COMMUNICATIONS CLOUD

Despite a multitude of tools available and the importance of dialogue with residents, government agencies are still forced to separate their approaches to engagement and communication.

It's time to **solve** disjointed engagement practices.

PublicInput.com's **Communications Cloud** unifies communications and marketing with public engagement under one platform to deliver a seamless experience for both residents and agency staff.

COMMUNICATION, CONSOLIDATED.

INTEGRATED EMAIL

Sending bulk emails to outdated lists leaves out everyone not already aware of your efforts.

Send campaigns, collect and analyze responses, and streamline your workflow by integrating email into the same database where you manage all other engagement.

Too many residents do not have reliable access to internet and email.

Take advantage of this format, quickly becoming the standard for equitable engagement, through outbound & inbound campaigns, survey chatbots, and even individual responses in one platform.

TEXT MESSAGING

Social media provides the opportunity to put your message in front of 7 in 10 Americans.

Ensure your campaign reaches the broadest audience possible with one-touch social targeting and sharing, and comment feed collection, all automatically sychronized with your project dashboards.

SOCIAL MEDIA

PublicInput.com

THE BENEFITS

Every community works overtime to better listen to, understand, and communicate with their residents.

Our Communications Cloud is designed specifically for government agencies, and their unique needs, to bring simplicity and consistency to the engagement process between projects, across consultants, and over time.

Built for Agencies

Unlike traditional email approaches, only government agencies can use the Communications Cloud — resulting in less emails becoming trapped in SPAM filters, and better engagement overall.
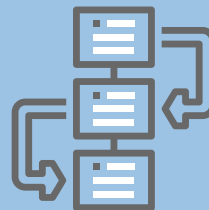
Streamline your Workflows

Craft a message and share on all your communication channels, all from one single solution — allowing you to work smarter, not harder.

Granular Message Targeting

Deliver messages based on industry standards such as location, interests, and demographics.

Step up your targeting and personalize outreach by grouping and engaging residents based on past meeting attendance, project input, or even specific survey answers.
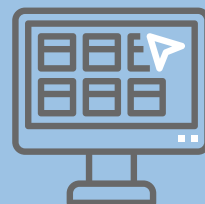
Fully Synchronized Resident Database

Continuously build your community's Resident Database with each interaction — ensuring you never duplicate efforts or allow residents to fall through the cracks after working so hard to engage them.