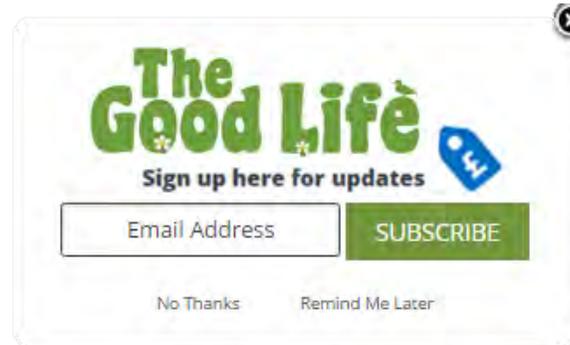
South
Staffordshire
Council

Connecting residents and businesses





Framework for Growth



406%

Increase in
subscribers

42%

Open rate

13%

Click rate



Tickets cost **£1**

60% goes to
good causes



South Staffordshire



**Community
LOTTERY**



Every ticket has a
1 in 50 chance
of winning a prize
every week

To **gether we win!**



The Good Life

South Staffordshire
ENERGY



goodlifesstaffs



@staffsgoodlife

If you haven't switched for years, you could
be paying more than you should

We can help you switch, it's easy

us today on Freephone **03333 058671** or email: info@cebltd.com
to register your interest and find out how much you could save



Need help to switch
energy companies?





Imre Tolgyesi
Commercial Partnership Manager
i.tolgyesi@sstaffs.gov.uk
01902 696210

Creating and delivering new projects that marry public sector values with commercial approaches to generate income.



Dave Worsell

Managing Director

Granicus (Europe)







