

Political Campaign Lifecycle

STEP 01

Filing/Registration

This is the official procedure to declare their intention to run (as a candidate) or organize/raise money (as a political group).

RECOMMENDED SERVICES

- Website Design
- Unlimited Graphic Design Services



STEP 02

Structure/Staff

The candidate or political group appoints staff, members and managers for the campaign during this phase and establishing branding strategies.

RECOMMENDED SERVICES

- Website Design
- Unlimited Graphic Design Services
- Website Management Plans



STEP 03

Announce/ Kick-off Campaign

This is the phase where candidates and political groups starts to launch kick-off campaigns and strengthens public presence.

RECOMMENDED SERVICES

- Website Design
- Unlimited Graphic Design Services
- Website Management Plans
- Managed Email Marketing Plans (inbound and outbound)
- Social Media Management Plans (with awareness campaigns)



STEP 04

Fundraising and Budgeting

Funding is essential in campaigning. Candidates and political groups during this phase try to raise as much money as possible to support their staff and campaign.

RECOMMENDED SERVICES

- Website Management Plans
- Managed Email Marketing Plans (outbound)
- Social Media Management Plans
- Ad Management Plans (for groups and larger campaigns with 4 or more opponents)



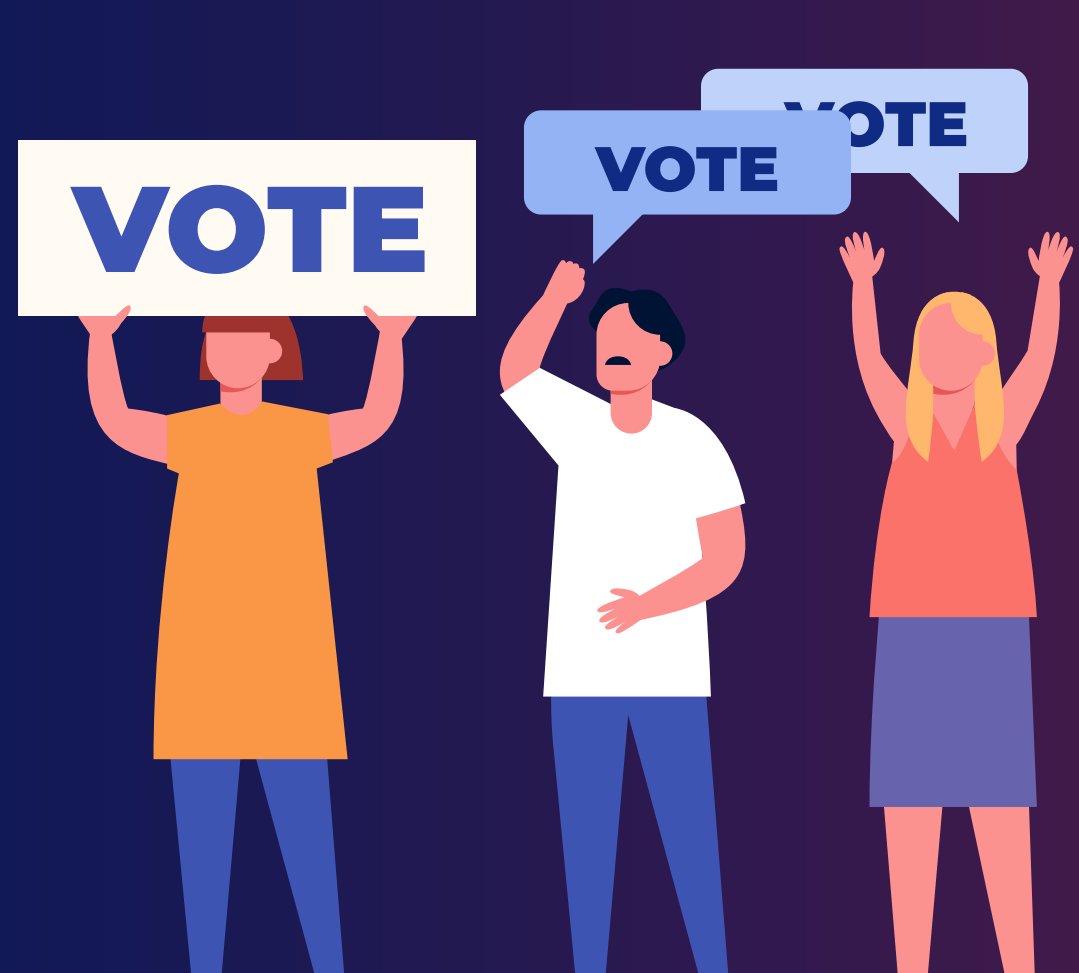
STEP 05

Qualify for Retention or Election

During this period, some candidates may need meet certain fundraising thresholds, collect enough signatures from voters or have at least one opponent to continue with their campaign.

RECOMMENDED SERVICES

- Managed Email Marketing Plans (inbound and outbound)
- Social Media Management Plans
- Managed Text Messaging Plans (A2P and P2P)
- Ad Management Plans
- IP Targeting
- Direct Mail



STEP 06

Build Support and Earn Votes

Candidates allocate this period to increase outreach efforts and establish relationships to gain support and votes months before the election day.

RECOMMENDED SERVICES

- Managed Email Marketing Plans (inbound and outbound)
- Social Media Management Plans
- Managed Text Messaging Plans (A2P and P2P)
- Ad Management Plans
- IP Targeting
- Direct Mail

STEP 07

Election Day and Post-Election

This phase is one of the busiest phases because election day often involves a height of spontaneous activities in terms of advertisement and voter engagement.

RECOMMENDED SERVICES

- Managed Email Marketing Plans (inbound and outbound)
- Social Media Management Plans
- Managed Text Messaging Plans (A2P and P2P)
- Ad Management Plans
- IP Targeting

