



PUBLICSTUFF

MARKETING GUIDE

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1. INTRODUCTION

PublicStuff is pleased to be your municipality's mobile application and request management partner. There are a number of recommended marketing strategies that we'll outline in this guide to help you prepare for your PublicStuff launch to start spreading the word both internally (within your municipality's various departments) and publicly to residents., as well as templates to help you craft your customized messages to residents. Our 'Best Practices' section highlights outreach efforts from already launched PublicStuff municipalities, which you can use to create your own communication plan.

2. MARKETING MUST-DOS

Use our Top Five checklist below to prepare for your launch. These essential no-cost or low-cost strategies leverage existing communication channels to spread launch news both internally within the municipality and to residents.

SPREAD THE WORD WITHIN YOUR MUNICIPALITY'S DEPARTMENTS

1: Alert departments of your PublicStuff launch through an internal newsletter or email list and use PublicStuff's Internal Launch Email Template to craft your message.

EXAMPLE:

- Post details about the app's launch date and an example service request type that can be submitted through the app.
- If your municipality is launching PublicStuff in phases, mention the launch dates for each phase, and the departments that will be launching in each phase. Include the URL to download the app as well as the URL for the iframe.

SPREAD THE WORD TO RESIDENTS

2: Send a formal press release to local media outlets. Use the PublicStuff Press Release template on pg. 11 of this guide to build your message.

3: Provide launch details to the resident email list and use the Newsletter Template to Residents on pg. 8 as a guide.

4: Update your municipality website to showcase the new app. Include the app name and app icon image.

5: Post links to download the app on the municipality's social media channels. Post details about the app's launch date and an example service request type that can be submitted through the app. Use the Sample Social Media Posts on pg. 12 of this guide to craft your messages.

3. OTHER LAUNCH SUGGESTIONS

In addition to the Top Five Checklist, there are other strategies to build momentum for your PublicStuff launch, which include more intensive outreach efforts such as in-person app demonstrations and promoting the new apps at upcoming municipal events:

- Host a launch press conference at City Hall
- Sponsor an app naming contest to engage residents early on and introduce the new app
- Add a download link to the municipality's email signature so residents know where to download the app
- Add a message with the app name to any phone hold messages or voicemail boxes
- Send an email announcement to neighborhood and civic leaders.
- Host demo and download days to help residents download the app
- Host a Speaking Circuit to neighborhood and civic groups that to raise awareness of the new mobile app
- Promote the app at events like municipal festivals.
- Make an announcement about your new mobile apps at a Council meeting
- Display banners outside city facilities, like city hall and the public library.
- Add app information to billboards and signs
- Insert an announcement in utility bills

4. ONGOING MARKETING

There are a number of ways to engage residents and increase visibility of your resident engagement efforts even after the initial launch.

