

STRATCOM

Political Engagement & Advocacy Campaign Services for Unions

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Stratcom is an award-winning international consultancy firm specializing in research and engagement campaign strategy and tools.

Experienced as both campaign strategists and practitioners, Stratcom implements multi-channel techniques and tools to help organizations and advocacy campaigns become more effective.

By integrating research, communications and the most effective engagement tools, Stratcom provides a comprehensive approach to help you maximize outreach, engagement and supporter participation.

Since 1991, we have worked with unions, progressive political parties, government agencies, charities and non-profit organizations across Canada, America, Australia, the UK and Europe.

SERVICES:



Broadcast Voice Messages

BVMs are an ideal tool for raising awareness at critical times and delivering your message. Have questions for your membership? Use Broadcast Voice Messages to gather information from your members or to direct them to a live operator for more complex surveying and message delivery.

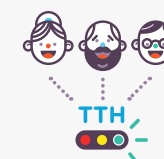


Targeting, Strategy, Voter Contact

Being able to identify and target key voters or supporters is an essential tool for successful campaigns.

Through hands-on experience during election campaigns, as both voter contact strategists and implementers, we have developed sophisticated and successful approaches, including microtargeting, online advertising, mobile strategies, live phoning, text and text banking.

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Telephone Town Hall

Like an invitation-only, call-in live radio show, a Telephone Town Hall combines the interactive qualities of a conference call with the broadcast powers of radio.

Our high-volume service connects you with thousands of members simultaneously, allowing for live Q&A and polling.

As a preferred campaign tool across North America, our specialist team will assist you in planning and delivering the live event, from pre-event marketing, to production and post-event data analysis and reporting.



Programmatic Advertising

Integrate programmatic ads into your campaigns to maximize your reach. Target union members across popular websites, apps, and streaming platforms, driving high engagement. Our precise, cost-effective approach ensures your message is seen by the right people, wherever they are online.

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Research & Campaign Strategy

Stratcom can provide state-of-the-art member opinion research to help your campaign strategy and messages, through a variety of tools including online, live phone and IVR surveys, and in-person focus groups.

Stratcom designs custom research programs that:

- ✓ Inform strategic decisions
- ✓ Pinpoint key audiences
- ✓ Systematically explore attitudes, perceptions, and awareness of issues and policies
- ✓ Develop and refine effective communications platforms and messages



General Campaign Strategy

Our consultants have advised, managed and participated in hundreds of election-related member mobilization campaigns. We provide your campaign, however large or small, with cost-effective advice and counsel on key decisions, strategies, messages and tools.

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Text Strategy & Text Banking

Text communication is a vital tool for political engagement and advocacy campaigns. Inexpensive, fast, and with phenomenal read rates, it outperforms other communication channels across various applications. Peer-to-peer texting allows personalized conversations at scale, boosting participation, event sign-ups, and activism for union campaigns.

CONTACT US:

For more information or to obtain a quote.

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 **U.S. Local 8300**