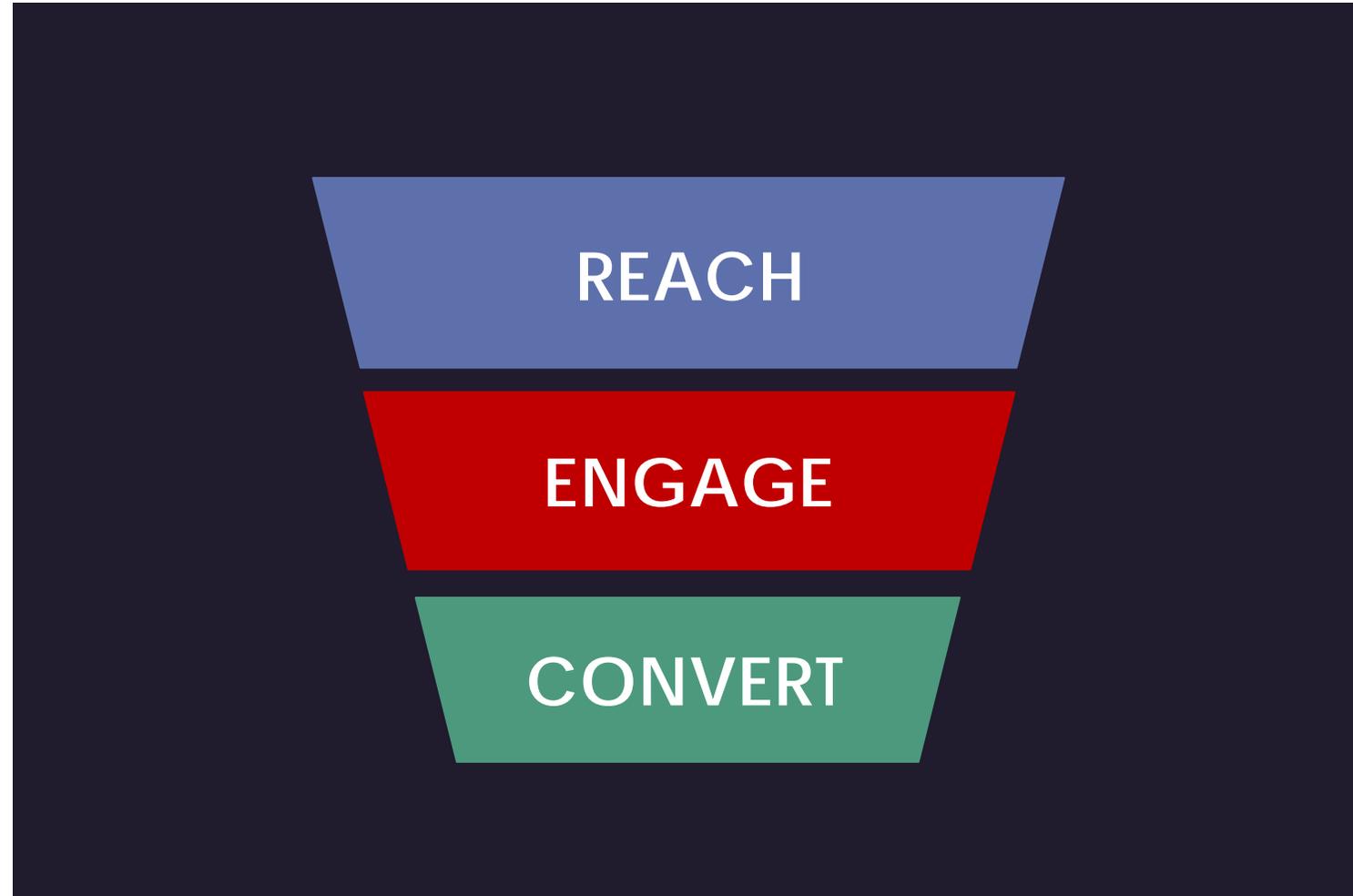
Email – Old school but still king



Across sectors email delivers **the best return on investment**

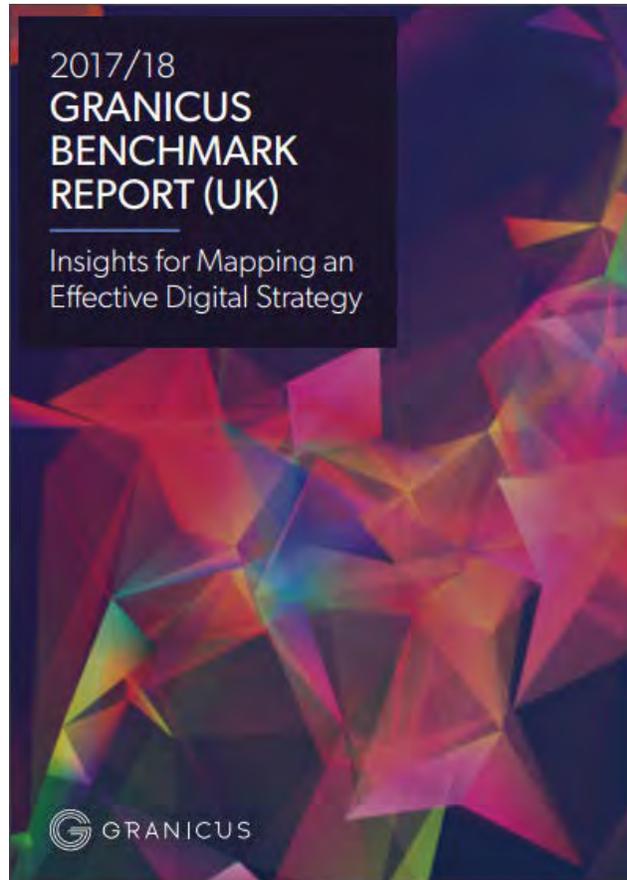
(£33 for every £1 spent*)

