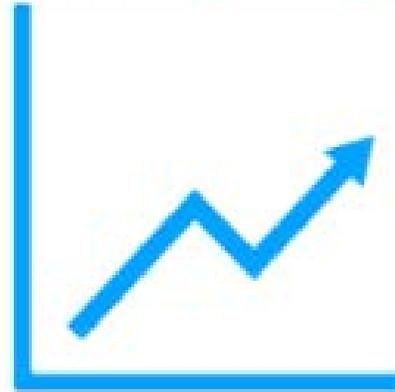




**Taking Your Digital  
Communications to  
the Next Level**



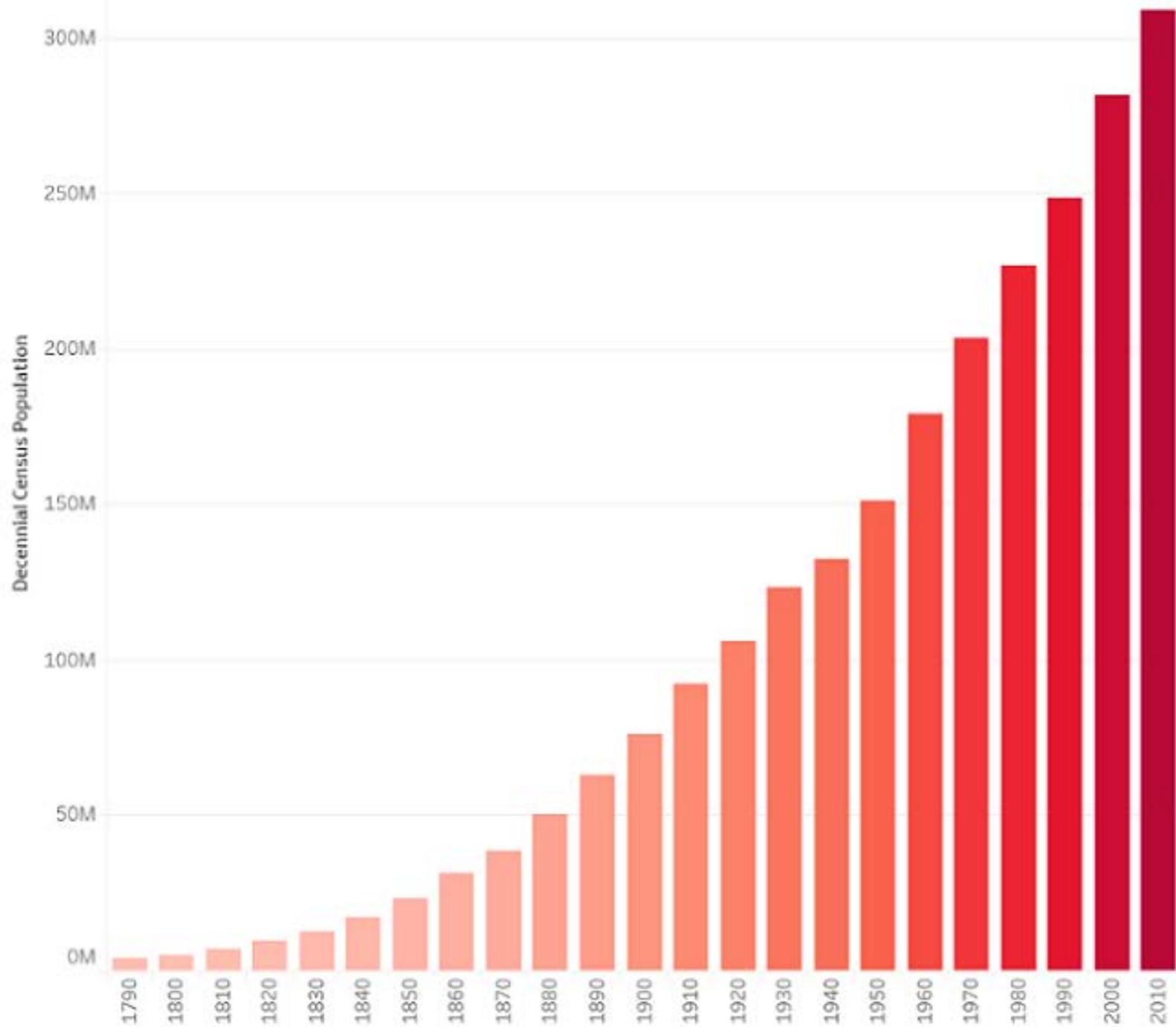
# Email Marketing

# America's History In Numbers

Since the first Census in 1790 when Thomas Jefferson worked with Federal Marshalls to count our people, the Census Bureau has been at the forefront of innovation.



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)



# First Email Marketing Message

```
Mail-from: DEC-MARLBORO
Date:      1 May 1978 1233-EDT
From:      THUERK at DEC-MARLBORO

DIGITAL WILL BE GIVING A PRODUCT
PRESENTATION OF THE NEWEST MEMBERS
OF THE DECSYSTEM-20 FAMILY; THE
DECSYSTEM-2020, 2020T, 2060, AND
2060T...
```

# America Goes Online



# WhiteHouse.gov in the year 2000...

*Good Evening*



*Welcome to the  
White House*

[Today at 4:30pm, Hugh Downs of Executive Branch Television Interviews  
White House Spokesman Joe Lockhart on the Internet and Politics](#)

[National African American History Month](#)

 <p><u><a href="#">The President &amp; Vice President:</a></u> Their accomplishments, their families, and how to send them electronic mail --</p>	 <p><u><a href="#">Commonly Requested Federal Services:</a></u> Direct access to Federal Services <u><a href="#">-Census 2000</a></u> <u><a href="#">-Twenty Things You Can Do and Learn on U.S. Government Web Sites</a></u></p>
 <p><u><a href="#">Interactive Citizens' Handbook:</a></u> Your guide to information about the Federal government</p>	 <p><u><a href="#">What's New:</a></u> What's happening at the White House <u><a href="#">-Supporting Passenger Rail for our Nation's Transportation Future</a></u> <u><a href="#">-Working to Mitigate the Effects of High Home Heating Oil Prices</a></u> <u><a href="#">-Clinton-Gore Economic Record: Strong and Sustained Economic Growth</a></u></p>
 <p><u><a href="#">White House History and Tours:</a></u> Past Presidents and First Families, Art in the President's House and Tours -- <u><a href="#">Tour Information</a></u></p>	 <p><u><a href="#">Site News:</a></u> Featured sections of our site <u><a href="#">-China Trade Relations Working</a></u></p>

# Our Digital Communications Have Changed

Google.com domain registered in **1998**



Apple's iPhone launched in **2007**



First YouTube video posted in **2005**



First Tweet sent in **2006**



Facebook reaches 100M users in **2006**

# 2000

## U.S. Census Bureau

United States Department of Commerce



- Subjects A to Z  
A B C D E F G H I  
J K L M N O P Q  
R S T U V W X Y Z
- New on the Site
- Search
- Access Tools
- Catalog
- Publications (PDF)
- Jobs@Census
- About the Bureau
- Related Sites
- American FactFinder



[Advertising](#) · [Operations](#) · [Partnerships](#) · [News](#) · [More](#)

### People

[Estimates](#) · [Projections](#) · [International](#) · [Income](#) · [Poverty](#) · [Genealogy](#) · [Housing](#) · [More](#)

### Business

[Economic Census](#) · [Government](#) · [NAICS](#) · [Foreign Trade](#) · [More](#)

### Geography

[Maps](#) · [TIGER](#) · [Gazetteer](#) · [More](#)

### News

[Releases](#) · [Webcasts](#) · [Minority Links](#) · [Contacts](#) · [More](#)

### Special Topics

[Conversations with America](#) · [American Community Survey](#) · [Statistical Abstract](#) · [FedStats](#)



### Population Clocks

**U.S. 275,418,163**  
World **6,087,857,874**  
06:54 EDT Aug 06, 2000

### State & County QuickFacts

Select a State   
[Go!](#)

### Latest Economic Indicators



[Privacy](#) | [Accessibility](#) | [Quality](#) | [Confidentiality](#) | [Doing business with us](#)

USCENSUSBUREAU  
Helping You Make Informed Decisions



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](#)

# 2010

United States Census 2010 IT'S IN OUR HANDS

2010 CENSUS HOME | PRESS & MEDIA | PARTNERS

> Job Seekers > Students & Teachers > Census.gov

How It Works | Why It's Important | Privacy & Confidentiality | Get Involved

Search  Go



The 2010 Census is a portrait of the entire country. Every individual within this snapshot has a story. Hear what people are saying.

[Download Plugin](#)

This content requires Javascript to be enabled, and version 10 of the Adobe Flash Player. [Get Flash](#), available free from Adobe.

Saturday, March 23, 2019

**We Can't Move Forward Until You Mail It Back.**

[Preview The 2010 Census Form](#)

Select a Language

This content requires Javascript to be enabled, and version 10 of the Adobe Flash Player. [Get Flash](#), available free from Adobe.

[Start here](#)

**TOP QUESTIONS TODAY** Get the information you need, asked by people just like you.

**"Why can't I fill this out online?"**  
The safety of your personal information is our number one priority...

**Featured Videos**  
This content requires Javascript to be enabled, and version 10 of the Adobe Flash Player. [Get Flash](#), available free from Adobe.

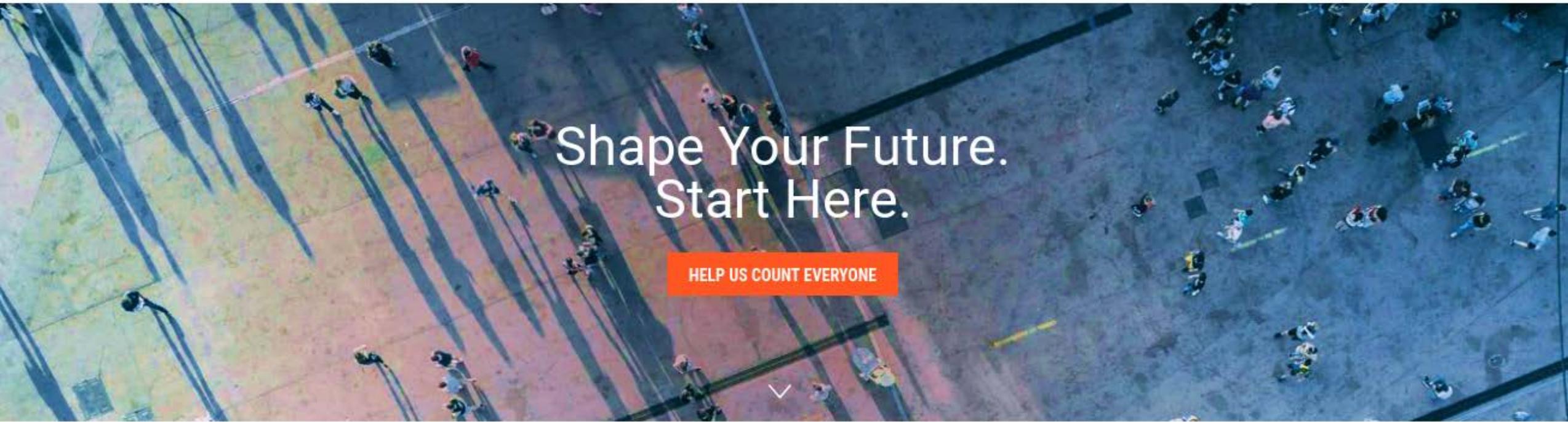
[Multimedia Center](#)

This content requires Javascript to be enabled, and version 10 of the Adobe Flash Player. [Get Flash](#), available free from Adobe.



Language Options:

