



Digital Marketing Solutions for Political Campaigns

Voter Outreach and Engagement Solutions

All-inclusive packages for winning campaigns.

30-Day Essential Political Campaign Kit – \$2,999 (\$5,000 Value)

Key promotional services to jumpstart your political campaign.



25,000
Emails



5,000
Text Messages



30,000
Ad Views



+5
Bonus Offers



100% Managed setup and launch of your services.



Voter and consumer data available. No contact list required.



Targeted email campaign sent to **25,000 emails**.



Phone and email list verification included. No wasted contacts.



Targeted text message campaign to **5,000 voters**.



Deliverability monitoring for optimal engagement and deliverability.



Targeted **30,000 view** digital ad campaign on Google Display network.



List builder subscribe link to build your supporters list.



Message optimization for best placement and delivery.



Feedback management for opt-outs, complaints and replies.



2 Ad designs for your digital ad campaign.



Auto-Reply templates for responses to common questions.



Location targeting included.



Weekly reports detailing campaign activity.



Performance Guarantees

- ✓ If your email campaign does not perform as expected, we will send an additional mailing at NO COST.
- ✓ If your text message delivery rate is less than 90%, we will resend to replace 100% of all failed messages at NO COST.
- ✓ If your ad campaign is not completed within 30 days from launch, we will increase your ad views by 25% at NO COST.



Bonuses

- ✓ **Free Political Message Kit (\$50 Value)** – Political email letters and text templates that you can edit to create your own messages.
- ✓ **Free Email Template Design (\$50 Value)** – Custom design email layout to use for email outreach and newsletters.
- ✓ **Free Social Media Branding Kit (\$100 Value)** – Customized campaign artwork for your social media platforms.
- ✓ **Free Campaign Essentials Branding Kit (\$400 Value)** – Custom designs for printable campaign materials, including: Palm card, Yard Sign, Bumper Sticker, T-shirt
- ✓ **Renew and Bundle Discount** – Save 15% on additional services or renewal of this plan.

Need additional messages or ad views?

\$20 per 1,000 messages \$28 per 1,000 messages \$20 per 1,000 ad views

30-Day Voter Engagement Plan – \$5,299 (\$8,000 Value)

Engage voters and boost campaign support in 30 days.



60,000
Emails



10,000
Text Messages



50,000
Ad Views



+7
Bonus Offers



100% Managed setup and launch of your services.



Voter and consumer data available. No contact list required.



Up to **3 targeted email** campaigns.



Phone and email list verification included. No wasted contacts.



Up to **2 targeted text** message campaigns.



Deliverability monitoring for optimal engagement and deliverability.



Targeted digital ad campaign on social media and Google Display networks.



List builder subscribe link to build your supporters list.



3 Ad designs for your digital ad campaign.



Feedback management for opt-outs, complaints and replies.



Message optimization for best placement and delivery.



Auto-Reply templates for responses to common questions.



Location targeting included.



Weekly reports detailing campaign activity.



Performance Guarantees

- ✓ If your email campaign does not perform as expected, we will send an additional mailing at NO COST.
- ✓ If your text message delivery rate is less than 90%, we will resend to replace 100% of all failed messages at NO COST.
- ✓ If your ad campaign is not completed within 30 days from launch, we will increase your ad views by 25% at NO COST.



Bonuses

- ✓ **Free Political Message Kit (\$50 Value)** – Political email letters and text templates that you can edit to create your own messages.
- ✓ **Free Email Template Design (\$50 Value)** – Custom design email layout to use for email outreach and newsletters.
- ✓ **Free Social Media Branding Kit (\$100 Value)** – Customized campaign artwork for your social media platforms.
- ✓ **500 designed and printed 3.5" x 2.0" Palm Cards.** Free Delivery (\$200 Value)
- ✓ **\$300 Off any Website package** – Save up to 33% off website packages.
- ✓ **Free Campaign Essentials Branding Kit (\$400 Value)** – Custom designs for printable campaign materials, including: Palm card, Yard Sign, Bumper Sticker, T-shirt
- ✓ **Renew and Bundle Discount** – Save 15% on additional services or renewal of this plan.

