



Income Targets and the Comms You Need to Succeed

Live webinar | 23 November

uk.granicus.com

@GranicusUK

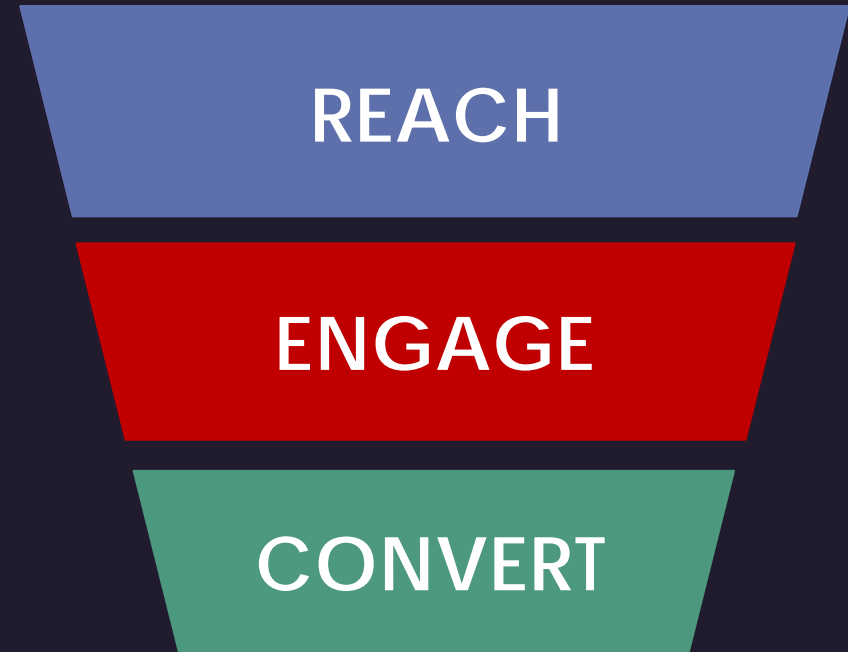
#Granicus17

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

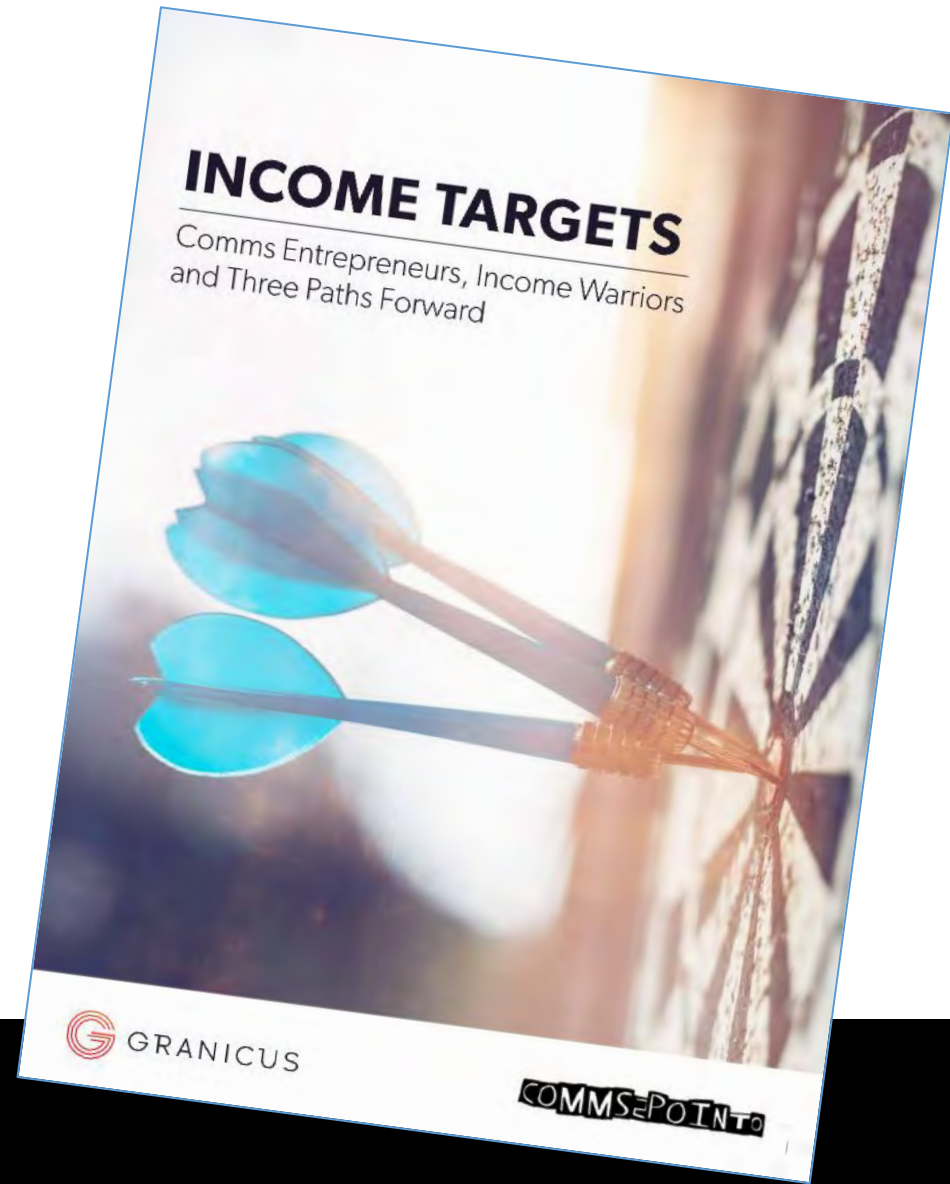


Bleak?

