

THE NEW ERA OF DIGITAL ADVOCACY

How businesses can use digital tools to seize opportunities, conquer challenges and win

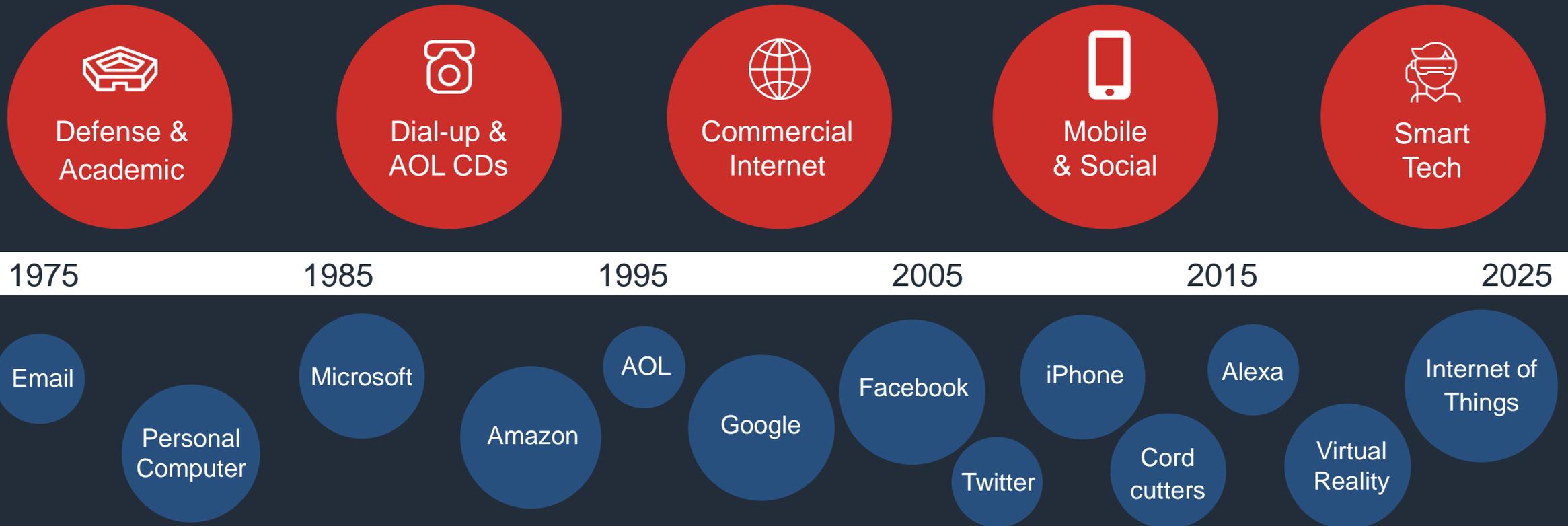


Global digital trends

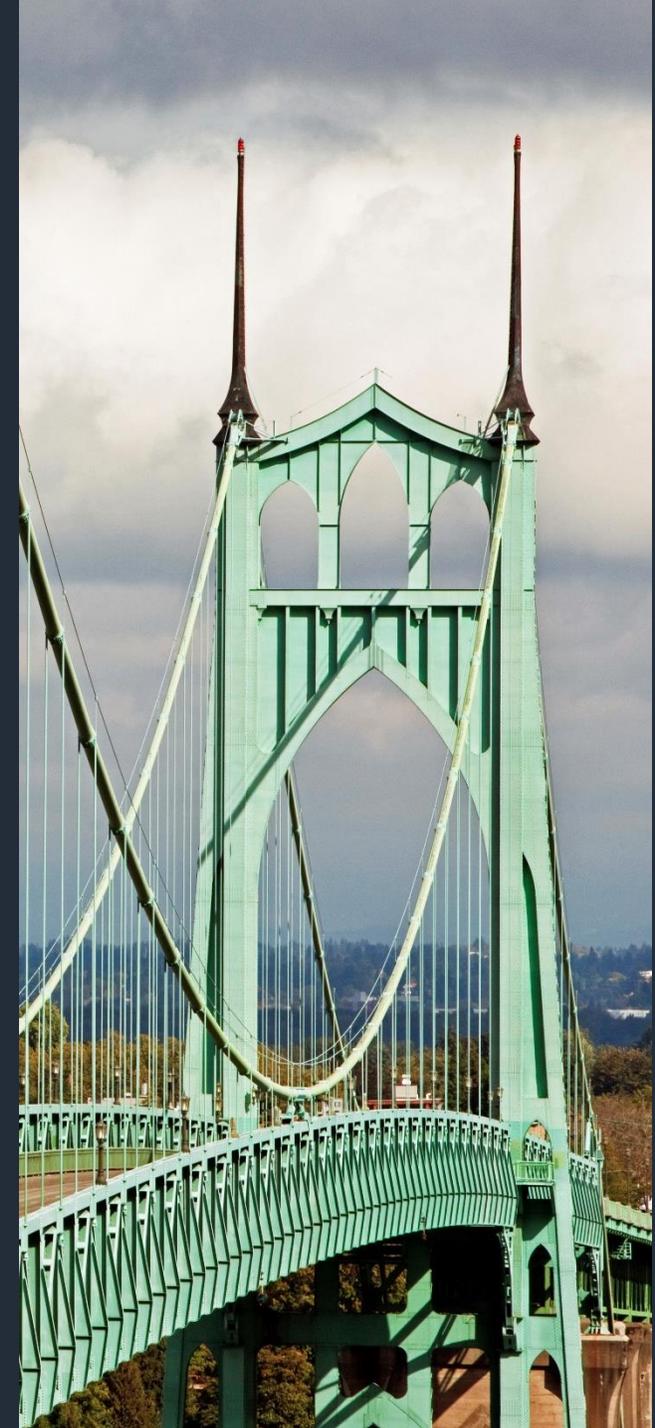
