

STRATCOM

Broadcast Voice Messages

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BVMs allow you to speak directly to your target audience with pre-recorded messages. They're an ideal tool for raising awareness at critical times and for delivering your message. BVMs can be used to gather information from your target audience (using automated data collection) or to direct them to a live operator for more complex surveying and message delivery.

Our experience shows BVMs are a cost-effective way to build participation and awareness.

Stratcom will work with you to design the message and strategy—all you need is a list to call and a reason to contact the public. And if you don't have a list, our team can build one for you. Stratcom can provide lists of all publicly available phone numbers that meet the demographic criteria you need, such as, a specific region or riding.

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About Stratcom

Strategic Communications is an industry leader in Broadcast Voice Messages in Canada— we were among the first to introduce BVMs to our clients, and have since run thousands of BVMs for the past 20 years. With offices across Canada and in the United Kingdom, we work with non-profit organizations, advocacy groups, charities, unions, and progressive causes to strengthen their engagement and reach in their campaign and organizational work. Stratcom's advantage rests in our innovative strategies to enable our clients to be more effective and as a result, create a positive impact in their local and global communities.

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STRATCOM'S CLIENTS HAVE USED BVMs TO:

1 Promote Events

BVMs are a cost-effective way to promote strong attendance at public meetings.

2 Increase Awareness

Get the word out about critical issues by informing the public with a pre-recorded BVMs from your office.

3 Update membership

Let citizens know about the good work you've been doing. A BVM update is a simple way to directly engage the public and maintain active support for your projects.

4 Get feedback

Get detailed feedback from surveying your population with Interactive BVMs. Using Stratcom's reporting system, IBVMs can capture responses from callers' touchtone keypads when prompted with a question.

5 Build lists and data services

With our interactive features, BVMs can be used to develop a list of respondents interested in your issue or receptive to particular messages. This can be particularly effective for dividing large lists into more responsive sub-groups for specific projects.