

Texas.gov Marketing

We help drive adoption for your online services

Our marketing team is an advocate for your Texas.gov online services. We are available to help you implement a targeted marketing plan or simply offer consultation on an as-needed basis.

Our goals are simple:

- Increase awareness of your service
- Drive online transactions
- Create a satisfying user experience

Professional Services

We offer full-service marketing support as a value-add, no cost benefit to your agency.

Content and Usability

Our service starts during development. We provide recommendations for concise, plain language content and easy to follow navigation.

Search Engine Optimization

We optimize your application content with keywords and relevant page titles to boost your service to the top of internet search results.

Public Relations

We write press releases and pitch your story to our statewide media contacts, resulting in radio interviews, PSAs, news stories, and blog posts.

Social Media

Using current social media platforms in conjunction with other awareness initiatives, we help extend awareness of your service to a broader audience.

Advertising

We execute an annual statewide advertising campaign, promoting Texas.gov services via online ads and TV commercials.

Award-winning marketing services

Texas.gov creates winning marketing, advertising, and communications campaigns. Recent industry recognitions include:

Internet Advertising Competition

Best Government Rich Media Online Campaign

Silver Communicator Award

DPS Driver License Renewal Application

Center for Plain Language Award

City of Houston Ticket Payment Application

Bronze Quill Award

Marketing and Advertising Campaign

Print & Collateral

We can offer recommendations or help design promotional materials and forms to ensure consistent messaging, readability, and strong calls-to-action.

Web Analytics & Reporting

Using Google Analytics, we monitor metrics related to your application's performance, traffic characteristics, and visitor experience.

Customer Feedback

We monitor the optional customer survey available on your application and make recommendations for a high satisfaction rate.

Awards

We draft competitive industry award submissions on your behalf to generate positive press and recognition for your Texas.gov application.

Communications

We can help ensure that your message is compelling and consistent across all your communications.

Contact us:

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