<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



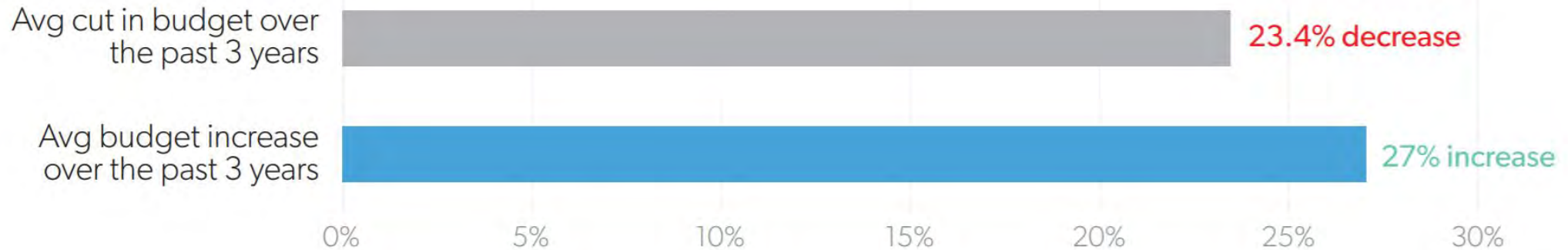
A fractured landscape and some best practice