*Source: Campaign Monitor, Adestra, Econsultancy, MyEmma

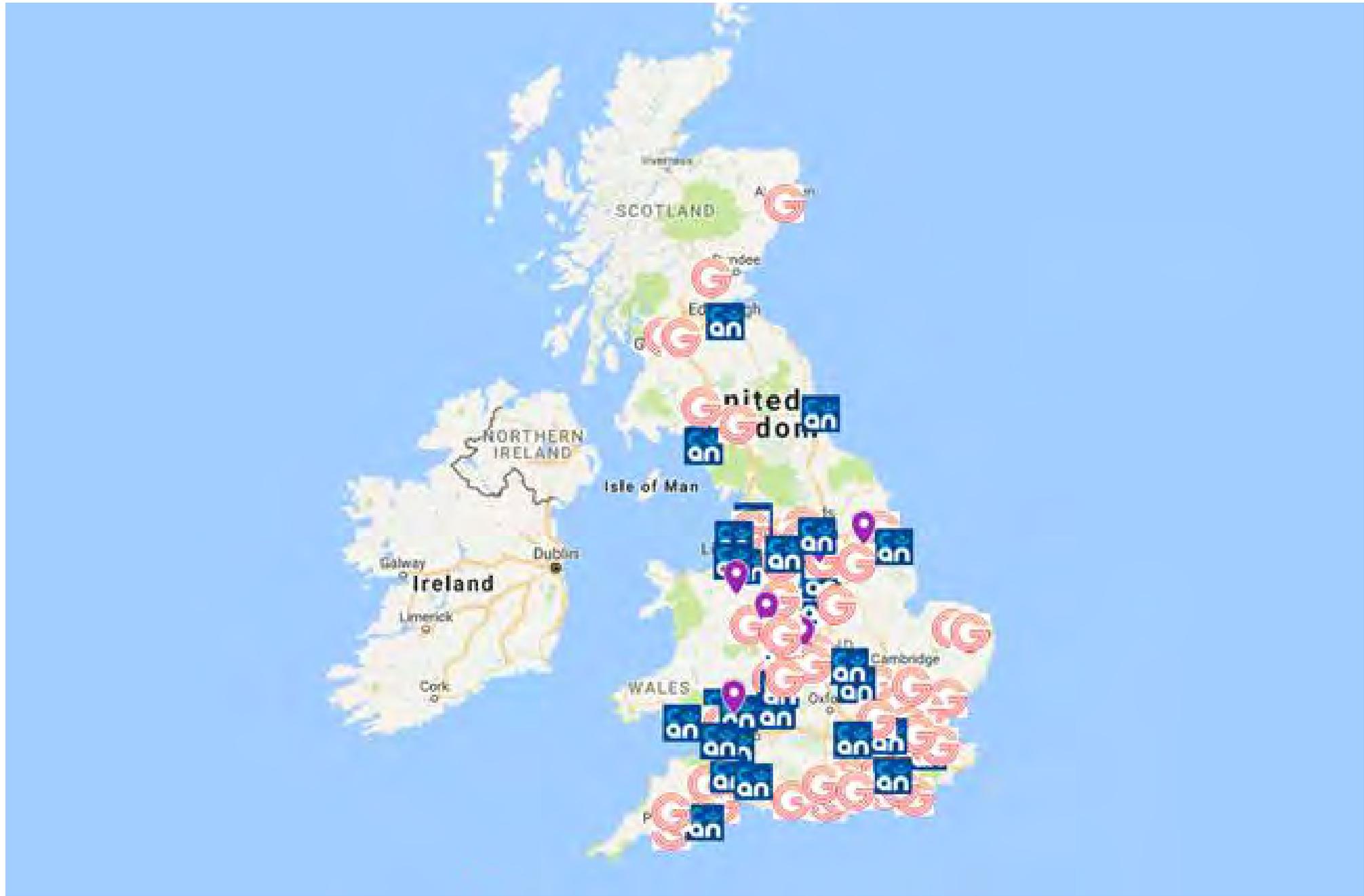


Make your email marketing more effective

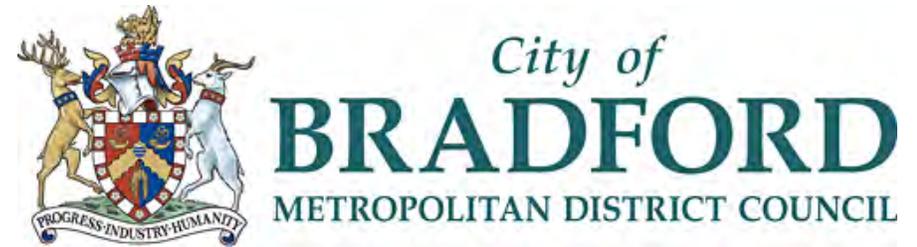
- monitor, evaluate and optimise



Download the new
**public sector email marketing
benchmarking report**
from the “Resources” section on
your console to compare and
improve your metrics.







THE 2017 GENERAL ELECTION

Don't miss out

Ensure you're registered by 22 May gov.uk/register-to-vote



Experience style and practicality with
ŠKODA ON MOTABILITY



ARE YOU DUE A PAY RISE?



CHECK
YOUR PAY

It's election time!

Find your candidates at whocanivotefor.co.uk



7 councils

3 months

657,267 subscribers

13,971 clicks

ADVANTAGES OF EMAIL ADVERTISING

- ✓ Large engaged audience
- ✓ Highly targeted advertising opportunity
- ✓ Attractive to local and relevant businesses
- ✓ Ability to segment audiences
- ✓ Ability to track engagement and ROI
- ✓ Ad positioning unobtrusive
- ✓ Ability to A/B test and optimise performance

WHY PARTNER WITH GRANICUS ON IT?

- ✓ Proven channel with gov't and private sector ads
- ✓ Easy setup
- ✓ Zero maintenance required (we manage everything for you)
- ✓ Reputable advertisers and quality control
- ✓ Cut the cost of your email marketing and put money back into your comms budget

We can help you start generating income through email ads.

Thank you for listening

Follow us **@GranicusUK**

Visit **uk.granicus.com**
for more resources

Email **info@granicus.com**
if you'd like to increase the take-up of your
chargeable services and commercial
ventures

#Granicus17



**TECHNOLOGY FOR THE
PEOPLE WHO ARE CHANGING
OUR WORLD**