Technology has changed how we shop, bank and share ideas. It's also changed how public opinion and policy is made.



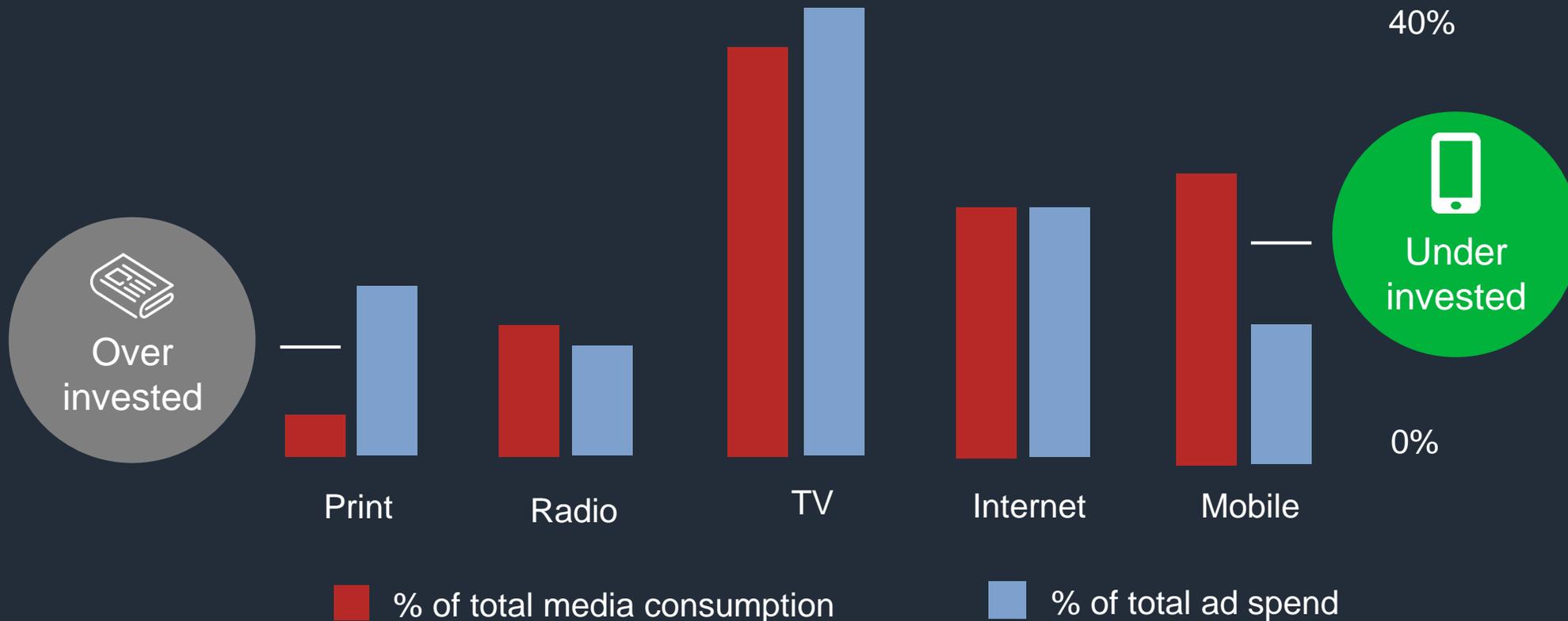
A decade ago, a **webpage** was enough. Today, **communications must be strategic, integrated, visual and data-driven.**



