

# COMPETE\_

## Public Affairs Digital Influence Campaigns

We deploy cutting edge digital strategies to help our clients pass legislation.

### Flood the Zone

Lawmakers can get overwhelmed with all of the different bills they have to consider at once. Our “Flood the Zone” campaigns ensure that they receive your message during the most critical time for your legislation.

We use pinpoint digital targeting methods and compelling creative to inundate lawmakers, stakeholders, and staff across the internet with your message.

You'll have a persistent presence in lawmaker's phones, laptops, and tablets. No matter whether they use Facebook, Instagram, Twitter, LinkedIn, Google, Youtube, or the wider internet, our strategies ensure your message is top of mind.



### Generate Action

Lawmakers are listening for feedback from constituents - our “Generate Action” campaigns fill their inboxes and phone lines with constituent support for your bill.

There is an army of supporters ready to support your cause. Our social media campaigns hone in on these supporters and activate them to contact lawmakers on your behalf.

In addition to the primary benefit of generating constituent actions that lawmakers heed, these campaigns have huge secondary benefits of raising awareness of your cause amongst interested parties across the state or region your legislation affects.



## Re-Engage Supporters

You may start out with a captive audience ready to support your cause, and we will grow that audience with newly activated members as the campaign progresses. These folks who have already raised their hand to say they're on our team can be reactivated over and over again to reach out to lawmakers to make their voice heard on your behalf.

Using cutting edge action software, email marketing best practices, and organic social media, we'll make it easy as a few button clicks for these hardcore supporters to continue to voice their support for your cause to lawmakers.



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*Every day, I heard from lawmakers who said they had been reached by COMPETE's digital efforts. COMPETE played a crucial role in securing our preferred legislative outcome.*

**Brian May**

PARTNER | FLORIDIAN PARTNERS



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*One of the best decisions I've made this year was hiring Compete. The team provided a clear structure for collaborating, implemented a sharp digital strategy, and kept pace with the legislative session's dynamic calendar.*

**Cassady Craighill**

COMMUNICATIONS DIRECTOR | CLEAN VIRGINIA