

## INDUSTRY BRIEF

# Political Campaigns



Whether it's for a single office or a nationwide campaign, organizers are turning to a new way to communicate with supporters: text messaging. Former president Obama's team used it for mobile marketing and grassroots organizing. With SMS Marketing Services, political campaigns can use the power of text messaging and couple it with our industry leading automation, allowing them to boost voter engagement, automatically drive up contributions, and help get out the vote.

## USE CASES

# 01




## Boost Voter Engagement

Maximize engagement, as texts are responded to 60x quicker and 7.5x more often than email.

- Turbocharge sign ups for campaign alerts through mobile keywords and online forms.
- Our unique Smart Targeting lets you send only relevant messages based on voter interests and click-through behavior (e.g.: send an invite to a rally about homelessness to only those who clicked the relevant link.)
- Use mobile voting to poll your subscribers and receive accurate numbers.

# 02



## Increase Contributions

Change the fundraising game with texting. Texting lets you leverage your subscriber base to increase fundraiser attendance and campaign contributions.

- Alert subscribers to new fundraising efforts or milestones to hit.
- Automatically send event reminders via texting and email, and post to social media through our single integrated platform.
- Set up a text-to-donate keyword to give constituents an easy way to contribute.

## USE CASES

### 03



#### Bolster Constituent Satisfaction

Most candidates don't have time to pick up a call, let alone respond. Texting is significantly more effective at engaging constituents because it's convenient for both parties.

- Allow for two-way texting, so subscribers can engage with the campaign without being put on hold or having emails buried in an inbox.
- Gather subscribers' feedback with interactive surveys that automatically collect their responses.
- Only send messages that the subscriber would be interested in, minimizing opt-outs.

### 04



#### Improve Staff Communication

Volunteers are the backbone of any successful campaign. But with so much work to do and so little time, an automated SMS solution like SMS Marketing Services can help free you up.

- Staff don't join campaigns to spend months on tedious chores. Our intelligent Text Bot lets them get to the work they're passionate about by automatically answering FAQs.
- Send notifications to coordinate organizers and volunteers, especially during canvassing efforts and large rallies.

## LIFECYCLE ENGAGEMENT

SMS Marketing Services allows you to communicate with students throughout every stage of their lifecycle with your school. For example:



1

Display **mobile keywords** throughout your campaign ads and rally podiums to secure subscribers.



2

Automatically **gather information** about constituents such as their position on issues, zip code, and interest in volunteering.



3

Drive engagement and donations by automatically sending **targeted messages** to supporters based on their interests.



4

Send **automated reminders** via SMS, email, and voice, and post to social media for things like fundraising, rallies, and voting dates.



5

At events, use texting to **coordinate volunteers and field operatives**.



6

Text-enable your field office's **landline phone number** to answer questions via text without having to expose your personal number.



7

**Automatically answer questions** about which issues are most important to the candidate, and where he or she stands on it using our Intelligent Text Bot.



8

Send SMS surveys to **solicit feedback** from voters, giving them a voice in the direction of your campaign.



9

On voting day, drive voters to the polls with **automated reminders**, give them updates on how their county is polling, and send last minute alerts when polls are about to close.

## UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.



**365-day**  
Technical Support



**1 hour**  
Initial Response Time



**9.5/10**  
Customer Service Rating