 English 

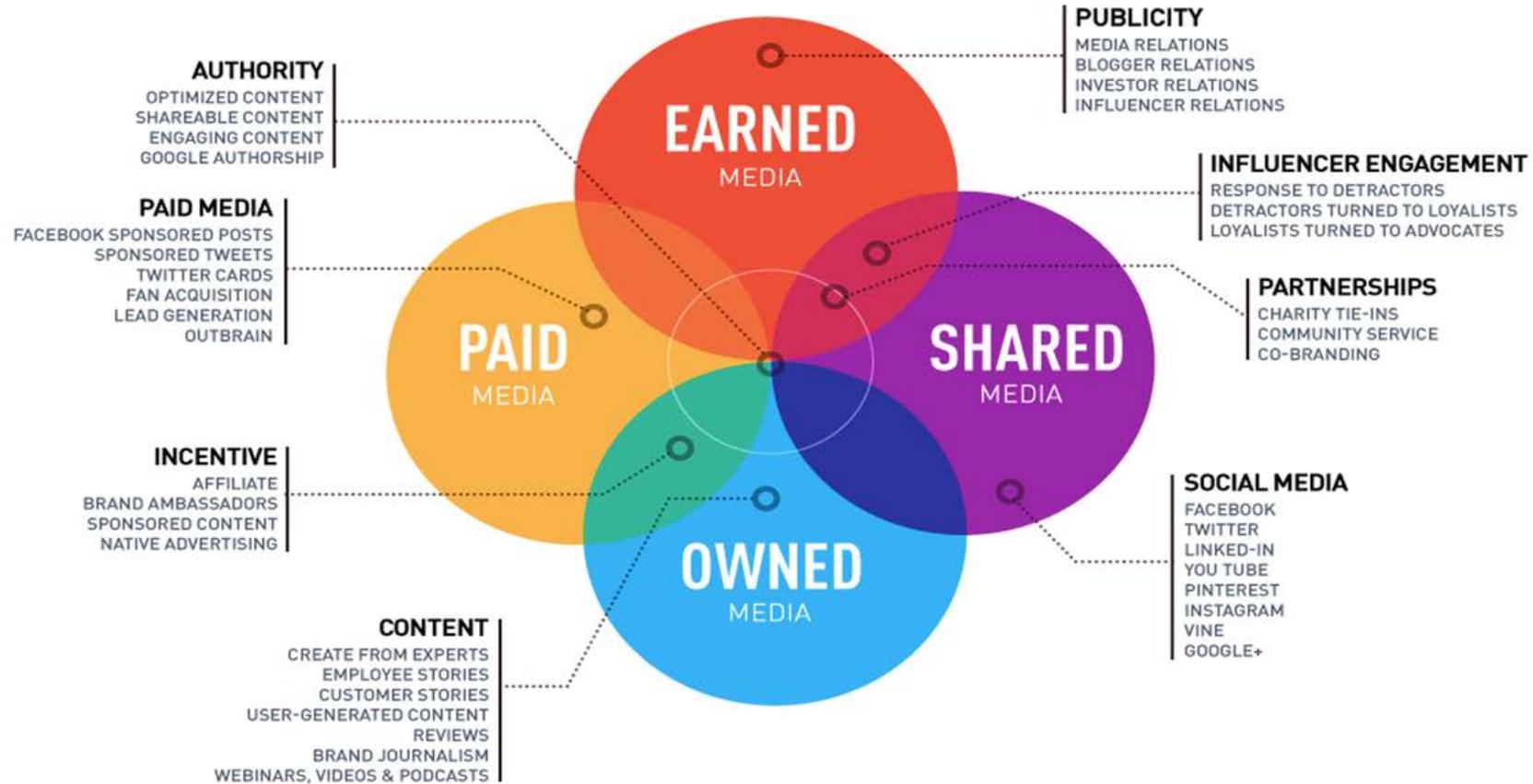


# Shape Your Future. Start Here.

**HELP US COUNT EVERYONE**



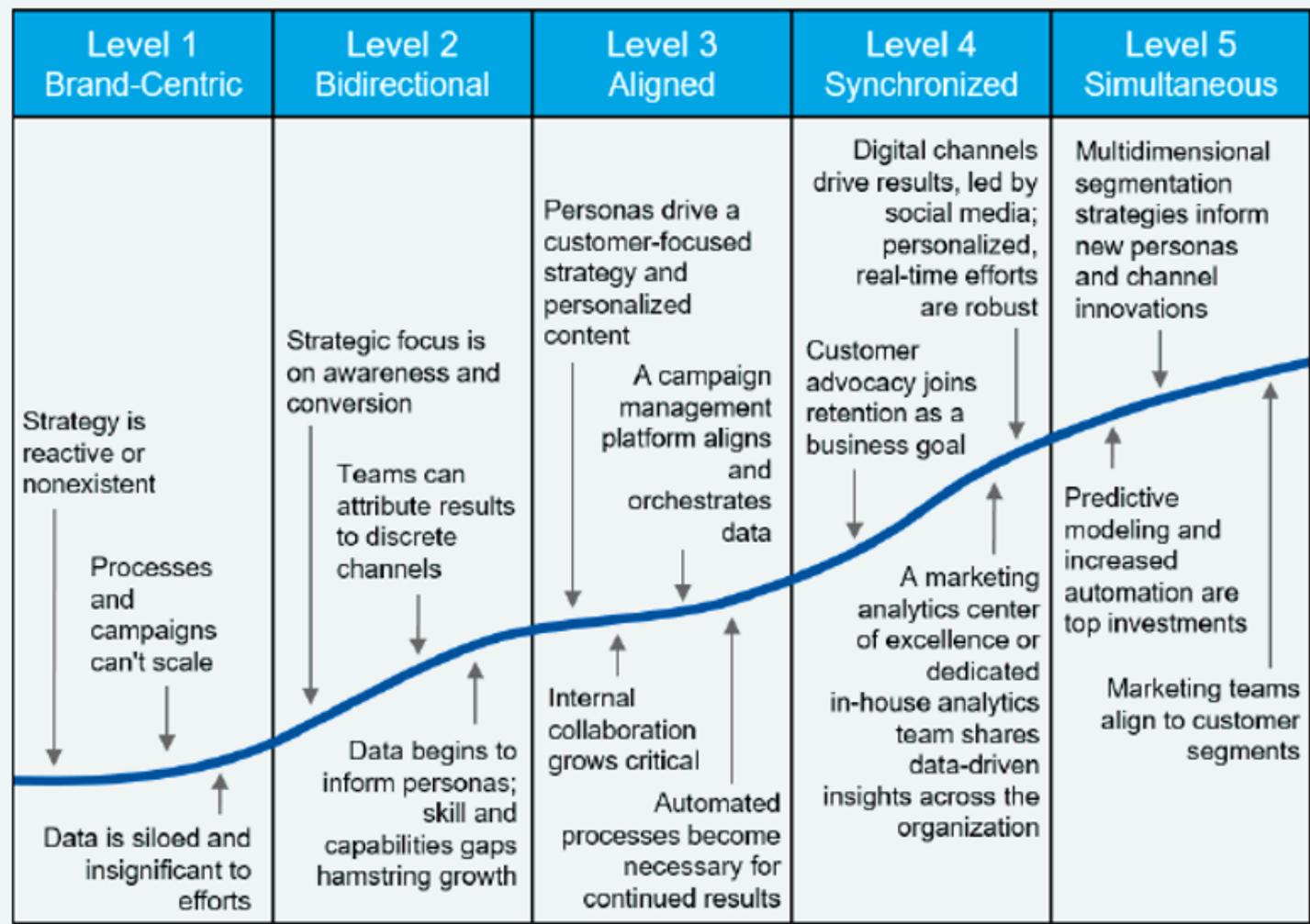
# Integrated Communications



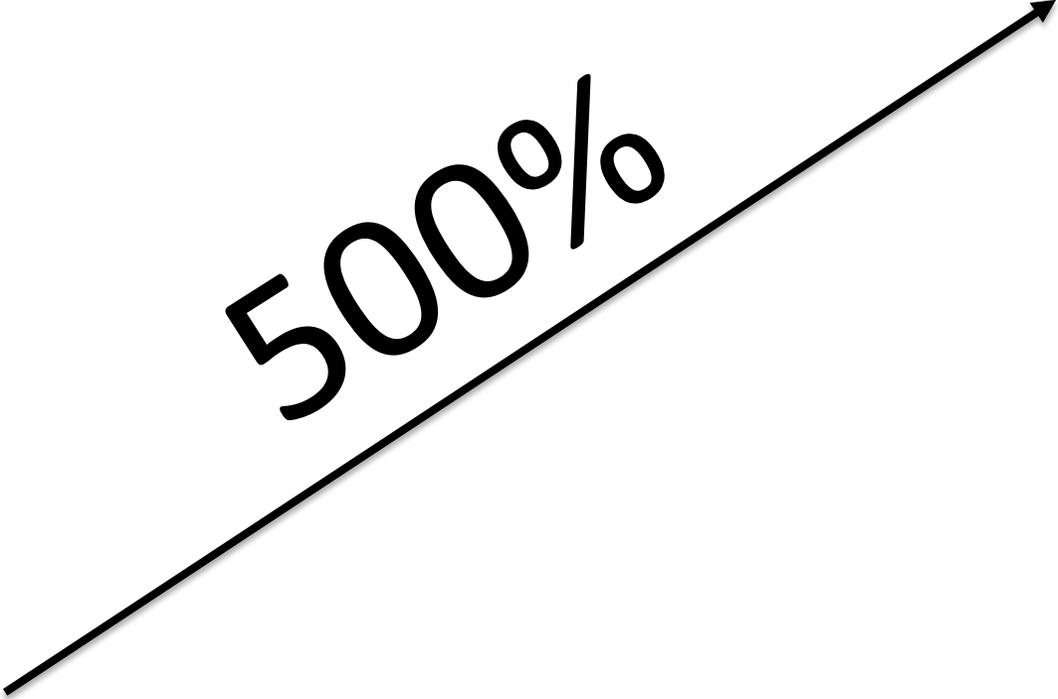
United States  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

# What's Your Marketing Maturity Level?



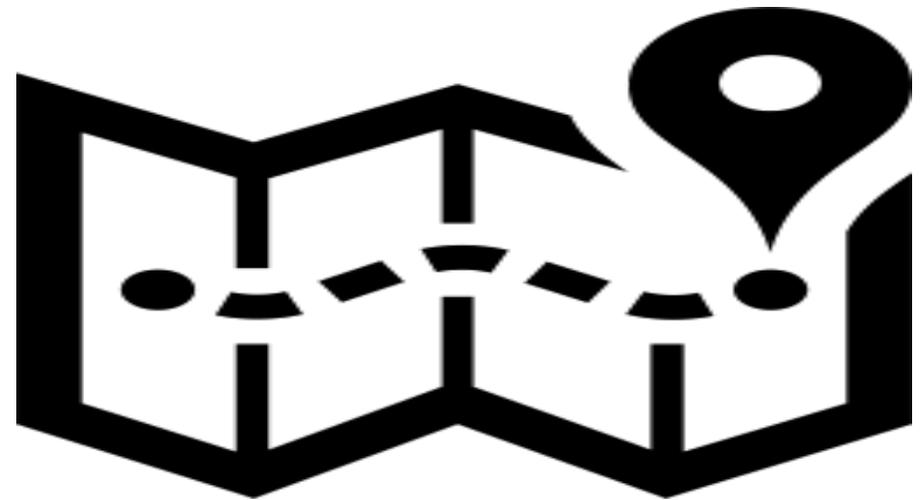
U.S. Department of Commerce  
 Economics and Statistics Administration  
 U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)



500%

# YOUR DIGITAL MARKETING ROAD MAP

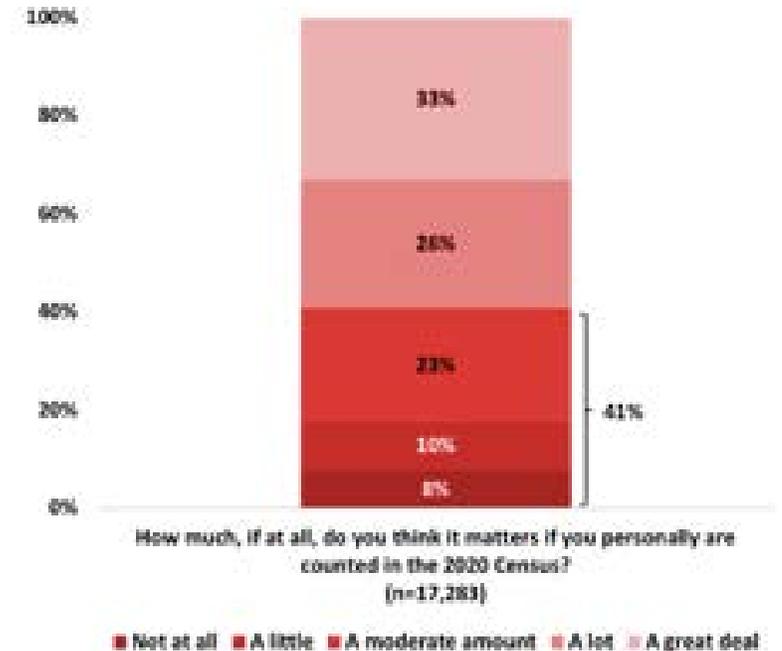
- ✓ Understand Your Hurdles
- ✓ Why Should You Use Email Marketing With Your Audience?
- ✓ How To Grow Your List
- ✓ Case Studies
- ✓ Best Practices
- ✓ Resources



# Why Email?

- 41% Are Not Sure That Their Response Matters
- Only 33% Familiar With Census
- Many Are Confused About What Census Is Used For
- 59% Have Trust Issues With Government

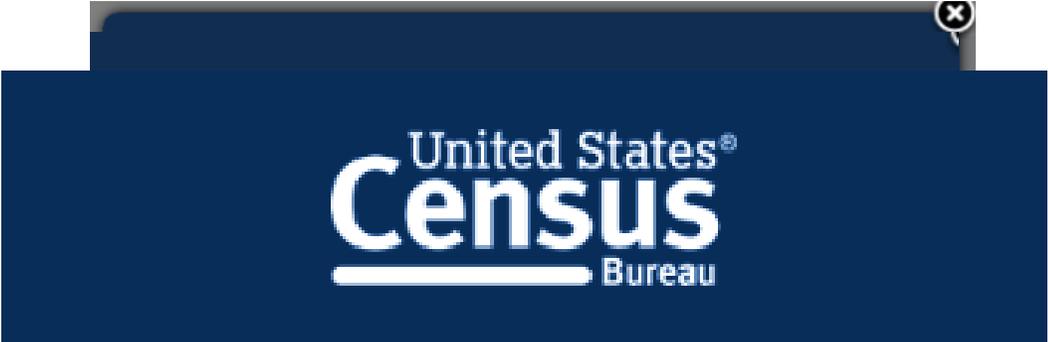
## CBAMS Research



# 5 Things to Know About Email Marketing

- ✓ **High Return on Investment.** Up to 44:1 ROI according to Litmus.
- ✓ **Low Cost Per Email Sent.** And low cost per subscriber too.
- ✓ **High Deliverability to the Inbox.** Our benchmark is 95%.
- ✓ **Low Unsubscribe Rate.** Our benchmark is less than 1%.
- ✓ **High Potential for Growth.** A small team with the right training and resources can have a major impact on operations across the enterprise.

