



Digital Marketing Solutions for Political Campaigns

CASE STUDY

How Digital Marketing
Helped a First Time
Candidate **Win Against Two
Popular Opponents**



The Client



CAMPAIGN TYPE

Regional –
First time candidate



LOCATION

Florida



SERVICE AREA/POPULATION:

1.5 million – 26th largest region
in the United States



CLIENT BACKGROUND

This female candidate with a legal background had previously explored running for office in 2016, but it was the 2020 election where she attempted to run for office for the first time. Being new to the process of political campaigning, she leaned on advice from friends and colleagues and learned about EnSpot Political's marketing services.

Needs & Challenges

Though our first-time candidate was fairly known in some legal circles within her region, she did not have the name recognition or profile that would easily drive enough votes to get elected. She was also facing two male opponents who were well-known in their communities, including one who was a public official. Our candidate needed to boost her campaign and profile to get the word out about her campaign, all while most public events would be limited or canceled during the COVID pandemic.



Our Solutions

We have developed a strategic plan to address the needs and challenges of our client. The initial goals were to raise funds for her campaign and boost her visibility on the digital space in the first phases of the campaign. Considering that this female candidate was running against two popular male opponents, we had little room for error in executing our digital marketing initiatives.

The services we provided are as follows:



WEBSITE MANAGEMENT

The first step was to optimize her campaign information online and to make sure she could be easily found by voters and potential supporters. We designed and developed a political website that highlighted the candidate's advocacies and the causes that the candidate will be pushing for when elected.



SOCIAL MEDIA MANAGEMENT

During the first few months of the campaign, we established the candidate's presence on relevant social media platforms to increase visibility, build a following, and interact with voters and supporters.



TARGETED ADVERTISING

To complement social media management efforts, we created image and video ad campaigns to increase campaign visibility. This increased voter awareness and help build support for our client's campaign.



INBOUND AND OUTBOUND EMAIL CAMPAIGNS

After finalizing all marketing collaterals, email campaigns were initiated. Inbound email campaigns were ran to update supporters and her committee members about campaign events, and volunteer opportunities. Simultaneously, outbound email campaigns were also running to reach voters and local organizations to build support and generate contributions through fundraising campaigns.



TEXT MESSAGING CAMPAIGNS

Towards the end of the campaign period, a full-funnel text message campaign was launched to reach registered voters in her region. This was executed strategically during early voting and election day to maintain her campaign presence.

Results

With the overall effectiveness of EnSpot Political services, our candidate, who was behind her opponents in preliminary polling early in her campaign, was able to even the playing field and won the election.

We started rolling out our campaigns in July 2019 and it ended August 2020. Below are the key results after 13 months of planning and execution:



Received endorsements from AFL-CIO, IBEW, Teamsters Local Union along with other local organizations and media companies



Generated 800,000 impressions on Social Media, Google, and Email



Grew supporter list by 55% through various digital campaigns



Won the election by 5% difference in total votes



Digital Marketing Solutions for Political Campaigns

Winning the election starts with
*reaching, engaging
and influencing*
your voters online.

We can help!

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