<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>

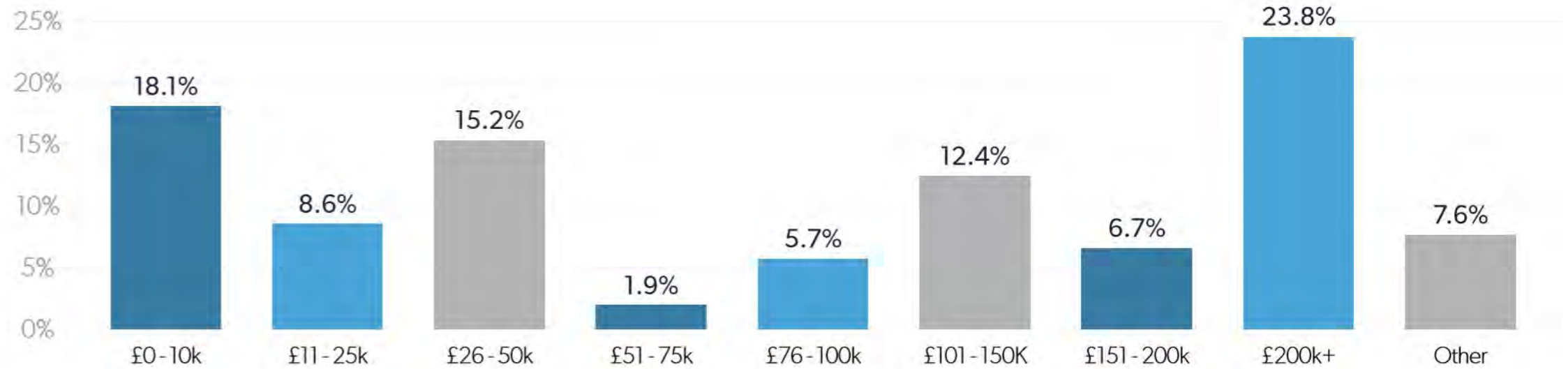
@danslee
dan@comms2point0.co.uk

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

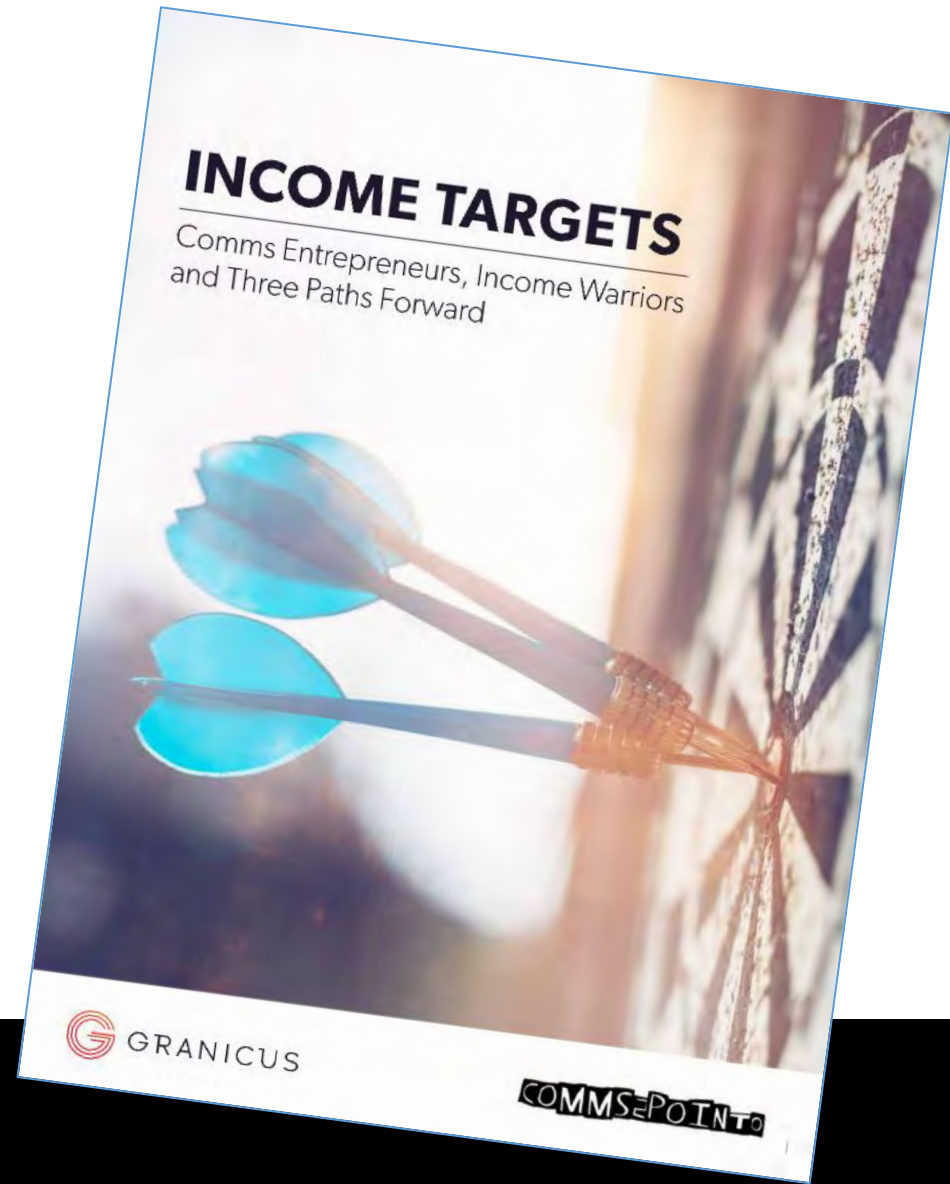


Secret ingredients...

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

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

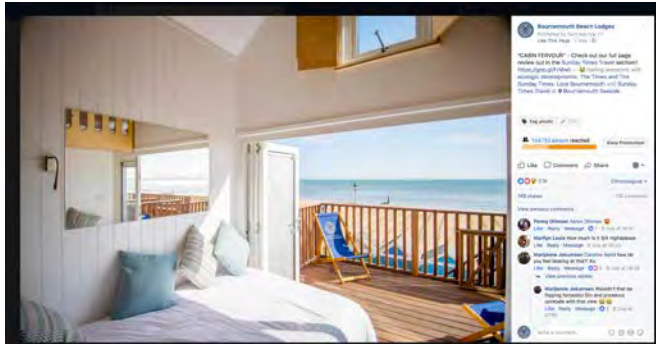
Site by Crenid

Data Protection
© 2016

BOURNEMOUTH
BEACH LODGES

44

Marketing & Digital Campaign





LAUNCH PHASE

April 2017 – to date



BOURNEMOUTH
BEACH LODGES



MEDIA COVERAGE

April 2017 – to date



BOURNEMOUTH
BEACH LODGES

THE SUNDAY TIMES

SHACK TO THE FUTURE

The latest beach hut are chic, look like with all mod cons. Here the humble seaside shed had its day, asks Charlotte Jordan

Nestled on a sandy beach, the latest beach huts are anything but humble. These chic, modern structures, with all mod cons, are the perfect place to relax and enjoy the sea. They are the perfect place to relax and enjoy the sea. They are the perfect place to relax and enjoy the sea.

CABIN FERVOUR

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

With its modern interior, the new beach hut is a far cry from the old-fashioned wooden sheds of yore. It's a place where you can relax and enjoy the sea, with all mod cons. It's a place where you can relax and enjoy the sea, with all mod cons.

Bourne again

the guardian

Inside the seaside: The latest beach huts are anything but humble. They are the perfect place to relax and enjoy the sea, with all mod cons.

TimeOut London

DAILY ECHO

Luxury beach huts are launched for comfort



The new beach huts are anything but humble. They are the perfect place to relax and enjoy the sea, with all mod cons. They are the perfect place to relax and enjoy the sea, with all mod cons.

woman&home

Your own hut on the beach

Two Beach Retreat Bournemouth Beach Lodges



TWO BEACH RETREAT Bournemouth Beach Lodges

Two Beach Retreat Bournemouth Beach Lodges are the perfect place to relax and enjoy the sea, with all mod cons. They are the perfect place to relax and enjoy the sea, with all mod cons.

Property Mail BEACH HUTS AHOY

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

With its modern interior, the new beach hut is a far cry from the old-fashioned wooden sheds of yore. It's a place where you can relax and enjoy the sea, with all mod cons. It's a place where you can relax and enjoy the sea, with all mod cons.

Dorset days

ON THE MARKET... with leading sea views

THE PROPERTY MAGAZINE

Daily Mail



BOURNEMOUTH BEACH LODGES



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



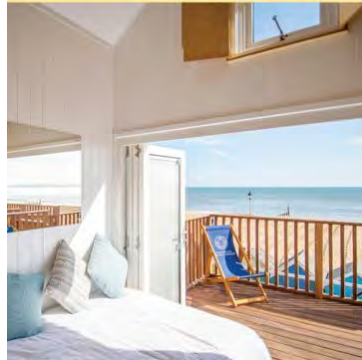
BOURNEMOUTH BEACH LODGES
BOOK YOUR 3, 4 OR 7 NIGHT STAY NOW
www.bournemouthbeachlodges.co.uk 01202 451781



**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 room 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 code 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**

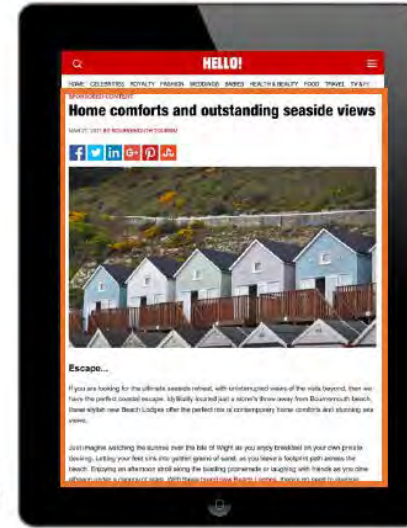