CONTINUED RESIDENT ENGAGEMENT

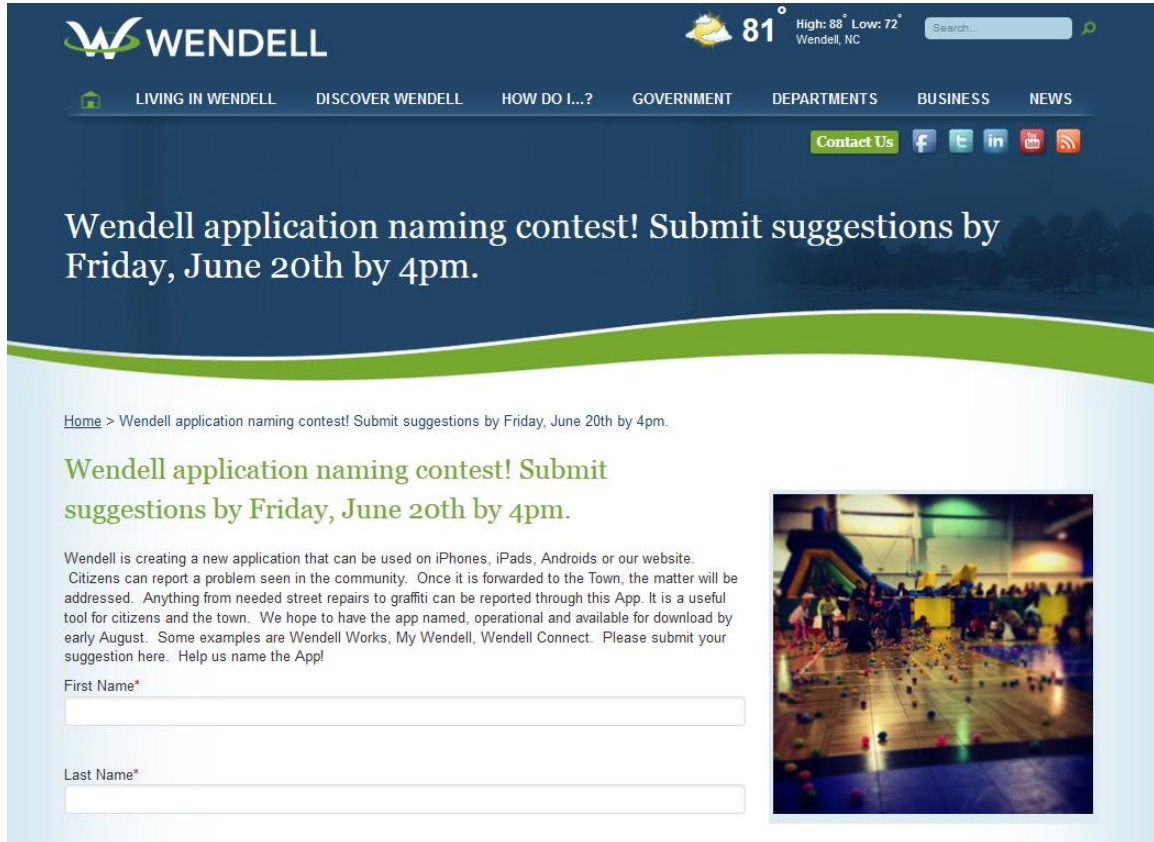
- Send an email announcement to neighborhood and civic leaders after the launch asking them to announce the app to their members.
- Broadcast messages on public service announcement slots on radio and TV or place stories in print publications several months after you launch to rebuild momentum for the app. Highlight initial successes such as most commonly submitted requests, request closure rate, app downloads, overall number of requests, or a request success story.
- Continue to promote the app at municipality-sponsored events such as festivals or special recycling drop-off days

MAXIMIZE RECOGNITION AMONG YOUR PEERS

- Highlight your municipality's unique application of your mobile app in a PublicStuff case study
- Write a guest post on the PublicStuff blog about the impact of adopting PublicStuff
- Respond to calls for articles from civic technology industry publications like the National League of Cities blog, Cityworks InPrint (for municipalities that integrate with Cityworks) and Quality Cities Magazine (for Florida PublicStuff municipalities).
- Apply to award and recognition programs. Examples include:
 - American City & County Crown Communities Awards
 - Public Technology Institute Web 2.0 State and Local Government Award
 - Public Technology Institute Citizen-Engaged Community
 - The Best of California Awards
- Present a joint presentation/panel with PublicStuff at conferences

5. BEST PRACTICES EXAMPLES

RESIDENT ENGAGEMENT: APP NAMING VOTING & CONTEST



The screenshot shows the Town of Wendell website with a dark blue header. The logo "W WENDELL" is on the left, and weather information "81° High: 88° Low: 72° Wendell, NC" is on the right. A navigation menu includes "LIVING IN WENDELL", "DISCOVER WENDELL", "HOW DO I...?", "GOVERNMENT", "DEPARTMENTS", "BUSINESS", and "NEWS". Social media icons for Facebook, Twitter, LinkedIn, YouTube, and RSS are also present. The main content area features a green banner with the text "Wendell application naming contest! Submit suggestions by Friday, June 20th by 4pm." Below this, a breadcrumb trail reads "Home > Wendell application naming contest! Submit suggestions by Friday, June 20th by 4pm." The heading "Wendell application naming contest! Submit suggestions by Friday, June 20th by 4pm." is followed by a paragraph explaining the app's purpose and a call to action. Below the text are two input fields for "First Name*" and "Last Name*". To the right of the text is a photograph of a community event with people and colorful balloons.

Source: [Town of Wendell \(NC\)](#)

An app naming contest is another way to engage residents early on and introduce the new app. Advertise the app-naming contest on municipal social media accounts, resident newsletters, and through other channels the municipality uses to communicate with residents. Note the start date and closing date of the contest and any parameters for the name. For example, if the app name should include the municipality, outline that in the announcement. Increase resident participation in the contest by offering an incentive, such as a prize branded with your municipality's logo or seal.

