



eGovernment Marketing Plan - 2008

Project Purpose

Oakland County is expanding the number and range of web-based multimedia and eCommerce services it offers to citizens and employees. Use of these services saves time and money for both citizens and government. The County has successfully attracted a substantial number of users for its online products, although there is a tremendous opportunity to grow the number of users even more. An eGovernment Marketing Plan was created to promote the County's web site, eCommerce and multimedia online services and to increase adoption of these services among citizens. Execution of the plan will ensure that citizens, County employees, and the media are aware of the County's online services and resources, generate interest in the County's web-based offerings, and further the County's reputation as a national leader in eGovernment.

Key Deliverables

The key deliverables of the eGovernment Marketing Plan were:

1. Written Marketing Plan for Oakland County eGovernment program, covering County web site, eCommerce and multimedia online services.
2. Written market analysis for County eGovernment program offerings.
3. Recommendations for marketing and promotion programs to generate public interest in County web-based offerings.
4. Recommendations on specific methods and approaches for implementation of marketing and promotion programs.
5. Recommendations for three to five pilot areas to focus marketing and promotion efforts (i.e. specific County applications and services) for maximum benefit and return on marketing investments.

Status

An eGovernment Marketing Plan was recently submitted to Oakland County's eGovernment Team for review. The plan will be taken through the project approval process and will be rolled out in phases.