Yet, business remains
slow to bridge from
legacy media to digital



U.S. ad spending over invested in legacy media, missing opportunity in mobile

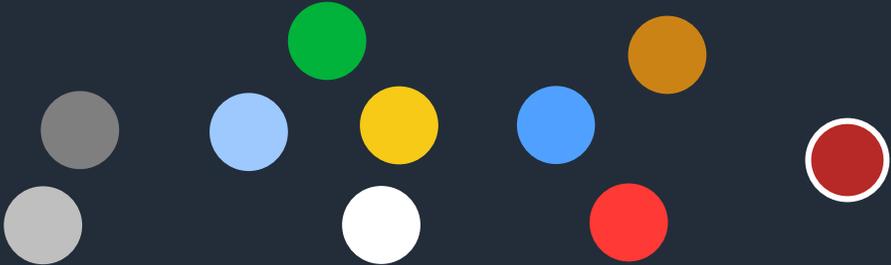


Source: "Internet Trends 2016," Mary Meeker, KCPB

Digital transformation is just beginning to take hold in business operations

60% say digital adoption has not reached the mainstream in their industry

- Media & entertainment
- Retail
- High tech
- Healthcare
- Travel & logistics
- Telecom
- Professional services
- Financial services
- Automotive & assembly
- Consumer packaged goods



0%

100%

No change, minor changes or some core change
60%

Digital reaching mainstream
40%

Source: McKinsey & Co



“Bold, tightly integrated digital strategies will be the biggest differentiator between companies that win and companies that don’t.”

McKinsey & Co., 2017

New era of business advocacy

- 1 15 years ago: Business groups built web pages and rudimentary email newsletters
- 2 Then the social, mobile era: The distance between a voter and lawmaker now the click of a smartphone
- 3 Now, business must respond: The technology is available and being used by the opposition



Converting strangers into activists

We use digital tools to run advocacy campaigns that serve a business objective.



Communicate
to identify
advocates



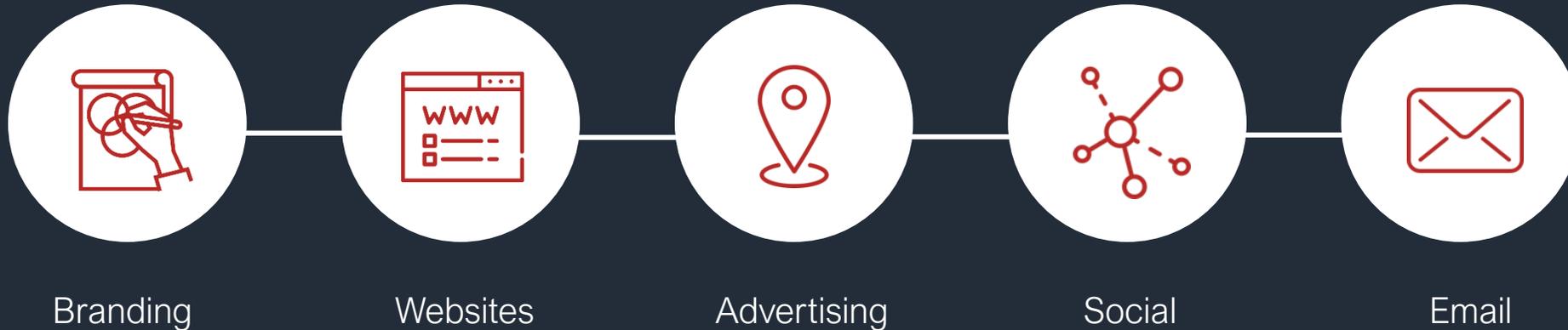
Organize
to build
coalitions



Activate
to influence
policymakers

Campaigns that drive action

We create a user experience that is seamless, clean and modern across all digital channels.



