

# 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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