Hosting an app name voting period is another way to introduce residents to the new app. The municipality can brainstorm name ideas and ask residents to vote on one of three options. As with the app-naming contest, set desired parameters for the app voting period and hold a raffle to encourage resident participation.

WEBSITE PROMOTION

APP BANNER

Make the most of your launch by prominently inserting the app banner on the homepage of your municipal website. Insert the banner on launch day and keep it on your homepage for the first two months after your launch. After the first two months, move the banner announcement to a department homepage or another location on the municipal site.

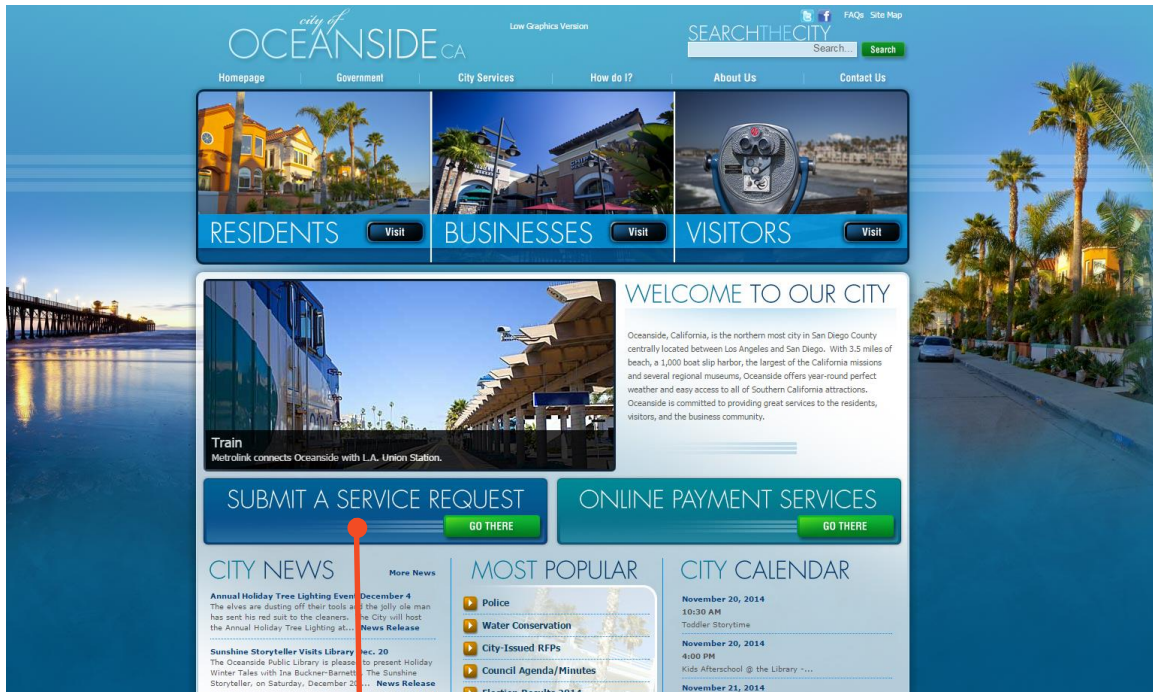


APP BANNER

Source: [City of Woodstock \(GA\)](http://www.cityofwoodstock.ga)

APP BUTTON

Insert a 'Make a Request' button on the municipal homepage as well so that residents can submit service requests directly from the homepage. When migrating the banner announcement, also migrate the 'Make a Request' button.



APP BUTTON

Source: [City of Oceanside \(CA\)](http://www.cityofoceanside.ca)



PUBLICSTUFF MARKETING GUIDE

NEWSLETTER EXAMPLE TO RESIDENTS

The City of Edina, Minnesota used its municipal newsletter to spread news to residents about its new 'Edina To Go' app. Use the 'PublicStuff Newsletter Example to Residents' on pg. 10 to customize your launch announcement to residents.



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Legend:

- Infrastructure
- Commercial and Mixed-Use Redevelopment
- Workforce
- Communication and Engagement
- Community Vision
- Aviation Noise

Speak Up, Edina!

The City's next online discussion is now available at www.SpeakUpEdina.org. The discussion, which focuses on community gardens, is available until Aug. 31.