Need additional messages or ad views?

\$30 per 1,000 messages **\$28 per 1,000 messages** **\$20 per 1,000 ad views**

30-Day High-Visibility Political Campaign Package – \$8,699 (\$15,000 Value)


Maximize your campaign visibility in 30 days with targeted online promotion and optimization.

 **100,000**
Emails

 **20,000**
Text Messages

 **100,000**
Ad Views

 **Press**
Release

 **+10**
Bonus Offers



100% Managed setup and launch of your services.



Up to **3 targeted email** campaigns.



Up to **2 targeted text** message campaigns.



Up to **5,000 targeted video text** messages.



Targeted digital ad campaign on social media and Google Display networks.



4 Ad designs for your digital ad campaign.



Message optimization for best placement and delivery.



Advanced location and voter targeting.



Voter and consumer data available. No contact list required.



Phone and email list verification included. No wasted contacts.



Deliverability monitoring for optimal engagement and deliverability.



List builder subscribe link to build your supporters list.



Feedback management for opt-outs, complaints and replies.



Auto-Reply templates for responses to common questions.



Weekly reports detailing campaign activity.



Campaign Video Design – 60 second videos starting at \$299.



Performance Guarantees

- ✓ If your email campaign does not perform as expected, we will send an additional mailing at NO COST.
- ✓ If your text message delivery rate is less than 90%, we will resend to replace 100% of all failed messages at NO COST.
- ✓ If your ad campaign is not completed within 30 days from launch, we will increase your ad views by 30% at NO COST.



Bonuses

- ✓ **Free Political Message Kit (\$50 Value)** – Political email letters and text templates that you can edit to create your own messages.
- ✓ **Free Email Template Design (\$50 Value)** – Custom design email layout to use for email outreach and newsletters.
- ✓ **Free Social Media Branding Kit (\$100 Value)** – Customized campaign artwork for your social media platforms.
- ✓ **Free YouTube Channel Optimization (\$100 Value)** – Optimization of existing or new YouTube channel for your campaign videos.
- ✓ **\$400 Off any Website package** – Save up to 40% off website packages.
- ✓ **1000 designed and printed 3.5" x 2.0" Palm Cards.** Free Delivery (\$300 Value)
- ✓ **\$300 Off any Website package** – Save up to 33% off website packages.
- ✓ **Free Campaign Essentials Branding Kit (\$400 Value)** – Custom designs for printable campaign materials, including: Palm card, Yard Sign, Bumper Sticker, T-shirt
- ✓ **Free Political Search Engine Optimization Evaluation (\$500 Value)** – Review and recommendations for all of your online platforms to improve voter visibility for your campaign.
- ✓ **Free Video Ad Upgrade (\$750 Value)** – Use your own campaign video to replace any ad at no additional charge.
- ✓ **Renew and Bundle Discount** – Save 20% on additional services or renewal of this plan.

Need additional messages or ad views?

 **\$26 per 1,000 messages**

 **\$27 per 1,000 messages**

 **\$19 per 1,000 ad views**

Complete Political Campaign Package – \$18,499 (\$37,500 Value)

All-inclusive solution to reach and engage voters for successful political campaigns.



200,000
Emails



50,000
Text Messages



250,000
Ad Views



**Social
Media**



**Press
Release**



+12
Bonus Offers



100% Managed setup and launch of your services.



Up to **3 targeted email** campaigns.



Up to **3 targeted text or video** message campaigns.



Targeted digital ad campaign on social media and Google Display networks.



6 Ad designs for your digital ad campaign.



10 designed and written social media posts.



700-word Press Release written and distributed on your behalf.



Message optimization for best placement and delivery.



Advanced location and voter targeting.



Voter and consumer data available. No contact list required.



Phone and email list verification included. No wasted contacts.



Deliverability monitoring for optimal engagement and deliverability.