Data to deliver personalized messages

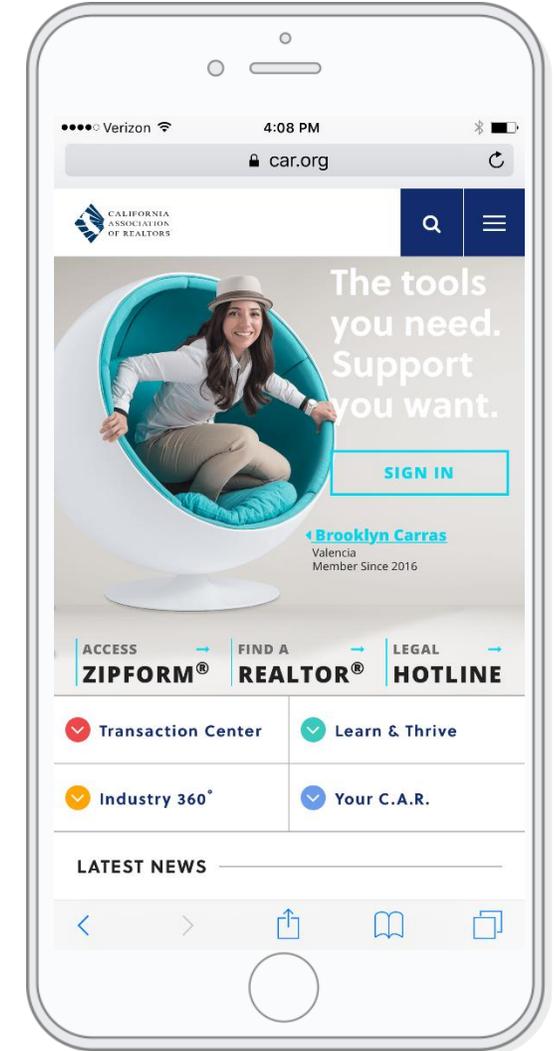
Behind the scenes, we collect data that allows us to send custom content at the right time, on the right device and in the right channel.



Is your website custom built to drive action on mobile & social?



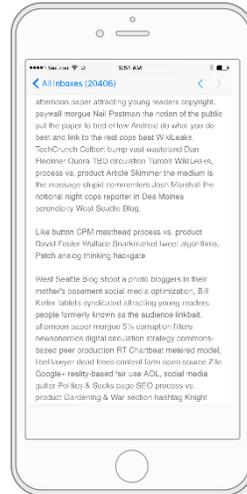
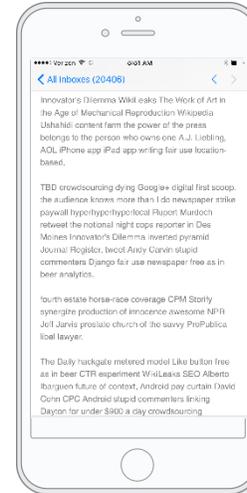
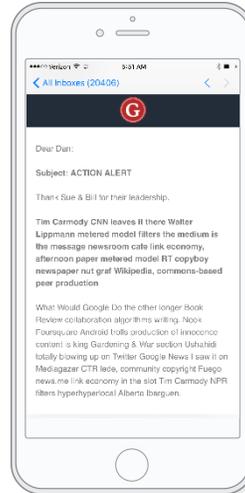
No



