

# Communications Plan

InvoiceCloud®

## Quarterly

### Immediately following go live

#### Post Launch Communications

- Envelope teaser
- Bill insert (full page recommended)\*
- Bill message (using the message area on the bill itself)
- Announcement email blast
- Website content/pay button/FAQS
- Email blast (if not done at coming soon)
- Social graphic (facebook, twitter, instagram)
- Press Release/Newspaper Ad
- Newsletter Article Announcement (print or digital)
- On Hold or Night phone message
- Community radio or cable channel ad

#### Post Launch (onsite)

- Counter sign (poster) at the office/cashiering area
- Community TV (in lobby)
- Takeaway cards at the cashiering area
- Community bulletin board

### 1ST QUARTER after go live

(3 months)

New bill message (using the message area on the bill itself)

Bill insert (buckslip recommended)

Social graphic (facebook, twitter, instagram)—coincide with when bills are sent

### 2ND QUARTER after go live

(6 months)

New bill message (using the message area on the bill itself)

Envelope teaser\*

Social graphic (facebook, twitter, instagram)—coincide with when bills are sent

Email blast

### 3RD QUARTER after go live

(9 months)

New bill message (using the message area on the bill itself)

New envelope teaser

Bill insert

Social graphic (facebook, twitter, instagram)—coincide with when bills are sent

New Counter sign (poster) at the office/cashiering area

New takeaway cards

Repeat 3rd quarter activities every six months thereafter

\*if you have a postcard type bill—Direct Mail: stand-alone postcard

## Monthly

### MONTH 1: Immediately following go live

#### Post Launch Communications

- Envelope teaser
- Bill insert (full page recommended)\*
- Bill message (using the message area on the bill itself)
- Announcement email blast
- Website content/pay button/FAQS
- Email blast (if not done at coming soon)
- Social graphic (facebook, twitter, instagram)
- Press Release/Newspaper Ad
- Newsletter Article Announcement (print or digital)
- On Hold or Night phone message
- Community radio or cable channel ad

#### Post Launch (onsite)

- Counter sign (poster) at the office/cashiering area
- Community TV (in lobby)
- Takeaway cards at the cashiering area
- Community bulletin board

### MONTH 2

New bill message (using the message area on the bill itself)

Bill insert (buckslip recommended)

Social graphic (facebook, twitter, instagram)

### MONTH 3

New bill message (using the message area on the bill itself)

Envelope teaser

Email blast

Social graphic (facebook, twitter, instagram)\*

### MONTH 6

New bill message (using the message area on the bill itself)

Envelope teaser, Bill insert\*, Social graphic

Newsletter Article Announcement

Update On Hold or Night phone message

New Counter sign (poster) at the office/cashiering area

New Takeaway cards at the cashiering area

Repeat Month 6 activities every six months thereafter