# Email Sign Up Overlay



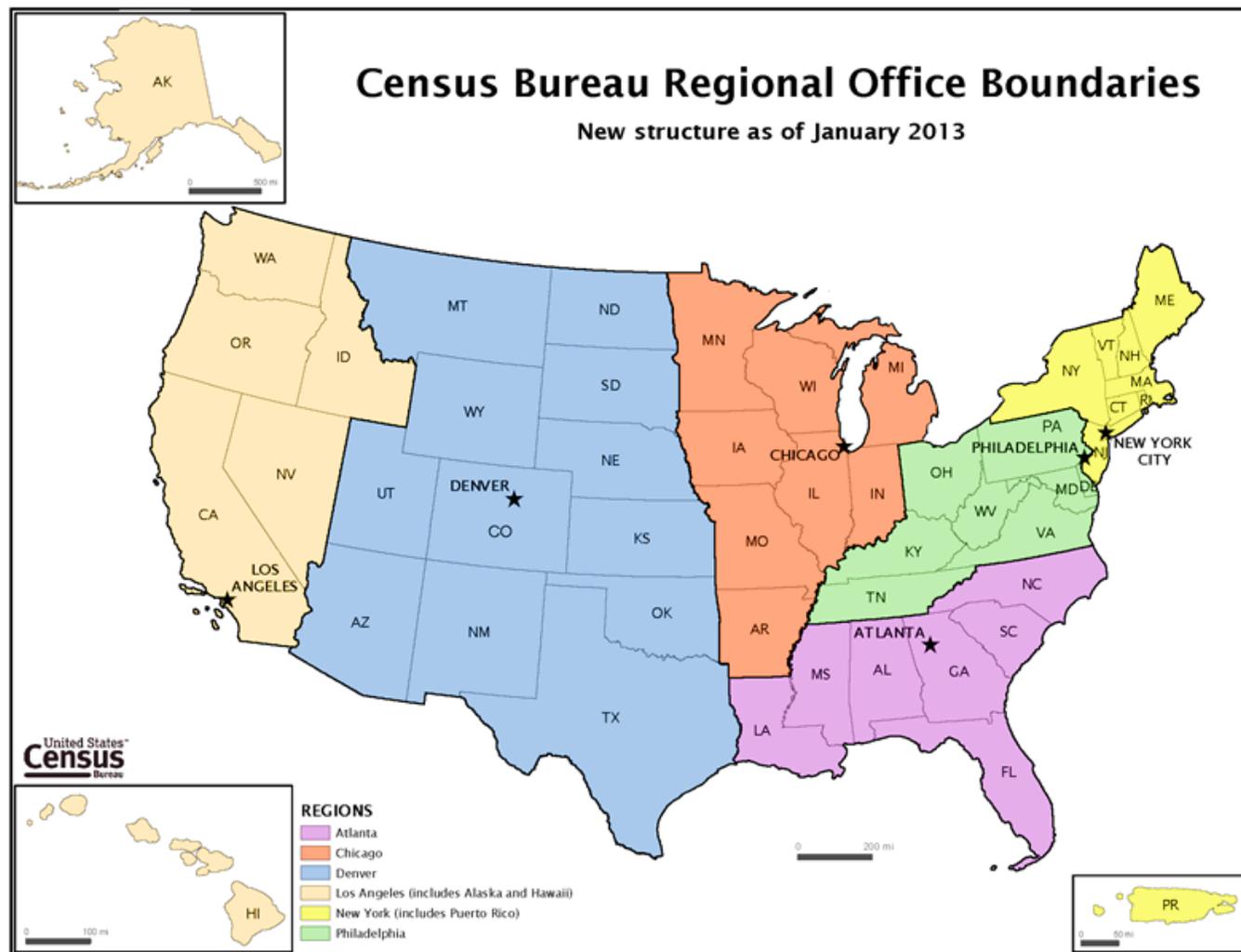
Thanks for signing up!

Stay connected with us on social media.

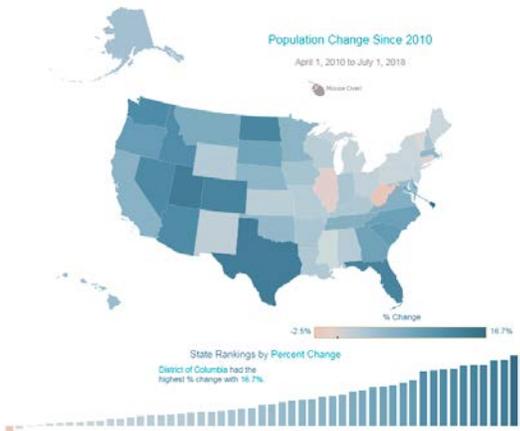


# State and Local Outreach & Support For

- Regional Offices
- 2020 + Field Recruiting
- Partnership Specialists
- Data Dissemination Specialists



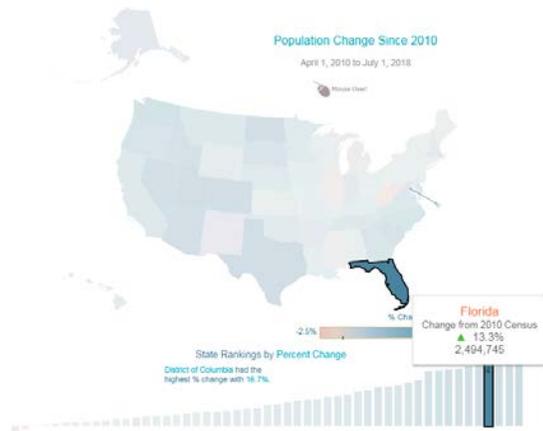
# Geo-Targeted Outreach



## Generic Message with Nationwide Data

Open Rate: **16%**

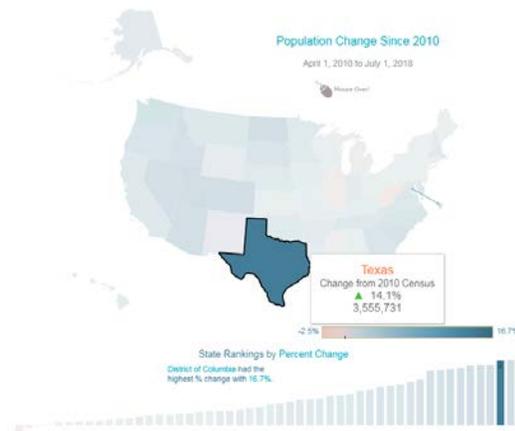
Click Rate: **1.9%**



## Florida Message with Florida Data

Open Rate: **24.3%**

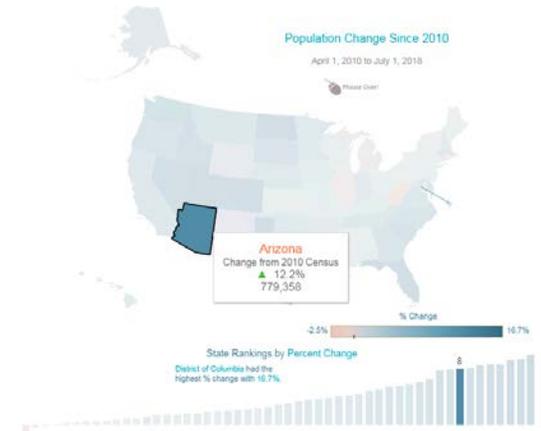
Click Rate: **4.3%**



## Texas Message with Texas Data

Open Rate: **23.9%**

Click Rate: **4.1%**



## Arizona Message with Arizona Data

Open Rate: **27.1%**

Click Rate: **5.3%**

- **Census Day 2019**  
**Featured Government Updates Takeover**
- **Next Up: Constitution Day 2019**



## Featured Government Updates



### Featured Government Updates

*Today is Census Day 2019! Sign up to receive important updates and get ready for the 2020 Census.*

- Apply for a 2020 Census Job
- Become a 2020 Partner
- Receive 2020 Census News for the Media and Stakeholders
- Teach Students About the 2020 Census
- Get 2020 Census Updates and Reminders

[View all topics for Featured Government Updates](#)

[Privacy Policy](#)



### U.S. Department of Commerce

- Commerce Week at a Glance
- Press Releases

[View all topics for U.S. Department of Commerce](#)

[Privacy Policy](#)

# Shared Landing Pages

- **Share This** button
- Share approved messages with new audiences on social media
- Provides new readers with a way to sign up
- Helps fight back against social media algorithms that limit reach

The screenshot shows a web page titled "How the 2020 Census Will Invite Everyone to Respond". At the top, there are social media sharing icons for Facebook, Twitter, Email, and a plus sign, followed by a notification bubble showing "285". To the right, there is a "Get Email Updates" section with a text input field labeled "Enter Email Address" and a "SIGN UP" button. The main content area features the "United States Census 2020" logo in purple and red. Below the logo is a dark blue banner with the title "How the 2020 Census Will Invite Everyone to Respond". The page is divided into two columns. The left column contains a map of the United States with house icons representing households. A purple icon and text state "95% of households will receive their census invitation in the mail." Below the map, two callouts provide additional information: "Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters)." and "Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person." The right column contains text: "Every household will have the option of responding online, by mail, or by phone." followed by "What to Expect in the Mail" and "When it's time to respond, most households will receive an invitation in the mail. Depending on how likely your area is to respond online". At the bottom of the page, there is a red "Share This" button.

# Case Study: Welcome Campaign



## Welcome! Thank You for Signing Up

Why complete a Census Bureau survey?

Watch this short video to learn more about the Census Bureau and your community. We're recruiting thousands of people across the country to assist with the 2020 Census count. Data from the 2020 Census will be used to determine your representation in Congress, as well as how funds are spent for roads, schools, hospitals, and more. Help ensure that everyone in your community is counted in the next decennial census. Click the button below to get started.

