

LOCAL GOVERNMENT MARKETING

Every Local Government Area (LGA) is different to the next. They might be positioned alongside each other, but for most the ethnic mix, the age demographic, the geography, the culture, the business mix, and the social fabric can be quite distinctive. These unique factors make up local governments across Australia but can often make it difficult for them to effectively engage and communicate with their communities.

GDR Group have extensive experience working alongside local governments, and have worked on varied communication and marketing campaigns to help better connect local governments with their local communities, leading to increased society engagement and satisfaction.

UNDERSTANDING LOCAL COMMUNITIES

One of the most challenging aspects of local government marketing is figuring out the exact profile of your target demographic. What is the age distribution within a specific area? How high is the average income of each household? Which families have children, and how many? Knowing the intricate details of your community structure is integral in developing a targeted and effective marketing campaign.

At GDR, we have comprehensive in-house GIS mapping capabilities, allowing us to research the intricate details of your community, utilising the findings to deliver an effective marketing strategy for your government area. We have extensive experience in delivering tailor-made marketing campaigns, based on data from sources such as the Australian Bureau of Statistics to satisfy niche sectors among local government

SOLUTIONS FOR YOUR ELECTION CAMPAIGN

By combining real-time data, our own research and extensive experience from 35 years of supporting local governments, we can deliver a tailor-made marketing solution that will support your election campaign. Our team of experts will create, design and deliver your election message across a variety of viable channels from print to social media to ensure you reach your target audience.

COST SAVING

We can help you make significant cost savings in your election communications by using our expertise and innovation – especially via digital communications. Our track record of success means we have the expertise and network to deliver your election marketing campaign at very competitive rates.

QUALITY GUARANTEED

GDR holds ISO 9001:2015 Accreditation for the delivery of end to end marketing solutions including distribution, digital marketing, printing and video production. This certification affirms our ability to consistently deliver high end services to meet customer needs.

OUR WORK

Over the years, we've worked with a range of local government clients across the greater Sydney area, including ongoing relationships with Ku-ring-gai, Strathfield, and Parramatta Councils. Additionally, we work extensively with Transport for NSW, a statutory authority of the New South Wales Government, as well as other state-run organisations.

CONTACT US

GDR Group can produce a cost effective, integrated, and tailor-made marketing strategy to support your upcoming election campaign. To find out more, contact us today:

1800 657 797
inquiries@gdrgroup.com.au
gdrgroup.com.au/localgovernment





Reach

Get your election story in front of the right people using our data-driven, local community knowledge.

Convert

Turn prospects into voters with our multichannel marketing solutions.

Engage

Create lasting relationships with the people in your electorate using our engagement expertise.

Save

Save time and money with our one-stop shop marketing, delivered by a dedicated local expert.