

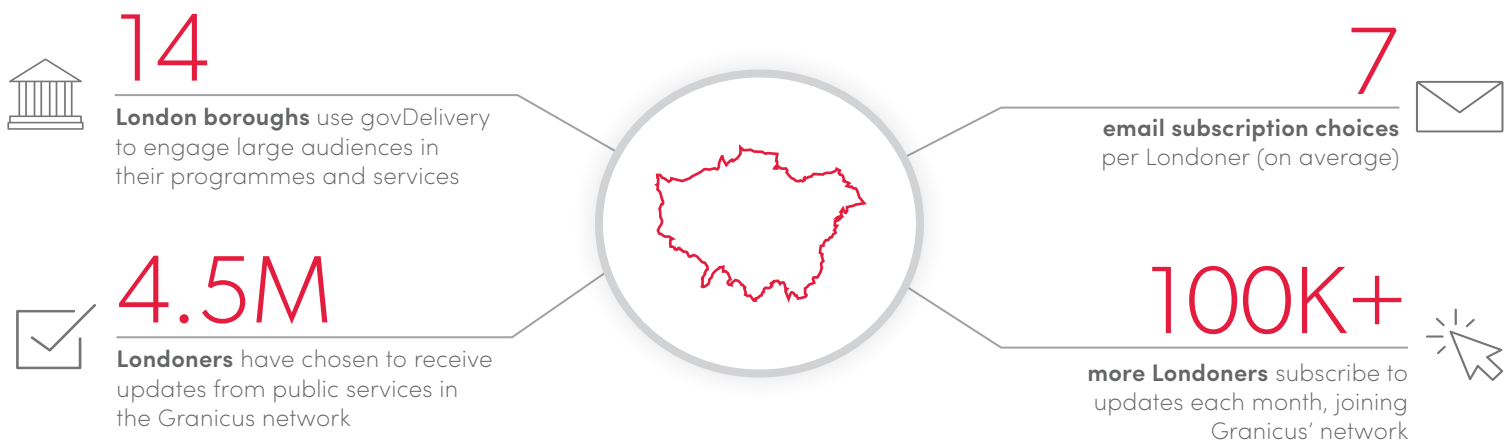
# Opportunities for London councils



**4.5 million Londoners are already connected. People are waiting for you.**

London councils and public services near you are already using Granicus' email and text message marketing solutions (and campaign management services) to strengthen connections with millions of people and drive behaviour change in communities.

## Connections in London



## Councils working with us to drive positive change



We're helping London councils engage large and diverse audiences quickly via targeted digital campaigns. You too could join this network and communicate in ways that reduce customer demand, save money, generate income, change behaviour and improve lives.

**1M+** PEOPLE are subscribed to updates from London councils so far

**14** COUNCILS in London use govDelivery to deliver campaigns that support programme outcomes

**~70%** OF SUBSCRIBERS engage with London councils' email updates regularly

**75K+** PEOPLE are subscribed to each London council (an average that increases daily)

**160** BULLETINS are sent through govDelivery by a London council in an average year

**2X** MORE PEOPLE subscribe through Granicus' network than other sign-up methods



## Metrics

### Subscribers

60k (equivalent to ~25% of the local population)

### High average engagement rate

78% of recipients are engaged (some bulletins achieve >90% engagement)

### Popular subscription topics

Living in Havering, garden waste, travel, housing, arts, crime prevention, active living, business, fostering and adoption

### Subscriber boosts from

Food Standards Agency, Essex, Hackney, Lambeth, Bexley, Waltham Forest, Islington councils, and Met Office (via cross-promotion in Granicus Network).



### Top tip

*Use email as a vehicle for income generation*

## Case study

Objective: Generate income

Solution: govDelivery

### 1. Generate £770k annually from garden waste collection sales through email marketing

Each year Havering promotes its chargeable garden waste collection service across a suite of email bulletins, to increase renewal rates and attract new customers.

The bulletins drive people to transact online, reducing call centre demand. Email marketing is central to the service area's sales strategy. In the first year of introducing targeted and timely email reminders, renewal rates increased by 375%, reducing service inefficiencies and running costs.

Three years on and more than 90% of customers renew on time. Nearly three quarters of renewals are completed online/via an automated phone system – and therefore do not require customer service interaction. In 2017/18, the council generated £770k in online/automated phone sales.

### 2. Generate £18k+ annually by selling advertising space in email bulletins

With nearly 60k subscribers, high engagement rates, and the ability to segment and target different groups, Havering's email bulletins service is a unique and attractive opportunity for local businesses and schools looking to engage new audiences. Havering sells banner advertising space in selected email bulletins including its monthly Living in Havering update.

This channel generates between £300 and £1,200 per bulletin. In 2016/17, Havering generated £18k from three different advertisers and is actively developing this revenue stream.

## Contact our London specialist today

Email [info@granicus.com](mailto:info@granicus.com) or call **0800 032 5769** to book a meeting.