Get Started

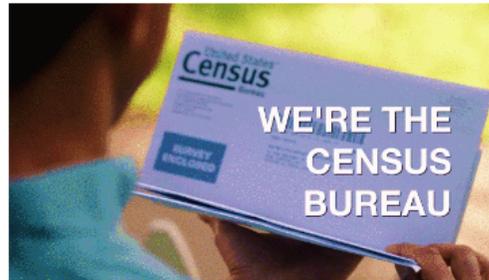
Over the next few days, we'll tell you how to get the most out of Census Bureau data and we'll show you how to get personalized updates based on your interests.



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)



## We Measure America



Watch this short video to see how our stats touch the lives of every American. Learn more about our surveys and click on the images below for more information and personalized updates based on your interests.

Learn More



The 2020 Census will count every resident in the United States. Article 1, Section 2 of the Constitution mandates that this occur every 10 years. The goal of the 2020 Census is to count everyone once, only once and in the right place.



The American Community Survey is the premier source of data for detailed population and housing information about our nation.



The Economic Census measures the nation's economy every 5 years providing vital statistics for every industry and



## Explore Census Bureau Data

Use this guide to get started with Census Bureau data. Click on the images below for more information and personalized updates based on your interests.

Get Started



Data Visualization and Infographics bring data to life with interactive tools.



Data Training with Census Academy features videos, webinars, and workshops.



Resources for Data Users help you connect with experts at the state and local level.



Developer Tools power custom mobile and web applications.



### Digital Storytelling

See how we're using Census Bureau data to tell stories in a new and inviting way with America Counts.

### Preview Our New Data Experience

Check out the latest features available at [data.census.gov](https://data.census.gov) and let us know what you think.



Why complete a Census Bureau survey?



# Case Study: Welcome Campaign

Support the enterprise and raise awareness

Shine spotlight on key initiatives

Leverages campaign automation

Open Rates **more than 40%**

Click Rates **up to 12%**

Compare to benchmarks of 10% open and 1% click rate.

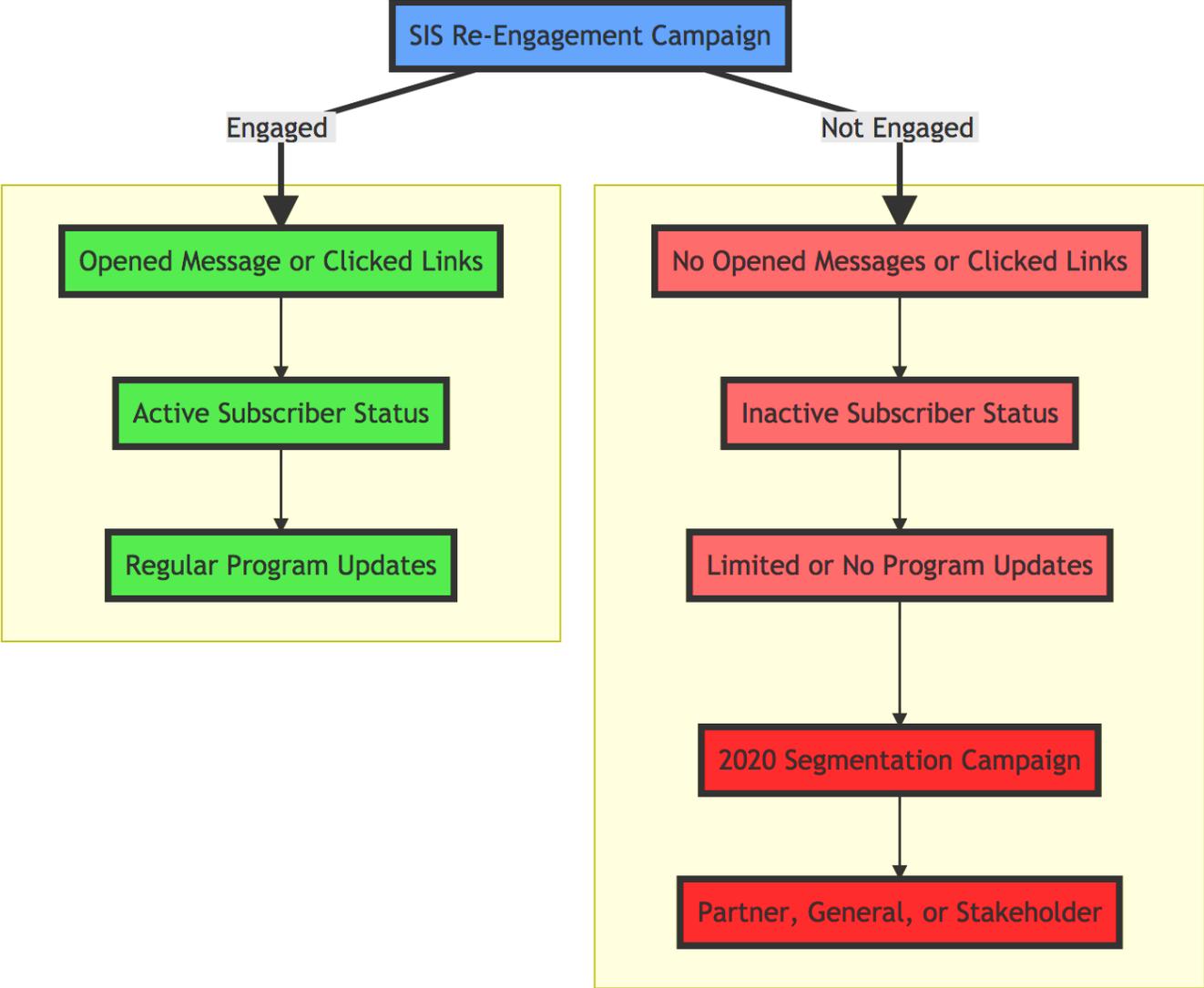
# Case Study: Re-Engagement Campaign

**Message 1:** What's New With Statistics In Schools

**Message 2:** Here's What You Missed: Statistics In Schools

**Message 3:** Do You Still Want Statistics In Schools Updates?

**Message 4:** Your Statistics In Schools Subscriber Status: Inactive



# SIS Re-Engagement Campaign Message 1

Links to:

- Home Page
- 10 Benefits for Teachers
- Includes social media share CTA



## What's New With Statistics in Schools

Explore the updated Statistics in Schools website for standards-aligned, classroom-ready activities and see what's new.

[Learn More](#)



**Benefits of Statistics in Schools for Teachers:** We provide data, tools, and activities that you can incorporate into your lessons to help teach statistics concepts and data analysis skills to students. The activities and resources are segmented by subject (English, geography, history and social studies, mathematics and statistics, and sociology) and grade (from kindergarten through high school) so statistics education can be brought to any classroom.

[Share This](#)

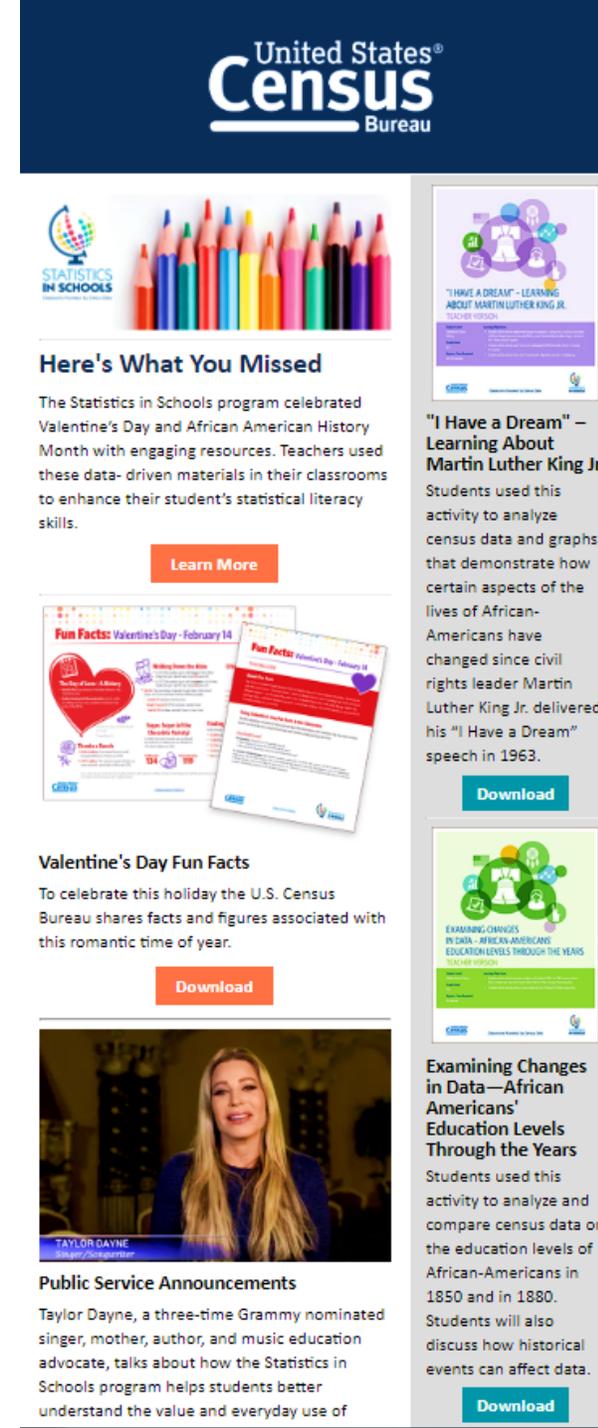
## About Statistics in Schools

The Statistics in Schools program provides resources for teaching and learning with real life data. Educate your students about the value and

