





# STRATCOM

## Broadcast Voice Messages

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**B**VMs 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 reach out. 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.

### STRATCOM'S CLIENTS HAVE USED BVMS TO:

#### 1 Get feedback

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

#### 2 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.

#### 3 Promote events

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

#### 4 Increase awareness

Get the word out about critical issues with pre-recorded BVMs from your leadership or members.

#### 5 Update membership

Prompt members to update their contact information or other membership details, ensuring your union maintains accurate and up-to-date data.

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*The folks at Stratcom were very attentive and thorough, especially given the large project and several moving parts.”*

Alexander Delorme  
Communications Office

**AUPE** 

### About Stratcom

Strategic Communications is an industry leader in Broadcast Voice Messages in Canada—we were among the first to introduce them to our clients 20 years ago and have since run thousands of BVMs. With offices across Canada and in the United Kingdom, we work with unions, non-profit organizations, advocacy groups, charities, 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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