Smart911™

Keeping Your Community Smart About Safety

Best Practices Guide:

Email Marketing and Newsletters

Contact:
Smart911 Community Marketing Team
community@smart911.com

RAVE
MOBILE SAFETY

Introduction

Email marketing and newsletters, both electronic and print, are an essential component of your community outreach campaigns and a proven way to drive Smart911 Safety Profile registrations. Both methods are often available through community and partner organizations and have a great impact because they are low to no cost to execute, are easily repeatable and if sent electronically, the end user will receive the message while at their computer so creating a Safety Profile is only 1 click away.

Using materials provided in your Community Marketing Toolkit, here are some guidelines to ensure that you are maximizing the opportunities in your email and newsletter efforts.

Getting Started

Who do I reach out to?

Start internally and then branch out through the channels layed out in the scorecard. Ask every agency or organization that you work with if they distribute messages through an email list and/or newsletter to their members.

What do I ask of them?

> **How much space are they offering to include Smart911 info and where is it located in the email or newsletter?**
>   o The size and placement will dictate what to include in the message. Sometimes there is only room for a logo or web badge, other times you can include a paragraph or longer. You should also be aware of where it will be placed, so you know what other content might catch the reader's attention.

> **What format would you like the content in?**
>   o Depending on how the email is sent out, they might want the email in text (.doc), an image (.jpg, .gif, .png), an attachment (.pdf) or in web format (.html)

> **Who is the audience, in size of reach and demographics?**
>   o Knowing how many readers as well as the age or specific interests of your audience can help you accurately gauge the success of your campaign.

> **How often are communications sent through this channel?**
>   o As with all outreach efforts, repetition of message is key in inspiring action in your audience. If a newsletter is sent monthly, ask to include the message for 3-4 months in a row. Often a reader will need to see your message 2-3 times before taking action and clicking on the link to sign up.

What Do I Include?

There are 3 primary ways Smart911 can be featured in an email or newsletter:

1. **Web badge**

2. **Brief description**

3. **Article featuring safety tips or the benefits of Smart911**

This guide will include content for short mentions and paragraphs. We regularly send out articles highlighting safety tips that you can use for articles or we can write them for you by request. If you are looking for a full email campaign, we can provide content for that as well. In this guide, the focus will be on shorter mentions that you can put together yourself in order to have a quick turnaround.

Always make sure to:

> Include a Smart911 logo or web badge

> Have www.smart911.com written out at least once either with the logo or text

> Link any URLs or logos back to www.smart911.com

> Include the call to action, "Sign Up Today"

Examples of Content

Web badge:

Paragraph:

A.

Be Smart About Safety
Sign up for Smart911 and create your own Safety Profile to give 9-1-1 valuable information about yourself, family members, your home, pets and even vehicles that will automatically display on the 9-1-1 call taker's screen when you make an emergency call. It's private and secure and you control what information is in your profile. These details can save seconds or even minutes during an emergency.

Seconds count when….
- A child goes missing.
- There's a fire.
- You experience a medical emergency.
- There's an accident at home, or on the job.
- You are in a vehicle accident.

Seconds Save Lives. Sign Up Today.

B.

As a part of our everyday effort to provide the families in our community with the highest level of security, the <enter location> public safety agency is encouraging you to sign up for the Smart911 service now available to all residents. Smart911 allows citizens to create a free Safety Profile that can include any information they want 9-1-1 to have in the event of an emergency; information including cell phones, home addresses, photos, medical notes and emergency contacts.

In an emergency, when a citizen dials 9-1-1:

- ➢ **If there is a weather-related disaster**, a Safety Profile can provide a dispatchable address which will allow first responders to navigate the home even if the path and roads signs are covered or damaged.
- ➢ **If there is a fire in the home**, a Safety Profile can immediately provide details on how to gain access into the home and a floor plan detailing the location of bedrooms and the number of residents and pets inside
- ➢ **If there is a medical emergency**, a Safety Profile can deliver critical information to first responders ranging from potential allergies to treatment details
- ➢ **If they were in a car accident**, the Safety Profile can include car information, the citizen's medical treatment restrictions and emergency contact details

We encourage you to protect yourself and your loved ones by signing up and creating a Safety Profile at www.Smart911.com. Once you have created your profile, help us spread the word about Smart911 to the families in our community.

Be Smart About Safety. No one plans to call 9-1-1, but now you can plan ahead.

Article on Safety Tips or an event:

Throughout the year you will receive frequent campaigns from Smart911 focusing on events, awareness weeks/months or other reasons to speak to your community about Smart911. Each of these will include a component for emails and/or newsletters. Be sure to reach out to your existing contacts and ask them to insert this piece into their next communication – they may have a timely message that works well with it.