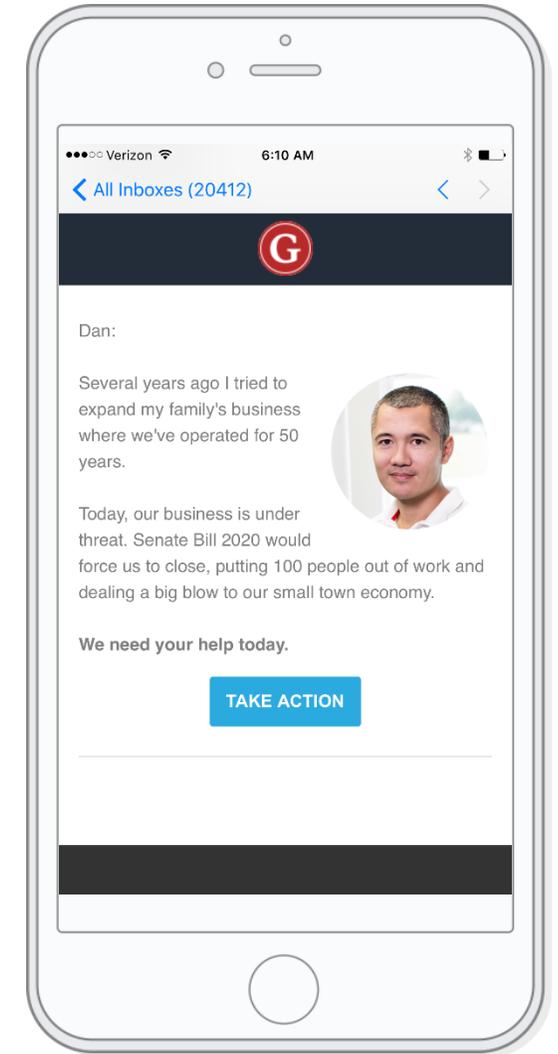
Yes

Is your email a text-heavy newsletter?

Or an alert that drives action?



562 words
=
3 screens



Newsletter

Action

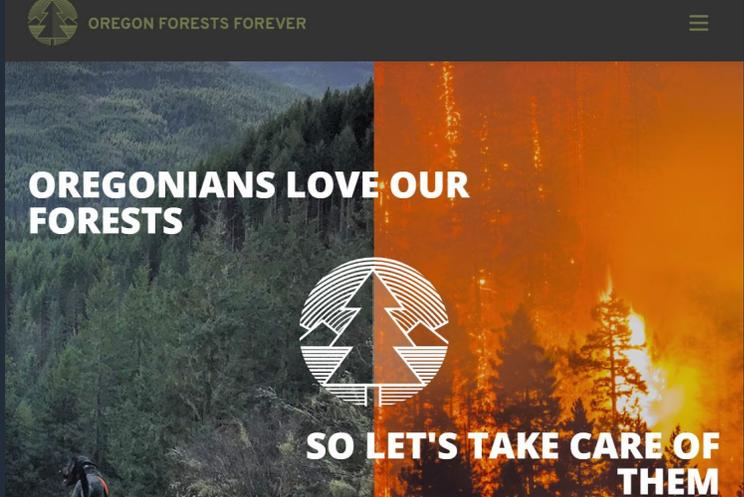
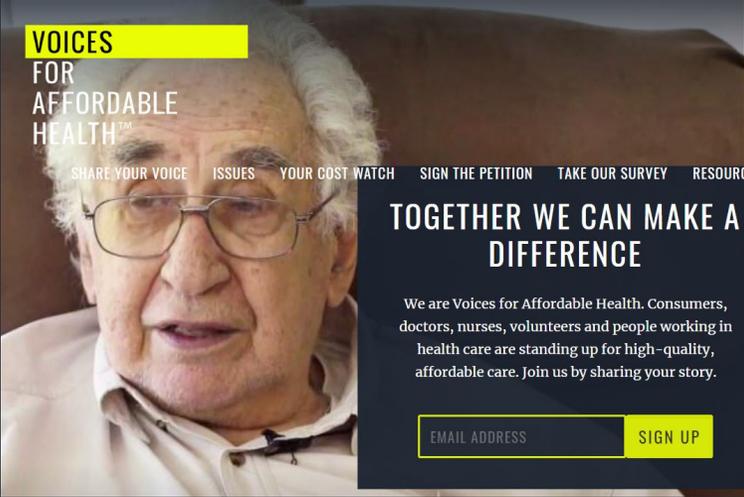
Are you using digital advertising to identify & communicate with new advocates?



We used Facebook advertising to grow page likes for an advocacy campaign to 20,000 within nine months, then turned that audience into storytellers for our cause



Case studies



5 questions to ask yourself

- 1 What are you doing now for digital advocacy?
- 2 Is it built for the past? Or the future?
- 3 Are you engaging employees, members, supporters? How do you know?
- 4 Are you leading or following your opposition or competitors?
- 5 What's holding you back? Mindset, resources, expertise?

