



## Campaigns that cultivate change

Implementing integrated marketing campaigns in the public sector





The average person has an attention span of eight seconds – that’s one TikTok video. According to a study, that figure dropped from 12 seconds back in 2000.<sup>1</sup> What’s the reason for the four percent drop? Scientists are pointing their fingers at technological advancement. Today, more than 85 percent of adults own a smartphone<sup>2</sup> and 90 percent of the world’s data was produced in the last two years.<sup>3</sup> The proliferation of phones combined with the influx of content (both in real life and online) makes it easier than ever to get distracted. If you’re wondering how integrated marketing campaigns, a little something we call IMC, relates to public sector outreach, read on.



# The importance of integrated marketing

Currently, two major hurdles face marketing strategists: the public's low attention span and the competition to stand out against the four to ten thousand advertisements Americans are exposed to daily.<sup>4</sup> Then, consider that the public sector generally has a smaller-or-sometimes no-budget for marketing campaigns compared to the private sector, which on average spends 11 percent of total company budgets on marketing efforts.<sup>5</sup> To reach and resonate with audiences in the crowded media landscape, public sector campaigns need to weave a narrative that is authentic, transparent, and consistent. Enter the integrated marketing campaign.

Integrated marketing campaigns use an omnichannel approach to create coordinated yet tailored touchpoints with audiences. Meaning, the content you see will vary by platform (think traditional media vs. social media), but the overall message stays the same. IMC campaigns are consistent, reaching audiences multiple times across various channels, which builds brand recognition and trust. Successful campaigns deploy short, attention grabbing messages to break through the noise and stand out. Public sector communicators can employ integrated marketing to deliver campaigns that share personalized tactics across multiple platforms, resulting in a unified, customer-centric experience. Let's look at how to build these campaigns.



# Assessing the public sector landscape

The first step is determining the point you need to get across. With that in mind, you can strategically position your campaign, and then disseminate your messaging to audiences. Often, public sector marketing campaigns stem from the necessity to communicate complex legislation (think the National Defense Authorization Act) to target audiences. Government communicators are tasked with distilling legislation into plain language materials that communicate policy changes to their target audiences. That's a challenge, especially when considering that half of U.S. adults read at the 7th grade level or below.<sup>6</sup> With your guiding message set, it's important to assess the landscape and identify potential hurdles. For example, the increasing shifts in demographics within the U.S. makes it more difficult to reach a wider range of audiences with one general communications strategy. Along with this, public trust in the government has been declining more sharply in recent years, especially since the onset of the COVID-19 pandemic.<sup>7</sup> However, a good integrated marketing campaign can push through these barriers to reach and encourage a diverse group of audiences to employ behavior change or take action.

# Jumpstarting your integrated marketing campaign

Public sector communicators can jumpstart an IMC with four essential elements, which come together to deliver a strategy that reaches audiences through an omni-channel approach. Multi-touch communications that are deployed through both traditional (e.g., direct mail) and non-traditional (e.g., social media) marketing channels reinforce messaging, making it more powerful.



**Audience:** Know who you are trying to reach



**Message:** Tell your story



**Channel:** Personalize messaging with a tailored strategy



**Assessment:** Use data and technology to measure return on investment (ROI)



# Audience

Know who you are trying to reach

A one-size fits all approach doesn't work anymore. Audiences can range from hundreds to millions, and on average, marketers create content for three audience segments.<sup>8</sup> Personalization is more important than ever as the behaviors, preferences, values, and beliefs of groups can significantly vary. Employing micro-targeting is an effective strategy to better understand demographic (e.g., age, gender, location) and psychographic (e.g., attitudes, interests) information about your target audiences.

You can also analyze first-and-third party data on advertising platforms and social listening data from artificial intelligence (AI) tools, like Sprinklr. This data can provide information about everyday behaviors like online activity and preferred communication methods. For example, in 2019, marketers listed Instagram as the social channel with the second-highest return on investment (ROI) for marketers.<sup>9</sup> The public sector is not behind the curve here. Take the U.S. military, which has seen a 58 percent increase in followers for all branches since 2016.<sup>10</sup> Instagram has become a powerful tool, especially to recruit enlistees, which tend to be a younger audience.<sup>11</sup> Having a clear understanding of target audiences helps drive messaging segmentation and platform optimization.



Technology solutions help customers reimagine what's possible throughout their advertising and marketing operations.

**Sprinklr**, a partner with Deloitte Digital, is a social monitoring tool that plugs into existing customer-facing systems such as email, customer relationship management, and websites to help organizations reach, engage, and listen to customers.