To book call
01202 451781

www.bournemouthbeachlodges.co.uk



**BOURNEMOUTH
BEACH LODGES**



TRAVEL CAMPAIGN



BOURNEMOUTH
BEACH LODGES

CUSTOMER COMMUNICATIONS



BOURNEMOUTH
BEACH LODGES



Welcome Guide

Customer Satisfaction Cards



BOURNEMOUTH
BEACH LODGES

SOCIAL MEDIA



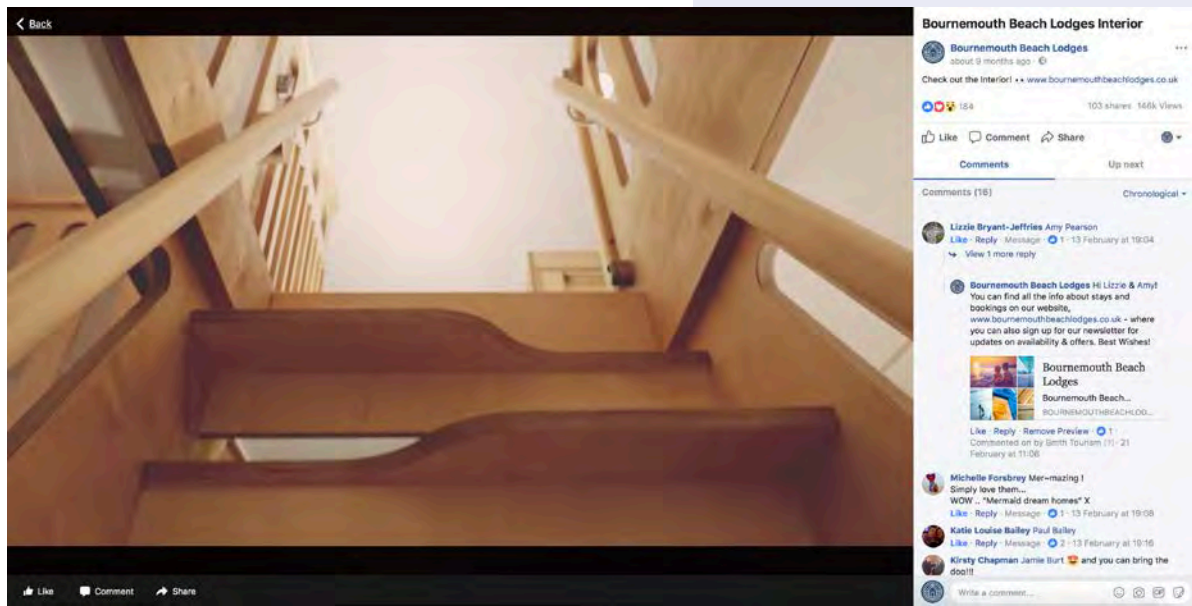
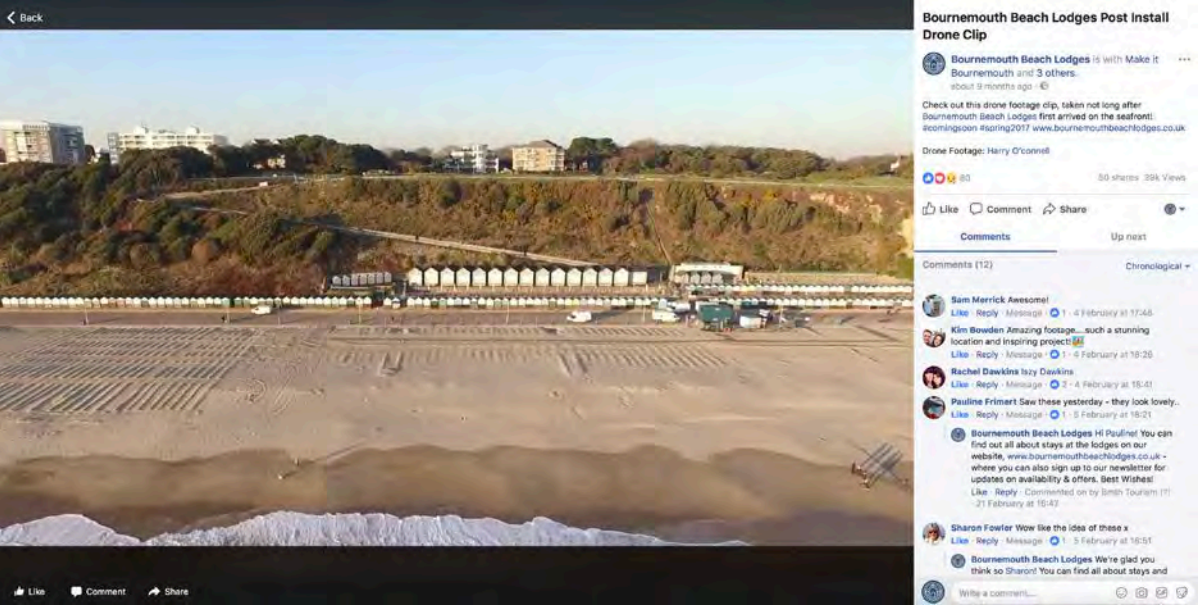
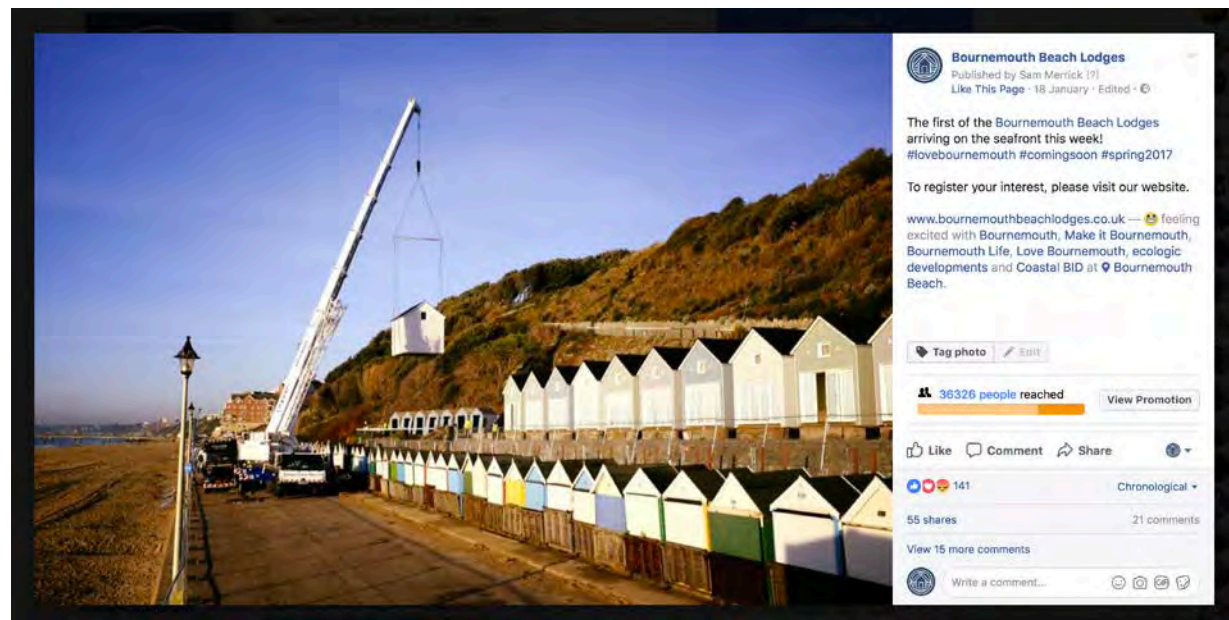
BOURNEMOUTH
BEACH LODGES