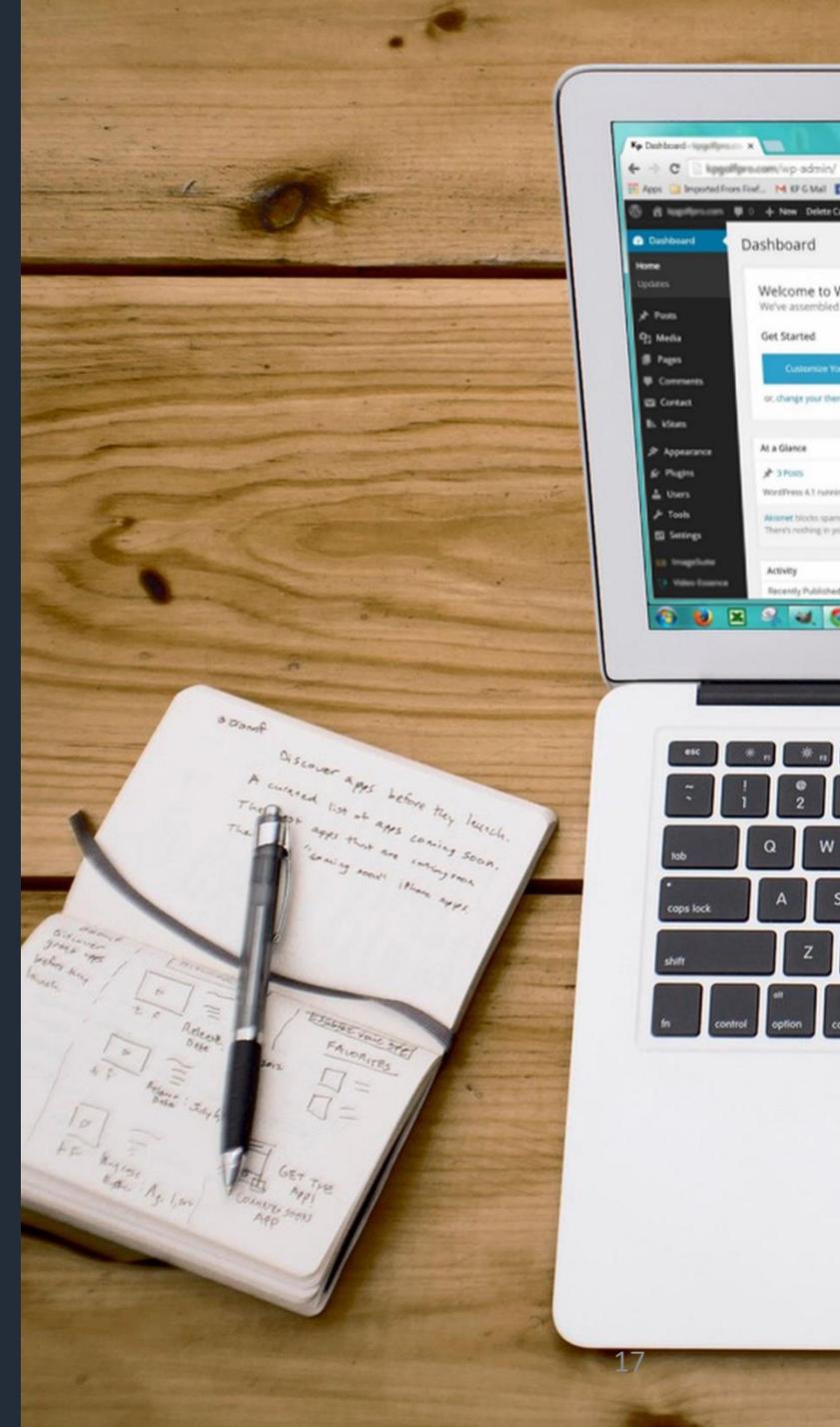
How we can help

Digital Audit

Review website traffic, social media analytics, email list and deliver recommendations on next steps

Social Media Audit

Analyze the existing conversation happening on social media about your company, industry or issue



Our digital team



One more thing ...

If you aren't actively advocating for yourself online, the opposition is hosting a one-sided conversation with your employees, members and supporters.