# SIS Re-Engagement Campaign Message 2

Links to:

- Home Page
- Links to Fun Facts
- Links to PSA
- Links to Activities



The screenshot displays the United States Census Bureau website with a dark blue header. The main content area is divided into several sections:

- Statistics in Schools:** Features a row of colorful pencils and the text "Here's What You Missed". Below this, it describes the program's celebration of Valentine's Day and African American History Month, and includes a "Learn More" button.
- Fun Facts:** Shows two overlapping "Fun Facts" cards for Valentine's Day, one about the history of the holiday and another about African American history. Below the cards is a "Download" button.
- Valentine's Day Fun Facts:** A text block explaining that the U.S. Census Bureau shares facts and figures associated with the holiday, with a "Download" button below it.
- Public Service Announcements:** Includes a video thumbnail of Taylor Dayne and the text "Public Service Announcements". Below the video is a "Download" button.
- "I Have a Dream" - Learning About Martin Luther King Jr.:** A purple-themed section with a circular graphic of icons. It describes an activity where students analyze census data and graphs, and includes a "Download" button.
- Examining Changes in Data - African Americans' Education Levels Through the Years:** A green-themed section with a circular graphic of icons. It describes an activity where students analyze and compare census data on education levels, and includes a "Download" button.

# SIS Re-Engagement Campaign Message 3

Links to:

- 10 Benefits for Teachers Video
- Teacher's Guide to Data
- Census 101 Guide
- Activities
- Fun Facts
- State Facts for Students



STATISTICS  
IN SCHOOLS

## Top 10 Benefits for Teachers

Did you know that you can access, at no charge, more than 100 downloadable activities and resources on the updated Statistics In Schools website?

[Learn More](#)



### Teachers' Guide to Data Access Tools for Students

Students can find city- or state-specific information about their birthplace, current place of residence, or ideal future hometown, for example. Using these tools, students and teachers can see data on housing, population, age, sex, race, ethnicity, geographic location, and much more.

[Learn More](#)



### Census Bureau 101

The U.S. Census Bureau is the leading source of information on the nation's people, places, and economy, providing data about our country's population size and growth. The Census Bureau, part of the U.S. Department of Commerce, was created to address language in the Constitution on America's need to count its population. America's founders recognized that this information was needed to effectively serve its people.



### State Facts for Students

Help students learn about their state as they collect, organize, analyze, map, and graph a variety of information in "State Facts for Students."

# SIS Re-Engagement Campaign Message 4

Links to:

- Home Page
- Uses 0% Saturation to Emphasize Inactive Status
- Uses Loss Aversion Message Frame



## Your Statistics In Schools Status: Inactive

We can help you educate your students about the value and everyday use of Census Bureau data.

According to our records, you haven't opened a Statistics in Schools message or clicked a link in the past 6 months. Click the link below to reactivate your subscription.

[Reactivate](#)

Don't miss out on our free activities and resources in social studies, math, English, geography, and sociology.

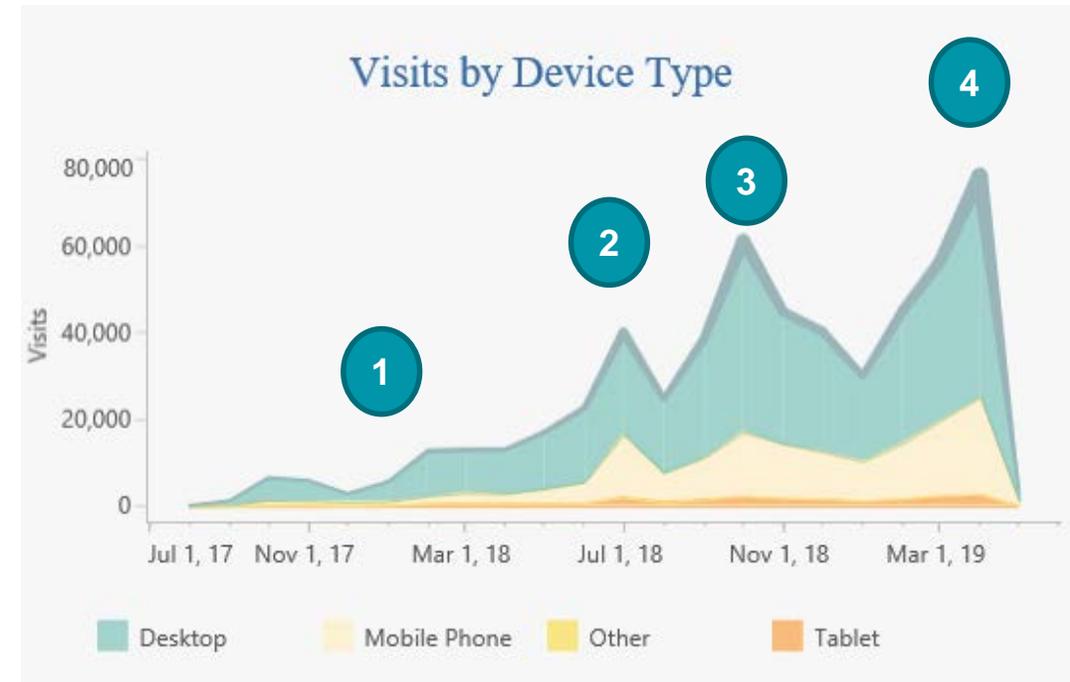
## About Statistics in Schools

The Statistics in Schools program provides resources for teaching and learning with real life data. Educate your students about the value and everyday use of statistics. Visit [census.gov/schools](https://census.gov/schools) to learn more and explore standards-aligned, classroom ready activities.

# Case Study:

## America Counts: Stories Behind the Numbers

- 1 Launch of America Counts program. Email marketing starts February 2018.
- 2 2020 Recruiting and Spousal Income stories picked up.
- 3 Releases for ACS and IPHI in September. Manufacturing Week in October.
- 4 Opioid Crisis, Voter Registration data, and other stories picked up.



# Case Study: America Counts

Positive feedback loop for marketing...

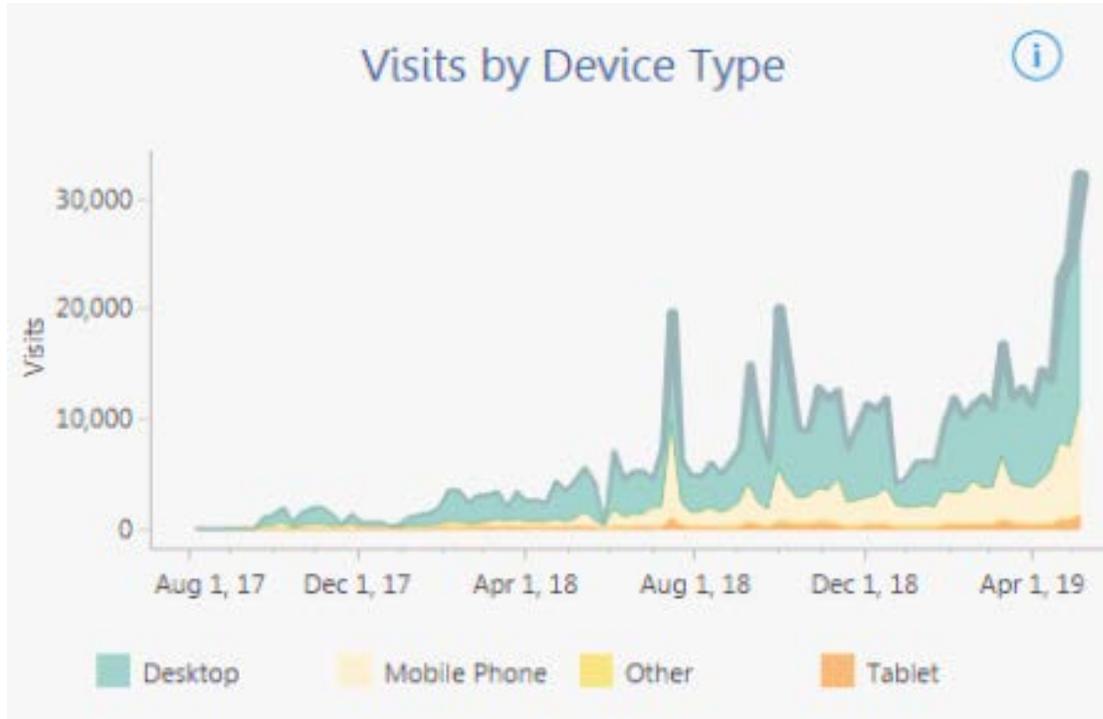


Search Engine Referrals

Social Media Referrals

Email Marketing Referrals

# Best Week Ever for America Counts



## America Counts: Stories Behind the Numbers



## The Opioid Crisis and Grandparents Raising Grandchildren

In the wake of the opioid epidemic that was declared a public health crisis in 2017, there has been increasing concern about what happens to the children of parents with substance abuse disorders who may be unable to care for their children.