Facebook & Instagram

Facebook

Instagram







bournemouthbeachlodges.co.uk



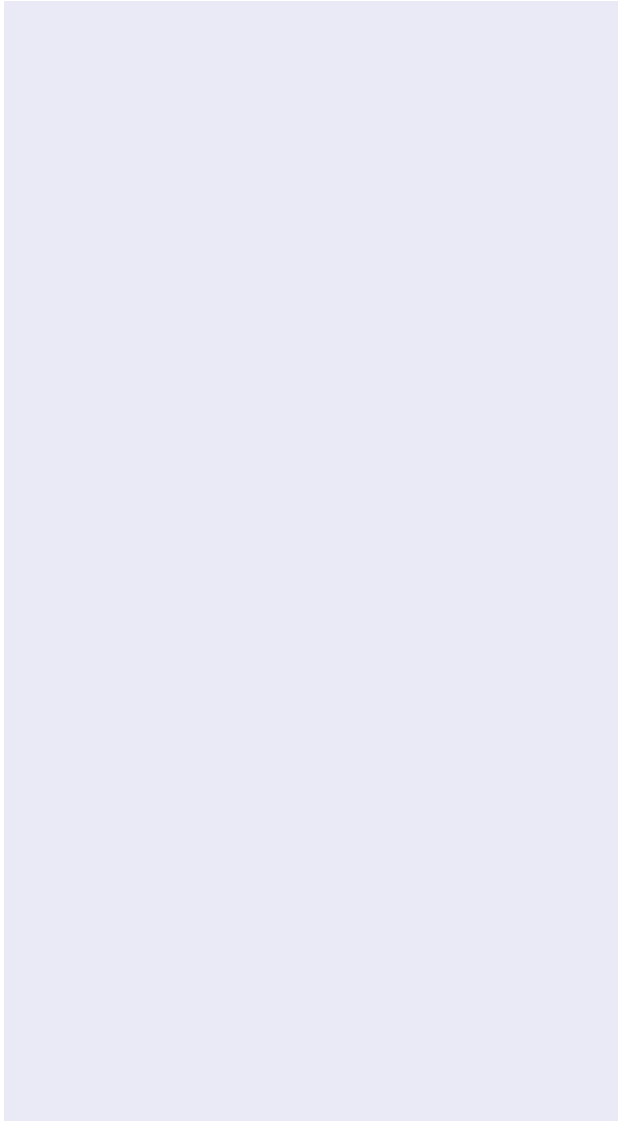
Listings



2018

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







Imre Tolgyesi

Partnerships Manager for
Commercial Services

South Staffordshire Council



**South
Staffordshire
Council**

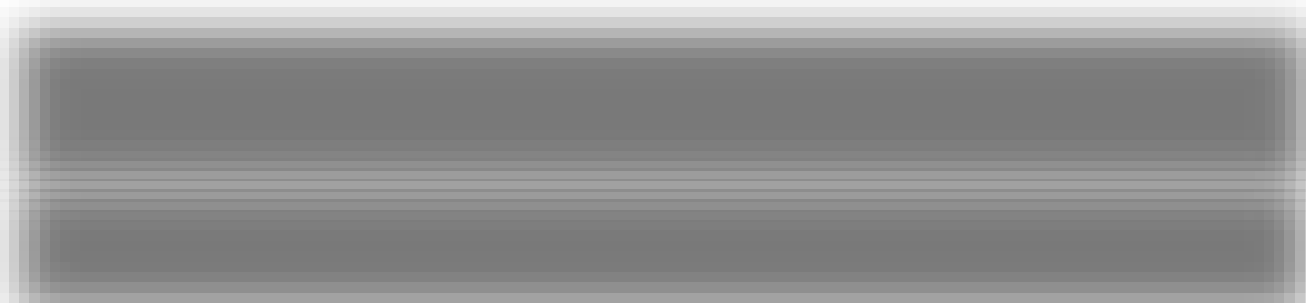
Income Generation Strategies

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

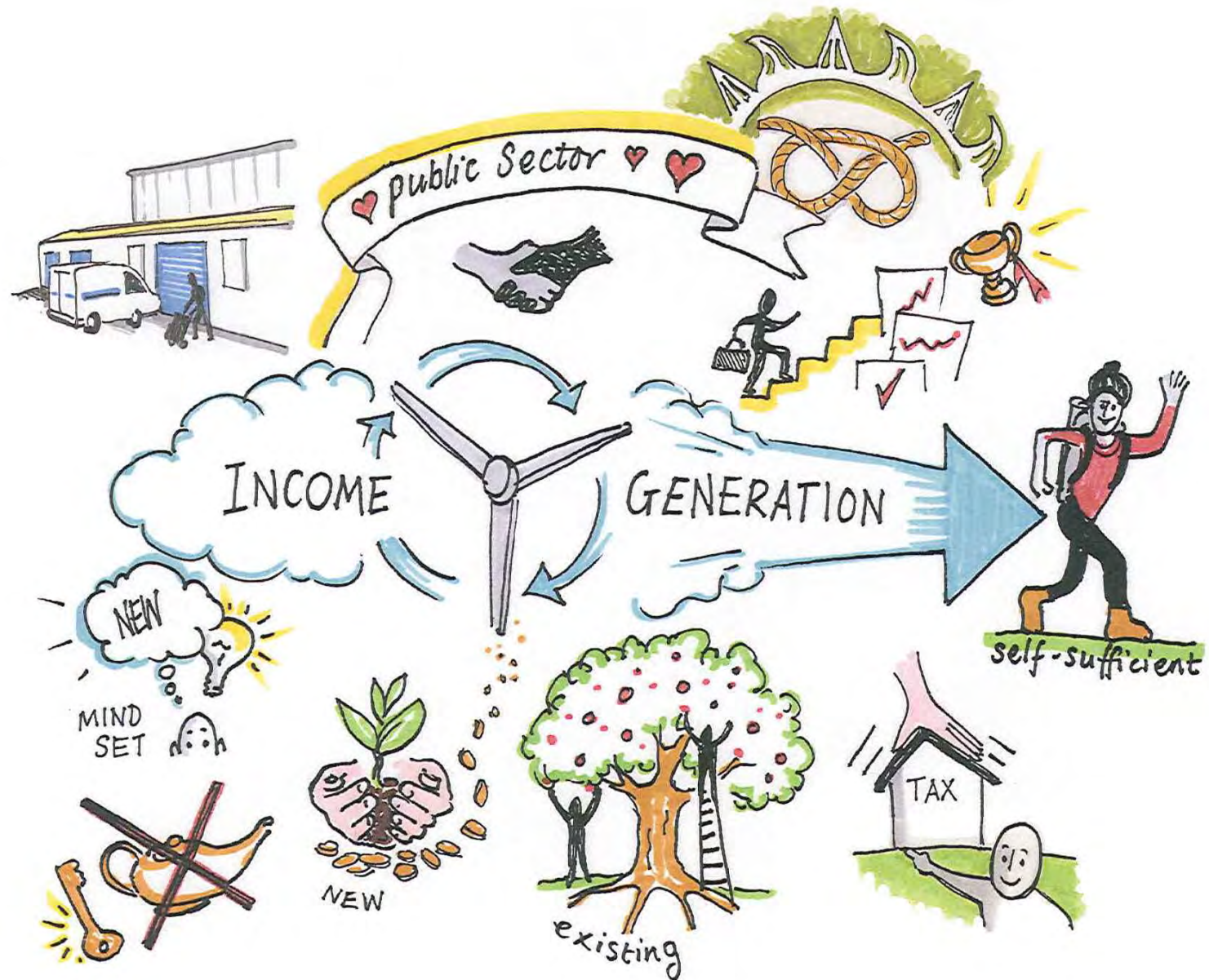




**South
Staffordshire
Council**



Income Generation

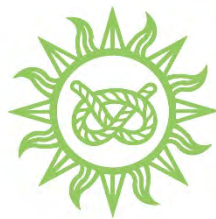