The City is wrapping up its second year of the Yorktown Community Garden at York Park. In the discussion, the City will ask whether or not residents use a community garden; if they think more community gardens should be added; and where they think additional community gardens would be beneficial in Edina.

In July, the City gathered feedback on public spending on public art. Questions posted ranged from whether or not the City should purchase permanent public art, additional areas to display public art and how much should be spent on public art. Feedback from the discussion will be presented to the City Council Aug. 19.

To weigh in on this month's discussion, visit www.SpeakUpEdina.org.

Edina To Go: The Mobile App to Keep You Updated

Our 21st century world never stops. We are in a constant state of updates and downloads. As we continue to move toward a new-and-improved world filled with technology and online competency, apps have taken over, and the City of Edina will not fall behind.

In early June, the City launched a free mobile app, called "Edina To Go."



"This is a way to literally put Edina's City government in residents' hands to help solve problems and issues," said City Manager Scott Neal.

The City hired PublicStuff to develop the app. PublicStuff is a company specializing in both service requests and mobile apps for municipalities. PublicStuff has developed mobile apps for many cities, including Philadelphia and New York City. Edina To Go was PublicStuff's first municipal project in Minnesota.

"This is further evidence of the City of Edina's strong commitment to being responsive to the needs of their community," said Surya Yalamanchili, CEO of PublicStuff. "We're excited to partner with Edina in making it easier for residents to work together in improving their neighborhoods."

"This [app] will transform the way residents interact with the City and find information," said Communications Coordinator Jordan Gilgenbach.

The instantaneous nature of mobile apps is a benefit for the City in this case. This type of medium will allow the City to keep content fresh and to provide periodic updates.

"Edina To Go is a source for quick information for residents," said Gilgenbach. "Through the app,

residents can read recent news, connect with City staff and elected officials and even make service requests, like reporting potholes and other issues."

Since its release, the app has been downloaded over 600 times and 38 service requests have been made through the app. Numbers are expected to steadily increase.

Edina To Go is available for free in both the iTunes App Store and the Android Google Play store.

For more information on the Edina To Go mobile app, visit www.EdinaMN.gov/edina-to-go.

NEWSLETTER

Source: [City of Edina Newsletter](#)

6. TEMPLATES

Use these templates to build your customized messages internally and to residents.

INTERNAL LAUNCH EMAIL TEMPLATE

[Municipality Name] is going mobile

We are excited to launch [App Name], a new tool for residents to submit service requests through their smartphones, online, via phone, and SMS. Residents can also access important [Municipality Type] information through in-app tools like [Municipality Widget Examples]. [Municipality Type] staff will have the ability to comment on service requests, and provide residents real-time updates through the PublicStuff platform.

[Department Names] will be launching internally on [Date]. By adopting the PublicStuff platform, [Municipality Name] will be able to engage the community more effectively than ever before. To get started, download [App Name] today by visiting [Web Address], or search Google Play and the Apple App Store for [App Name]. To access the [Municipality Name] online submission platform, visit [Iframe Link].

We encourage you to start using [App Name] to submit service requests, and spread the word among your neighbors!

Please send all questions and feedback to [Administrator].

RESIDENT NEWSLETTER/ EMAIL TEMPLATE

[Municipality Name] is going mobile

We are excited to launch [App Name], a new mobile app for residents to submit service requests through their smartphones, online, via phone, and SMS. Residents can also access important [Municipality Type] information through in-app tools like [Municipality Widget Examples]. [Municipality Type] staff will have the ability to comment on service requests, and provide residents real-time updates through the PublicStuff platform.

Residents can submit service requests related to [Request Type Examples].

By adopting the PublicStuff platform, residents have an easier channel to engage with the [Municipality Type], and gain greater insights into the issues in their community, and how the [Municipality Type] is working to solve them.

To get started, download [App Name] today by visiting [Web Address]. To submit a service request online, visit [Iframe Link]. Let us know what else you'd like to see in your official [Municipality Type] app! Send all questions and feedback to [Administrator].

PRESS RELEASE TEMPLATE

Municipality Contact Name
Municipality, State
Contact Email
Contact Phone

Street Address
Municipality, State, Zip Code

FOR IMMEDIATE RELEASE

[Municipality Type] of [Municipality Name] Goes Mobile with Official [Municipality Type] App, [App Name]

[Municipality Name, State] [Date] – The [Municipality Type] of [Municipality Name] is pleased to launch [App Name], the official platform for residents to access their government in a single location. With this new tool, residents can submit, track, and view nearby service requests through their smartphones, online, via phone, and SMS. Residents can also use the in-app widgets to find information about events, public facilities, trash pickup, and more.

