



GET OUT OF THE RED AND INTO THE BLACK

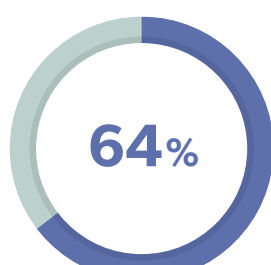
A snapshot of budgets, income targets and opportunities in public sector communications

THE SITUATION

Reduced budgets, fewer staff and increased pressure

Austerity, budget cuts, and increasing demand have left public sector communications teams hacked to the bone. Our recent survey of more than 400 professionals shone a light on the state of play in 2017/18 and the coping mechanisms being adopted. You can read about it in full in our [whitepaper](#), but here's a summary of the key findings.

BUDGETS SQUEEZED FOR 2/3 OF COMMS TEAMS

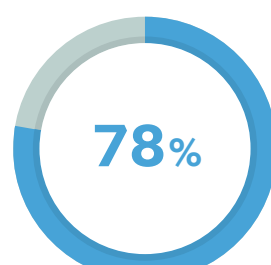


64% have had budget reduced in last 3 years



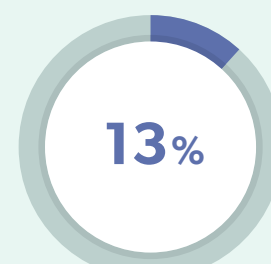
-23% average cut in budget

NEARLY HALF OF COMMS TEAMS HAVE REDUCED IN SIZE

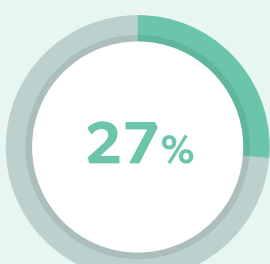


78% of teams stayed the same or reduced in size

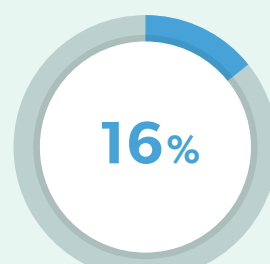
A GLIMMER OF GROWTH



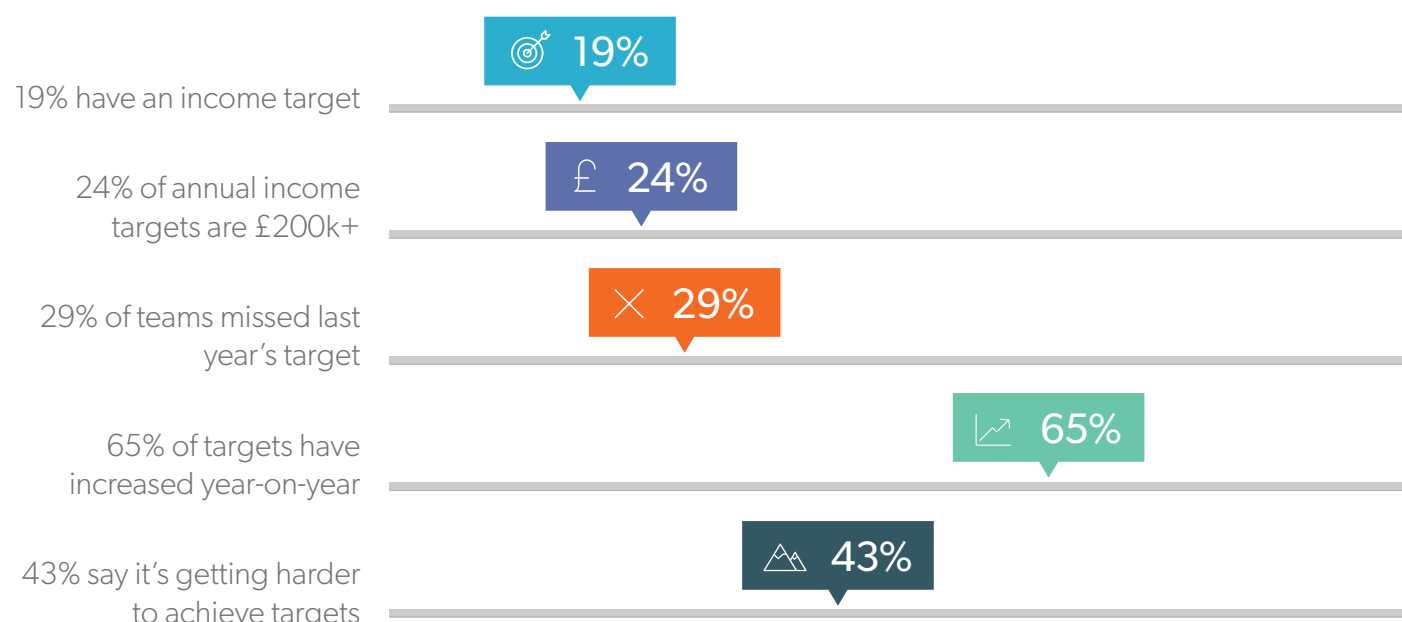
13% have had budget increase in last 3 years



27% average budget increase



16% expect team growth in the next 18 months



£75,591 = average income target for comms team

A SOLUTION

Use communications strategically to increase revenue

Comms teams are strengthening efforts to bring in income and align their work with financial objectives (savings and net new). They're also supporting other teams to realise their commercial potential. From charging for consultancy to increasing tourism revenue through powerful campaigns, communicators are establishing themselves as integral to public sector commercial ventures and the survival of many services.



COMMS ENTREPRENEUR



COMMS INCOME STRUGGLER

Sales skills in the team	No sales skills in the team
Marketing skills in the team	No marketing skills in the team
Able to identify opportunities	Is unable to market opportunities
Has senior buy-in	Has no council-wide strategy
Capacity to concentrate on bringing in income	Has no spare capacity
Meets income targets	Struggles to meet income targets
Customers outside the organisation	Customers from a small pool within the organisation
Uses digital comms tools strategically (aligned with programmes with financial objectives)	Little or no strategic use of digital communications tools

YOUR NEXT STEPS

Don't "fish from the same pond", chase new money

There may be less funding allocated, but communicators certainly aren't short of creativity and determination to bulk up their armory of income generation tactics. Download our [new whitepaper](#) to find out how other organisations are already generating income.



12 case studies. 3 paths forward.

[SHOW ME WHAT'S WORKING FOR OTHERS >](#)

ARE YOU MISSING A TRICK?

Generate income through your email bulletins

Only 1/5 of comms teams with an income target are selling ad space in e-bulletins, even though email is proven to deliver the **best ROI in the marketing mix** (£33 for every £1 spent*). That means 80% of you are missing out on this valuable income stream. Get in touch with us and we'll help you start generating revenue through this channel.

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

[I'M INTERESTED, TELL ME MORE >](#)

*Sources: Campaign Monitor, My Emma, Econsultancy, Adestra