Brands that best engage with our target markets



Commercial

Businesses



Corporate

Public Sector



Community

Residents

Save in South Staffordshire

Find great deals from local
businesses on the free app

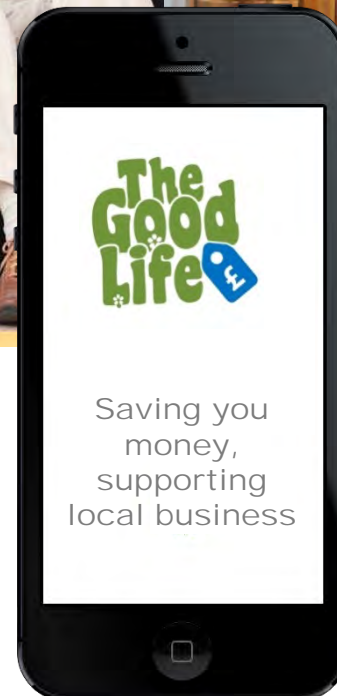
Good Life Deals

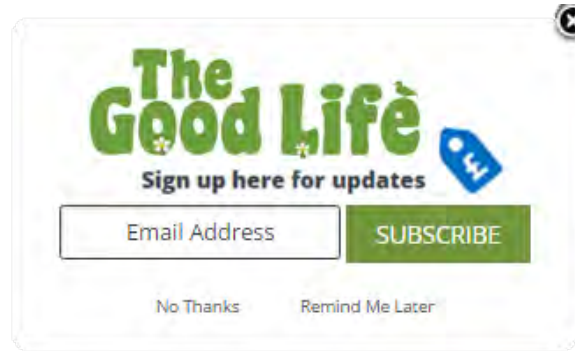




South
Staffordshire
Council

Connecting residents and businesses





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



@sstaffsgoodlife

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



South
Staffordshire
Council

compare
energy bill





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)