New Census Bureau research shows that grandparents may sometimes step in to care for these children.

# Taking the next step with [data.census.gov](https://data.census.gov)

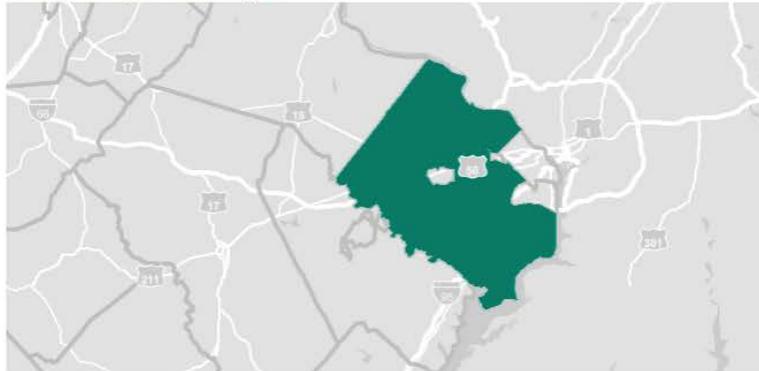
Q Fairfax County, Virginia



Search

## Fairfax County, Virginia

County, or equivalent in Virginia



Covering 390.8 square miles, Fairfax County, Virginia is the 47th-largest county in Virginia by area. Fairfax County, Virginia is bordered by Montgomery County, Charles County, Alexandria city, Falls Church city, Prince George's County, District of Columbia, Arlington County, Prince William County, Loudoun County, and Fairfax city.



POPULATION  
1,142,004



MEDIAN HOUSEHOLD INCOME  
\$117,515



POVERTY RATE  
6.1%



EMPLOYMENT RATE  
67.7%

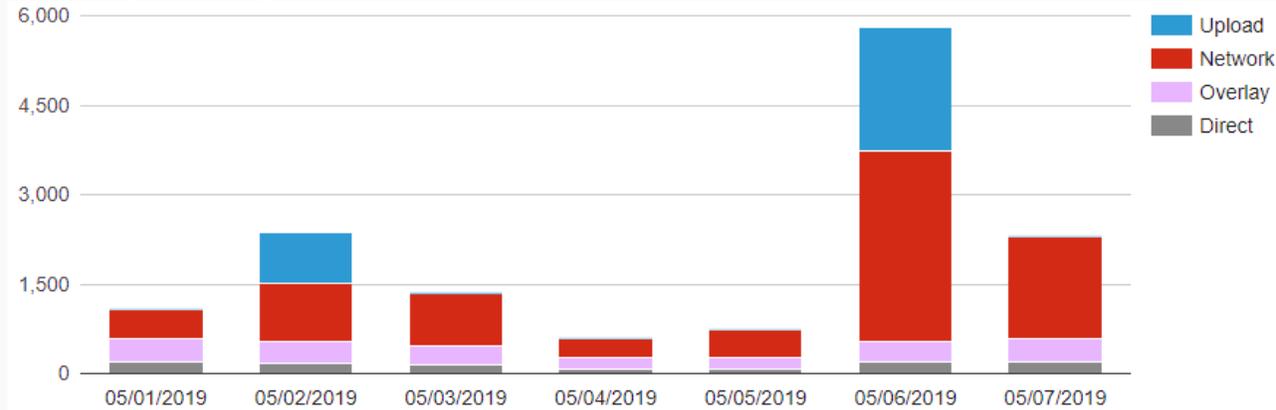
# Measuring Success

- ✓ **Total Digital Impressions**
- ✓ **Shared Landing Page Views**
- ✓ **Benchmarks**
- ✓ **Quarterly Reviews**

# Measuring Success

Source of New Subscribers

30-day trend, ending on 05/07/2019



Report End Date	4/30/2019	5/7/2019	Change (wk)	Change (2 wks)
Total Bulletins Sent (Includes internal test messages)	51	52	2.0%	-17.5%
Messages Sent	2,407,393	2,078,668	-13.7%	-23.9%
Messages Delivered	2,306,287	1,996,363	-13.4%	-23.4%
Delivery Rate	95.8%	96.0%	0.3%	0.6%
Open Rate	13.7%	13.1%	-5%	-1.4%
Unique Opens	316,172	260,958	-17.5%	-24.5%
Click Rate	1.38%	1.24%	-10%	31.7%
Unique Clicks	31,736	24,845	-22%	0.9%
Deleted Subscribers	2,283	1,664	-27%	-37.5%
Unsubscribe Rate	0.10%	0.08%	-16%	-18.4%
Social Media Share Clicks	1,912	1,032	-46%	-71.1%
Total Digital Impressions	540,171	435,008	-19%	-30.8%

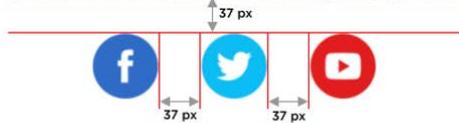
# Visual Design System for Email Marketing

## Sizing Information for Header



## Sizing Information for Footer

There are many more ways you can stay connected with us!  
Join the conversation on social media by following us on:



## Incorrect Headline Text Font & Placement

❌ **America Counts: Stories Behind the Numbers**

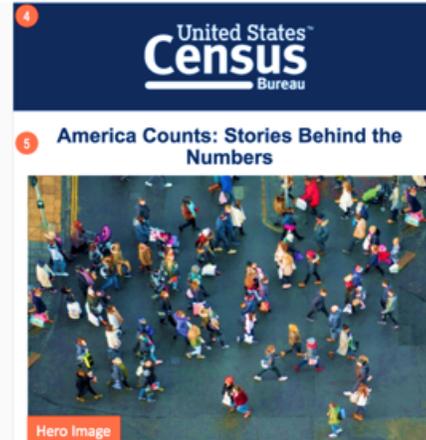
Do Not – Italicize Headline

❌ **America Counts: Stories Behind the Numbers**

Do Not – Underline Headline

## Elements of an Email

- 1 **Sender:** Appears in inbox. **Builds trust** and reinforces the brand.
- 2 **Subject Line:** Keep it short and to the point. Longer than **50 characters** gets cut off...
- 3 **Preview Text:** Less than **155 characters**. Just like a Tweet.
- 4 **Header Image:** Reinforces the brand. **Always link to primary "goal" URL**. Same goes for the hero image and the images in the body of the message.
- 5 **Headline:** Make this unique, use it to brand your message, or just repeat the subject line. **Keep in mind that more people read the headline than read your body copy.**



### 6 States in South and West Growing the Fastest

The top five fastest-growing states between July 1, 2017, and July 1, 2018, were all in the South and West, according to U.S. Census Bureau population estimates released today.

7 Nevada and Idaho topped the list with a growth of about 2.1 percent

- 6 **First Line:** This sentence sets the tone for the rest of your message. **Make it count or lose your reader's attention.**
- 7 **Body Copy:** Chunk text, use bold, break it up with bullet points. Don't use spam words, jargon, or ALL CAPS. **Aim for 9<sup>th</sup> grade reading level.**
- 8 **Call To Action Button:** Use a **strong call to action in your button**. Experiment with button shape, size, texture, and color. Write button text using H3 header and then link text to create HTML button. Keep text under 20 characters to avoid line break on mobile.

- 1 **Sender:** Appears in inbox. **Builds trust** and reinforces the brand.
- 2 **Subject Line:** Keep it short and to the point. Longer than **50 characters** gets cut off...
- 3 **Preview Text:** Less than **155 characters**. Just like a Tweet.
- 4 **Header Image:** Reinforces the brand. **Always link to primary "goal" URL**. Same goes for the hero image and the images in the body of the message.
- 5 **Headline:** Make this unique, use it to brand your message, or just repeat the subject line. **Keep in mind that more people read the headline than read your body copy.**

1 From Address "U.S. Census Bureau" <census@subscriptions.census.gov>

2 Subject States in South and West Growing the Fastest

3 Preheader As a whole, the U.S. population continues to grow due to both natural increas



5 **America Counts: Stories Behind the Numbers**



6 **States in South and West Growing the Fastest**

The top five fastest-growing states between July 1, 2017, and July 1, 2018, were all in the South and West, according to U.S. Census Bureau population estimates released today.

- 7 Nevada and Idaho topped the list with a growth of about 2.1 percent each in the last year alone. They were followed by Utah (1.9 percent), Arizona (1.7 percent), Florida and Washington (1.5 percent each).

8 [Read More](#)

The population growth in these states far outpaced the 0.6 percent

- 6 **First Line:** This sentence sets the tone for the rest of your message. **Make it count or lose your reader's attention.**
- 7 **Body Copy:** Chunk text, use bold, break it up with bullet points. Don't use spam words, jargon, or ALL CAPS. **Aim for 9<sup>th</sup> grade reading level.**
- 8 **Call To Action Button:** **Use a strong call to action in your button.** Experiment with button shape, size, texture, and color. Write button text using H3 header and then link text to create HTML button. Keep text under 20 characters to avoid line break on mobile.



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

9 **Secondary CTA:** Provides an **opportunity to promote related content**. It is sometimes use to share content on social media.

10 **Additional Featured Content:** **Shines the spotlight** on important related content the user might be interested in.

