

Online Services for the Public Sector



"Heart New Media are extremely professional and perfectly matched our business needs, timescales and budget. Their approach is providing us with the guidance and insight that we desperately need in our current re-design project."

*Charles Mackenzie
Maldon Town Council*

Welcome to Heart New Media

Delivering efficient public sector and community services and information in the digital age is a challenge, especially with increasing pressures on budgets, while meeting targets such as the new National Indicators on Customer and Service Satisfaction and eGovernment compliance.

It is essential for Government Departments, Public Bodies, Local Councils and charities to 're-align' the roles of communities and individuals and place them at the heart of their services to optimize communication channels and provide useful, engaging and interactive services.

Heart New Media has the experience of over 400 digital research, strategy and design projects that can help you in various cost-effective ways such as:

- Establish who your audiences are, their goals and what they need and how they want to communicate with you.
- Measure how well you currently satisfy their needs at various communication touch points and provide help to optimise each channel.
- Provide compelling websites that are compliant, user focused, usable, accessible, feature rich with community based Web 2.0 functionality and administered by an easy to use CMS system designed specifically for local government needs.
- Create Social Media and PR strategies to engage, listen, interact and communicate with your audiences whilst providing guidance, support and advice every step of the way.
- Integrate various existing marketing communication campaigns into one strategy that can be measured and adapted for optimal results.
- Provide expertise, knowledge transfer and access to real-time information services to help you keep abreast of eGov initiatives.
- Monitor the 'buzz' or what is being said about your organisation in the public domain and by whom allowing you to build strategies to protect your reputation.

We speak YOUR language

"Plain speaking, pragmatic and results-driven Web Strategy, Marketing Communications, PR and Social Media & Design solutions."

- Website Design
- Online Marketing
- Social Media Strategies
- E-Mail Marketing
- SEO/Search Marketing
- Mobile Marketing
- Content Management
- eCommerce
- Blogs & Communities
- Hosting & Domains
- Podcasting/Video

- Over **120** local Councils use **Twitter**
- Over **45** local Councils use **Facebook**
- Over **55** local Councils use **YouTube**

Our team are new media specialists with extensive experience in creating digital solutions, creative website design and online marketing strategies that truly engage with your target audiences. We are very flexible and our approach is simple....we make sure that we understand your objectives, then we make sure that we know who your target audiences are, what they want and how best we can engage with them.

It is then a case of using our inspiration, insights and innovation to create compelling solutions, website design and marketing communication campaigns to ensure they are seen, heard and engaged with.



General Medical Council



The Royal Borough of Kensington and Chelsea

CONTACT INFORMATION

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