**Hux** by Deloitte Digital automates and powers a customer's data collection by deploying machine learning. This solution enables government to understand citizens' perspectives and deliver messaging that elevates the human experience.



# Message

Tell your story

It's more challenging than ever for messages to stand out in today's data-driven media landscape. Consider that the average customer is exposed to more than 5,000 media messages a day. Further, only 86 of those messages receive attention, and only 12 make an impression.<sup>12</sup> To stand out and help ensure campaign messaging is meaningful, communicators must deliver content that is authentic, human-centered, and purpose-driven.

Just as people expect brands to treat them like humans—not merely as transactions—they also expect brands to act more human. Building authentic, purpose-driven campaigns will help through the clutter. Messages need to evolve across channels and reach people with differing backgrounds, values, and interests with hyper targeted content and messaging that drives behavior change. One way to help ensure message penetration is using the proper verbiage – think what's in vs. what's out – and the cultural relevancy of content. Audiences expect content to be easy to comprehend, relevant, and relatable. Take the Transportation Security Administration Instagram account, which boasts one million followers. The award-winning account humanizes a government organization by captioning photos of restricted items with witty puns and jokes. Stories capture our imagination and create a narrative that brings campaigns to life and achieves consistency across a portfolio of products.



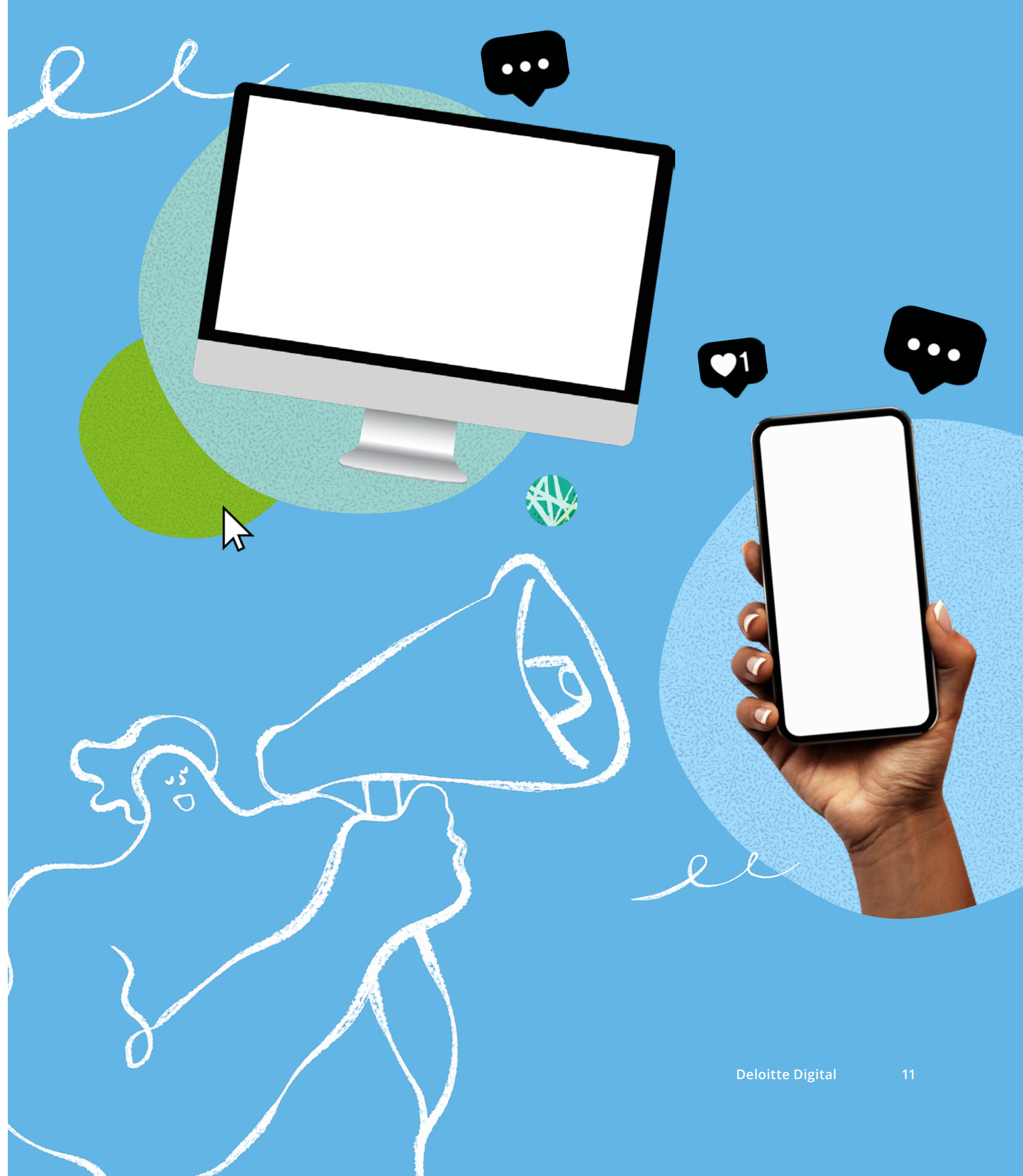


# Channel

Personalize messaging with a tailored strategy

We all know the expression, “in one ear and out the other.” Message penetration means giving audiences the message over and over, until it sticks. A study from Gartner revealed that IMCs across four or more channels outperform single or dual-channel campaigns by 300 percent.<sup>13</sup> An omnichannel strategy allows for the greatest reach, or total number of potential consumers exposed to your message. You want to meet people where they are, on the platforms they spend the most time on.

Across different platforms and channels, a campaign’s messaging should remain consistent at its core, even when other assets like creative and communication styles change. Think merging data and creativity to identify key messages and put them into action. No matter the product, messaging should be streamlined and always in line with accessibility standards, like 508-compliance. You can use the art and science of design to carefully choose creative assets like imagery, colors, and layouts that complement a campaign’s messaging and are designed to inspire and excite audiences. For example, Deloitte led the Military Health System’s industry award-winning campaign, “Bug Week,” which used colorful graphics and bug puns to teach TRICARE beneficiaries about their health benefits. Leveraging social media, the campaign’s 308 products garnered more than 12,000 engagements and 500,000 social media impressions. By using these strategies, the public sector can increase the efficiency of communications and outreach, as well as gather real-time insights and data from key audiences that can be used to continuously assess outcomes and key objectives for their marketing campaigns.





# Assessment

Use data and technology to return on investment