11 **CTA for Additional Content:** Follow guidelines for primary call to action. **Use Teal button.**

12 **Resource Box:** Use this area to **provide help, find answers, or share additional resources**.

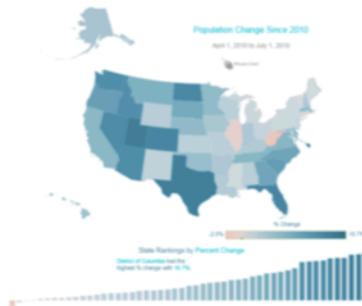
growth of the United States. The total population of the U.S. reached 327,167,434 in July 2018.

The nation's capital reached a milestone. Washington, D.C.'s, population hit 702,455 in July 2018, topping 700,000 for the first time since 1975.

9

Share This

## 10 U.S. Population Up 5.96% Since 2010



Want to see which states gained and lost population at a glance? Use our new data visualization to view changes in your state.

11

Learn More

## 12 About America Counts

America Counts tells the stories behind the numbers in a new inviting way. It features stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population. Contact our Public Information Office for media inquiries or interviews.

13 **Share this message or view it as a web page.**

13 **Social Media Share CTA:** Ask users to **share the message, forward it to a friend, or view it as a web page**.

14 **Footer/Social Media Follow CTA:** Each and every message asks users to **follow us on Facebook, Twitter, or YouTube**. Subscriber Services links including one-click unsubscribe also appear at bottom left of every email template.

14

There are many more ways you can stay connected with us! Join the conversation on social media by following us on:

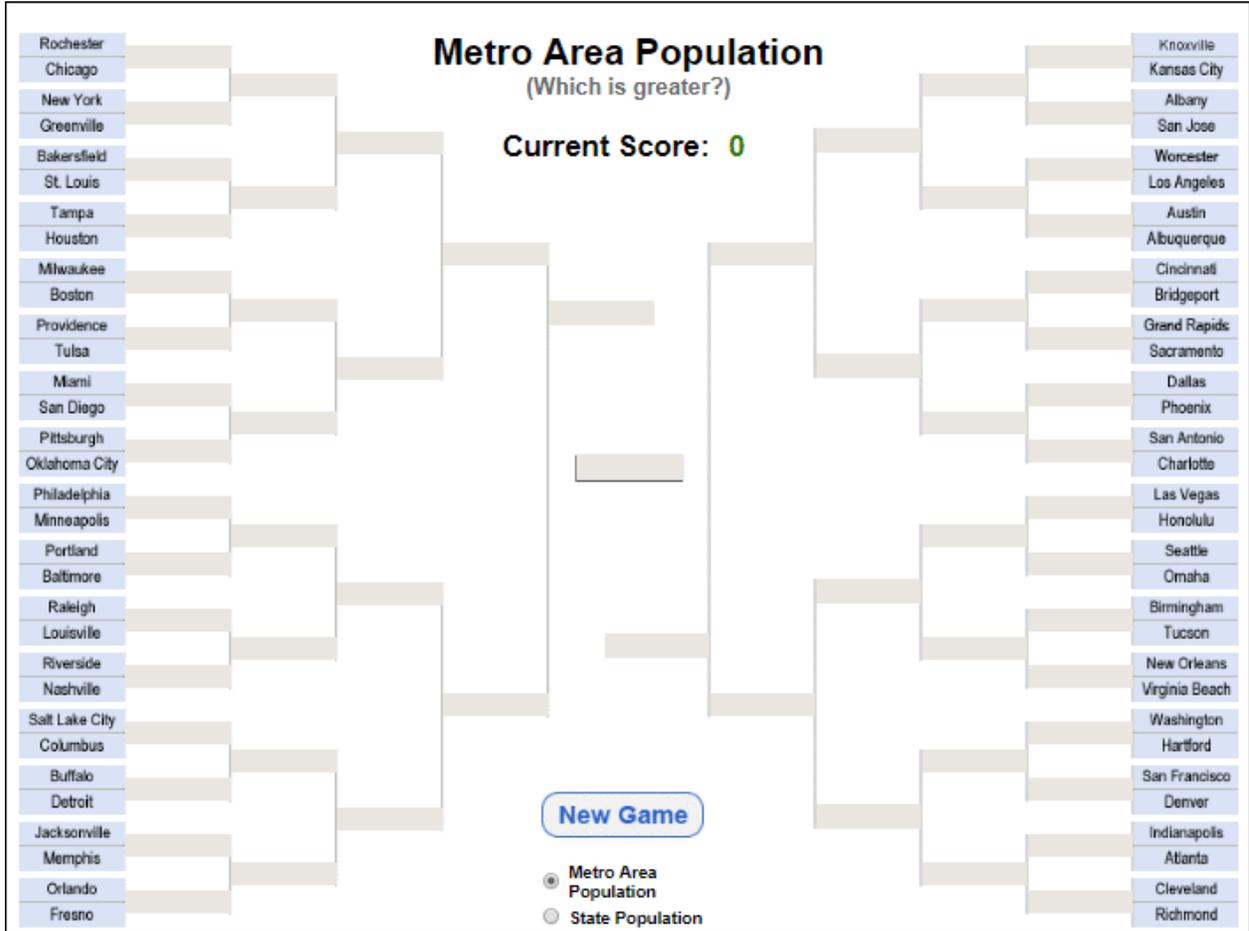


U.S. Department of  
Economics and Statis  
U.S. CENSUS BUREAU  
**census.gov**

# Census Academy Is Here! [census.gov/academy](https://www.census.gov/academy)

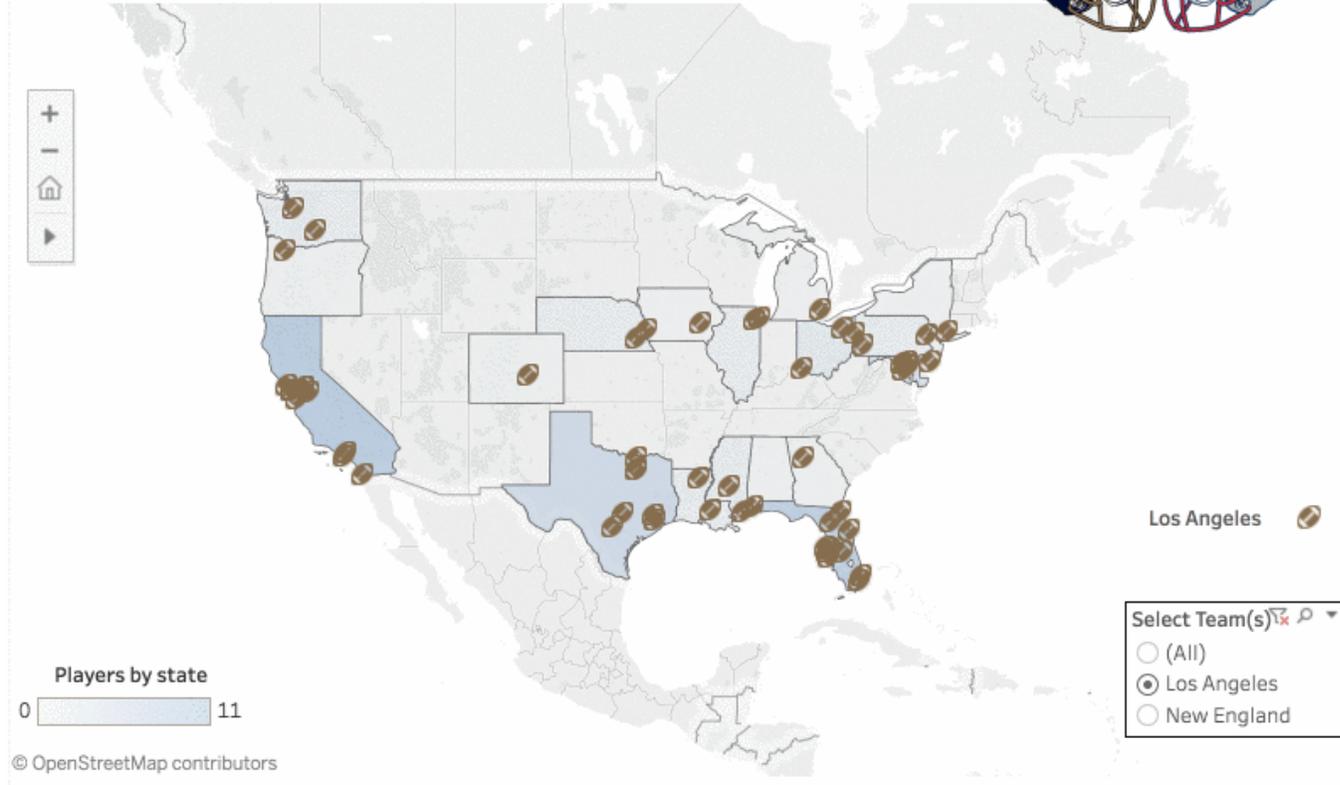






# Big Game Census

Is someone from your hometown in the game?





# One More Thing...

# Anthony Calabrese

Digital Marketing Lead

CLMSO, Communications Directorate

U.S. Census Bureau

[anthony.j.calabrese@census.gov](mailto:anthony.j.calabrese@census.gov)

Let's connect on LinkedIn!



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)