Political Strategy Worksheet

1.Develop/purchase list of the races, PAC’s, Super PACS and contacts

Sources:

(Note: John Kimball Group sells the list, other sources in the political revenues report)

2. Review any new alliances to support the effort

\*EVoter – ads digital service to voters and product to sell

\*Politic-Fact ads digital service to voters and political page views

\*Mixpo – Converts television ads to video web ads (note, most campaigns will want to make their own, but this is a great last minute fix)

\*Impact Engine – Platform creates one-day buys of premium ads (sliders, corner peels, on the fly)

\*opt-in E-mail/and/or text provider for targeting by geo- area, party affiliation and other factors

\*Flipsnack media kit tool

\*Others?

2. Develop contact list of local broadcast sites to call to find out who is spending. Assigned to:

3. Sales organization

Key team:

Leader:

How will accounts be divided? (city/state/national or republican local/dem local/national?)

Assign accounts and broadcast calls

4. Training

Identify five Key competitive messages that will go in media kit:

\*Copy and distribute competitive information from Political Revenues report to team

\*Training session Date:

5. Products

List all multi-media that can be included

List premium buys (site take-overs, front page ads, rich media)

List any new products such as reselling email and text or print/deliver

6. Packaging

What does in each package (include a premium if possible)

Small:

Medium

Large:

Town hall:

Mayor:

State:

District (option):

7. Create the media kit

Include:

\*Title page shows core strength

\*Five top competitive messages

\*Include Multi -media competitive strength

\*A la carte prices – one product per page

\*Packages – one per page

\*Guidelines

Consider FlipSnack as a presentation tool

Deadline for written materials:

Deadline for production:

8. Official launch Date: