

Political Organizations



What they care about

1. Rally voter support behind political campaigns
2. Increase supporter attendance at campaign events
3. Inform party members about breaking news and campaign updates
4. Automatically collect voter contact information
5. Interactive campaign events tools

All-in-One Marketing Feature

1. Mobile sign-up keywords
2. Mobile text updates, email newsletters, social media posts, voice broadcasting
3. Mobile text updates, email newsletters, social media posts, voice broadcasting
4. Online sign-up pages, Facebook sign-up page, text-to-join
5. Text-to-screen, mobile voting, shuffle responder

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many political candidates are already using successfully to rally support behind their campaign.

Questions

1. Today, how are you rallying the support of voters?
2. How are you increasing attendance at your campaign events?
3. What methods does your political party use to communicate breaking news and campaign updates to supporters?
4. How are you currently collecting your supporters' contact information?
5. Are you making your events more engaging and interactive for your live audience?

Benefits Statements

1. All-in-One Marketing can bring in new supporters with mobile keyword campaigns, which engage and invite voters to join your mobile support group. For example, supporters can text the word COUNCIL to 96362 and instantaneously receive your campaign message.
2. All-in-One Marketing allows you to create high-impact mobile text campaigns, weekly email newsletters, and post daily social updates helping you rally support and increase attendance at your campaign events.
3. All-in-One Marketing allows you to create high-impact mobile text campaigns, weekly email newsletters, and post daily social updates to constantly keep your supporters up-to-date.

4. All-in-One Marketing provides mobile sign-up keywords, online sign-up page templates, and Facebook sign-up pages to easily collect member data online and on-the-go. You can also upload your already-existing member information into our system.
5. All-in-One Marketing allows you to make campaign events fun and engaging with our suite of interactive features like text-to-screen, mobile voting, and shuffle responder.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]