To help the [Municipality Type] reach all of its residents, the application supports 17 languages through its One Voice Translation feature. When a resident submits a request in their native language, it is automatically translated into English for [Municipality Type] officials. Subsequent updates on the request are automatically translated back into the resident’s native language to enable a seamless dialogue between the government and residents.

[Contact your Account Manager for a quote from PublicStuff]

The mobile app is part of an overall program for the [Municipality Type] to improve resident communications and service delivery. On the backend, the relevant staff redirects and responds to submitted requests through their customized workflow management system. The [Municipality Type] also uses the backend system to provide residents real-time status updates and comments on the submitted requests.

[Municipality Name] launched the application in partnership with PublicStuff, an innovative civic software company that helps residents and local governments connect to improve the quality of life in their communities.

[Quote From Municipality Official]

[App Name] is a free service and is available in the Apple App Store and Google Play for immediate use. Search [App Name] in the stores or go to these URLs to access.

Android: [URL]
iOS: [URL]
Web: [URL]

To learn more about using PublicStuff in your community, please visit publicstuff.com/tour, or contact [Administrator/Contact].

PublicStuff, Inc. – publicstuff.com/tour

[Optional] Headquartered in New York City, PublicStuff helps residents connect with their local governments to build stronger, smarter, more connected communities. PublicStuff’s digital communications solution provides the easiest, most efficient way for government leaders to interact with their communities. For more information, visit publicstuff.com/tour

NEIGHBORHOOD/CIVIC ORGANIZATIONS EMAIL TEMPLATE

[Municipality Name] is going mobile

We are excited to launch [App Name], a new mobile app for residents to submit service requests through their smartphones, online, via phone, and SMS. Residents can also access important [Municipality Type] information through in-app tools like [Municipality Widget Examples]. [Municipality Type] staff will have the ability to comment on service requests, and provide residents real-time updates through the PublicStuff platform.

As an important part of the community, we invite you to join us in raising awareness about [App Name] among [Organization Name] members and their networks. As more of the community adopts our new platform, we hope to leverage it as a means to improve transparency, communication, and service delivery in [Municipality Name].

To help us spread the word, encourage your members to download [App Name] today by visiting [Web Address].

Please send all questions and feedback to [Administrator].

SAMPLE SOCIAL MEDIA POSTS

TWITTER

- [Number of Days] to go! Help us name your new official [Municipality Type] app!
- Hey [Municipality Name], what would you like to see included in our new [Municipality Type] app? [App Handle] / [App Hashtag]
- Coming soon, an app that will answer all of your [Municipality Name] questions! [App Handle] / [App Hashtag]
- Hi [Municipality Name], what will you get fixed today? [App Handle] / [App Hashtag]
- Use [App Handle] to share your ideas about [Municipality Name] with us!
- Have you used [App Handle] yet? Share your story with us!
- We asked you to help us name our app, and now it's finally here. Download it now! [App Handle] / [App Hashtag]

- Exciting news, we are partnering with @PublicStuff to offer a new platform for resident communications! [App Handle] / [App Hashtag]
- Now that winter is over, help us fix those potholes! Use [App Handle] to submit your requests.
- Access City Hall on [App Handle]
- Now you can do more than order food on your phone! Use [App Handle] to report [Municipality Type] issues!
- We've got [Widget Names]. Tell us what you'd like to see in [App Handle] / [App Hashtag]!

FACEBOOK

- Coming soon, a one-stop shop for everything - [App Name]!
- [Number of Days] to go! Help us name your new official [Municipality Type] app!
- Hi [Municipality Name], how are you doing today? Share your questions about the [Municipality Type] with us!
- Ever have a question about the [Municipality Type], but were unsure who to ask or where to find your answer?
- Coming soon, [App Name], an app that will answer all of your questions! Are you excited yet?
- What would you like to see included in our new app?
- We are excited to be partnering with PublicStuff to offer [App Name]!
- Now that winter is over, help us fix those potholes! Use [App Name] to submit your requests.
- Access City Hall on [App Name]
- Now you can do more than order food on your phone! Use [App Name] to report [Municipality Type] issues!
- We've got [Widget Names]. Tell us what you'd like to see in [App Name]!