List builder subscribe link to build your supporters list.



Feedback management for opt-outs, complaints and replies.



Auto-Reply templates for responses to common questions.



Weekly reports detailing campaign activity.



Campaign Video Design – 60 second videos starting at \$299.



Performance Guarantees

- ✓ If your email campaign does not perform as expected, we will send an additional mailing at NO COST.
- ✓ If your text message delivery rate is less than 90%, we will resend to replace 100% of all failed messages at NO COST.
- ✓ If your ad campaign is not completed within 30 days from launch, we will increase your ad views by 30% at NO COST.



Bonuses

- ✓ **Free Political Message Kit (\$50 Value)** – Political email letters and text templates to help create your own messages.
- ✓ **Free Email Template Design (\$50 Value)** – Custom design email layout to use for email outreach and newsletters.
- ✓ **Free Social Media Branding Kit (\$100 Value)** – Customized campaign artwork for your social media platforms.
- ✓ **Free YouTube Channel Optimization (\$100 Value)** – Optimization of existing or created YouTube channel for your campaign videos.
- ✓ **1-Month Free Social Media Management (\$300 Value)** – Optimization and management of up to 5 social media platforms.
- ✓ **1-Month Free Website Management (\$200 Value)** – Management and optimization of website updates or post.
- ✓ **4-Free Weekly Promoted Social Media Post (\$1000 Value)** – Weekly advertised social media post to build your following
- ✓ **\$500 off any Website package** – Save up to 50% off website packages.
- ✓ **2,000 designed and printed 3.5" x 2.0" Palm Cards.** Free Delivery (\$500 Value)
- ✓ **Free Campaign Essentials Branding Kit (\$400 Value)** – Custom designs for printable campaign materials, including: Palm card, Yard Sign, Bumper Sticker, T-shirt
- ✓ **Free Political Search Engine Optimization Evaluation (\$500 Value)** – Review and recommendations for all of your online platforms to improve voter visibility for your campaign.
- ✓ **Free Video Ad Upgrade (\$4,000 Value)** – Use your own campaign video to replace any 2 ads at no additional charge.
- ✓ **Renew and Bundle Discount** – Save 20% on additional services or renewal of this plan.

Need additional messages or ad views?

\$24 per 1,000 messages **\$26 per 1,000 messages** **\$18 per 1,000 ad views**

Flat-Rate Political Campaign Website Package - \$899

Kick-off your political campaign with highly visible website and everything you need online.



4 Page Political Website



100% Managed setup and launch of your website.



Custom website artwork for your campaign website.



Website content formatting and optimization.



Custom email forwarding with up to 4 email address aliases to match your website



Social media platform setup for up to 4 social media profiles.



Online contribution integration for campaign donations.



Search Engine Optimization setup.



Contact form setup to receive messages from your website.



List builder subscribe form to build your supporters list.



Website analytics and tracking setup to monitor traffic.



Monthly reporting of website activity by email.



4 months website hosting and support. Renews at \$69/month.



Additional Website Pages – \$99 per page



Custom Designed Campaign Logo – \$79 up to 3 colors.



Visibility Guarantee

- ✓ If your campaign website is not visible via Google within 10 days after launch, we will send 500 text messages promoting your campaign website at NO COST.



Bonuses

- ✓ **Free website domain and 1-Year registration (\$25 Value)**
- ✓ **Free Political Campaign Start-Up Guide (\$20 Value)** – Informative guide and checklist that explain what you need to start your campaign.
- ✓ **Free Email Template (\$100 Value)** – Custom designed layout that can be used for your emails to voters and potential donors.
- ✓ **1 Month Free Social Media Management (\$200 Value)**
- ✓ **1 Month Free Website Management (\$200 Value)**
- ✓ **Free Campaign Essentials Branding Kit (\$400 Value)** – Custom design for printable campaign materials, including: Palm card, Yard Sign, Bumper Sticker, T-shirt
- ✓ **40% discount off** annual website hosting renewal