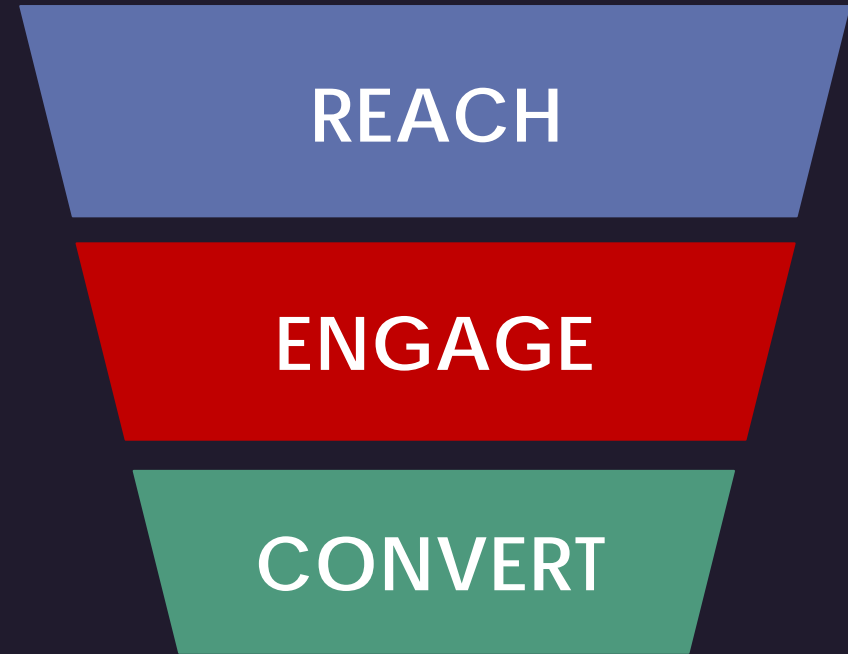


Email – Old school but still king



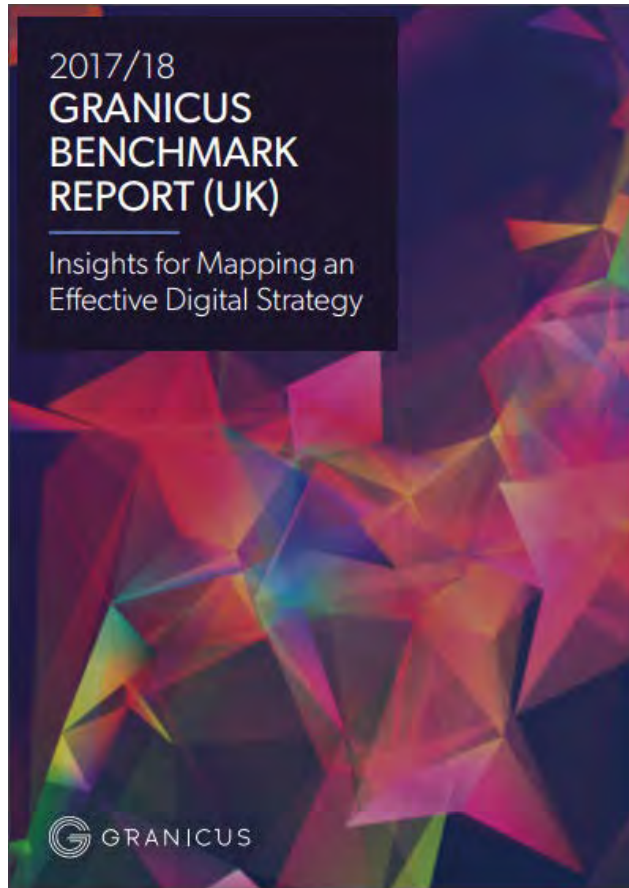
Across sectors email
delivers **the best return
on investment**
(£33 for every £1 spent*)

*Source: Campaign Monitor, Adestra, Econsultancy, MyEmma

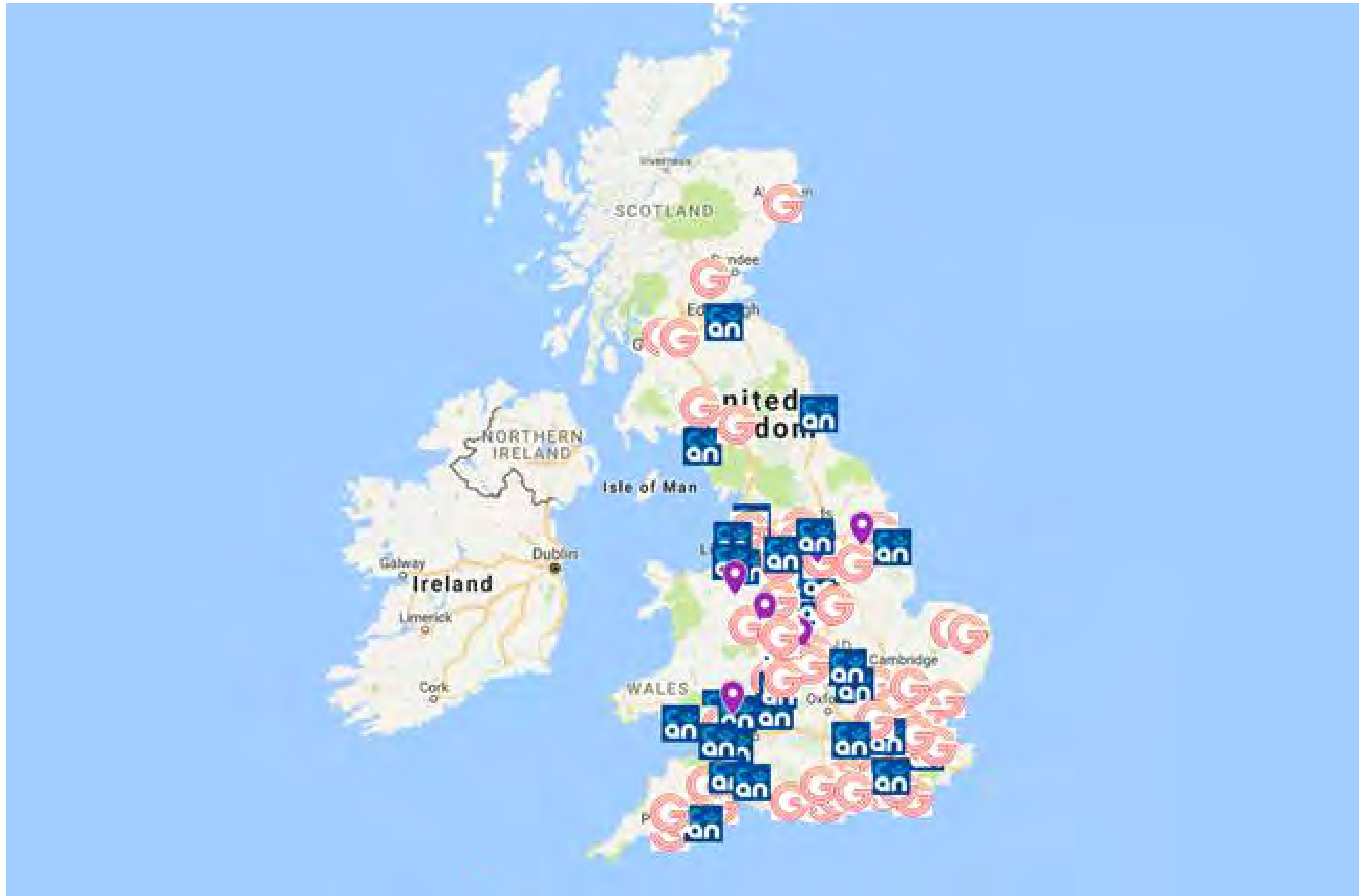


Make your email marketing more effective

- 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