Data is revolutionizing the way that organizations think about their marketing strategies. It also helps organizations to better understand behavior of their target audiences. It is predicted that by 2025, more than 150 trillion gigabytes of data will need analysis.<sup>14</sup> It’s important to develop measurable goals and objectives early in the campaign, and to closely monitor the success of each individual tactic to see how it reached and influenced target audiences. Understanding the importance of data in marketing is one way to make data-driven decisions that will help further your marketing goals and objectives.

For example, Deloitte helped the state of Kentucky develop a new online portal for residents applying for government aid programs, which addressed resident needs and personalized communications messages based on case status, preferences, actions, and attributes. As a result, digital adoption increased by 77 percent, as more residents chose to manage their benefits online instead of using more costly channels like direct mail, in-person, or phone.

From environmental scans to situational analyses and beyond, running analytics cross-functionally throughout an integrated campaign reveals key information that will help you better reach your audiences now and in the future.

Use these key tips develop data-driven campaigns

**Tip 1:** Leverage data and analytics through campaign phases...

Analysis and Inventory	Activity Planning	Implementation	Evaluation and Optimization
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**Tip 2:** Data, when used effectively throughout the lifecycle of a campaign can lead organizations to...

Analysis and Inventory	<ul style="list-style-type: none"><li>• Conduct research and analyze data to uncover market, consumer, and stakeholder insights</li><li>• Generate data-driven innovation and creativity</li></ul>
Activity Planning	<ul style="list-style-type: none"><li>• Validate and understand trends, opportunities, insights, and risks</li></ul>
Implementation	<ul style="list-style-type: none"><li>• Strengthen their customer experience</li><li>• Optimize their customer’s journey</li></ul>
Evaluation and Optimization	<ul style="list-style-type: none"><li>• Evaluate outcomes and key performance indicators resulting in richer, more compelling outputs</li><li>• Drive business and revenue growth</li></ul>



# How Deloitte Digital can help you deliver integrated marketing campaigns

Deloitte Digital's Advertising, Marketing, and Commerce (DD AM&C for short) helps public sector clients connect with the people, stakeholders, and citizens they serve to transform, elevate, and modernize constituent-government experiences. We're a full-service marketing and creative practice, backed by one of the world's largest digital consultancies. "Marketing" means more to us than getting your attention. It means better connecting real people to real government services through compelling stories and powerful experiences. We advance missions by communicating with audiences in honest, practical ways to build trust and influence behavior.

Our work goes beyond visuals and words—it draws from insights within data. From our market-leading tools and digital platforms to our seasoned understanding of what influences audiences. We offer diverse data maven, creative coders, innovative artists, and word nerds devoted to helping the public sector operate with confidence and better serve their citizens. We'd love to help you deliver an integrated marketing campaign that inspires your target audiences.

## Sources

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