



DATA DRIVEN MARKETING FOR POLITICAL CAMPAIGNS

Top 5 campaign tactics to reach more voters, donors and advocates in 2022

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Data-driven marketing is the bridge that connects your marketing message with qualified constituents.

Data-driven marketing is centered around the creation of specific “constituent” audiences and the conveyance of a tailored message, your message, to that targeted list of pre-qualified constituents.

Fundamentally, you are pre-selecting who your constituents will be and ensuring that you reach them with your marketing message. Your mission then becomes connecting with these constituents in ways that they prefer.

The fundamentals of data-driven marketing are clear:

1. Define your total addressable market (how many pre-qualified constituents are available).
2. Create constituent personas based on demographic, financial and behavioral variables.
3. Share your constituent list with a data scientist and get their industry specific recommendations.
4. Target each persona across preferred marketing channels with tailored messages.
5. Modify marketing campaign (data, content and advertising) based on performance.

This technique is in stark contrast with traditional mass media marketing, like television and radio, which relies on broad communications to generalized audiences.

Here is a scenario to help illustrate the reality of data-driven marketing:

Scenario A—Mass Media Marketing: Target all of Southern California residents with offers and opportunities via television and radio advertisements. Campaign costs \$25,000, reaches millions of people, and results in 100 donations.

> This cost per donor acquisition is \$250.

Scenario B—Data-Driven Marketing: Target upper class neighborhood homeowners that meet home value, income and equity requirements. This data is used to target these prospects directly with offers. Campaign costs \$5,000, reaches 50,000 people, and results in 100 donations.

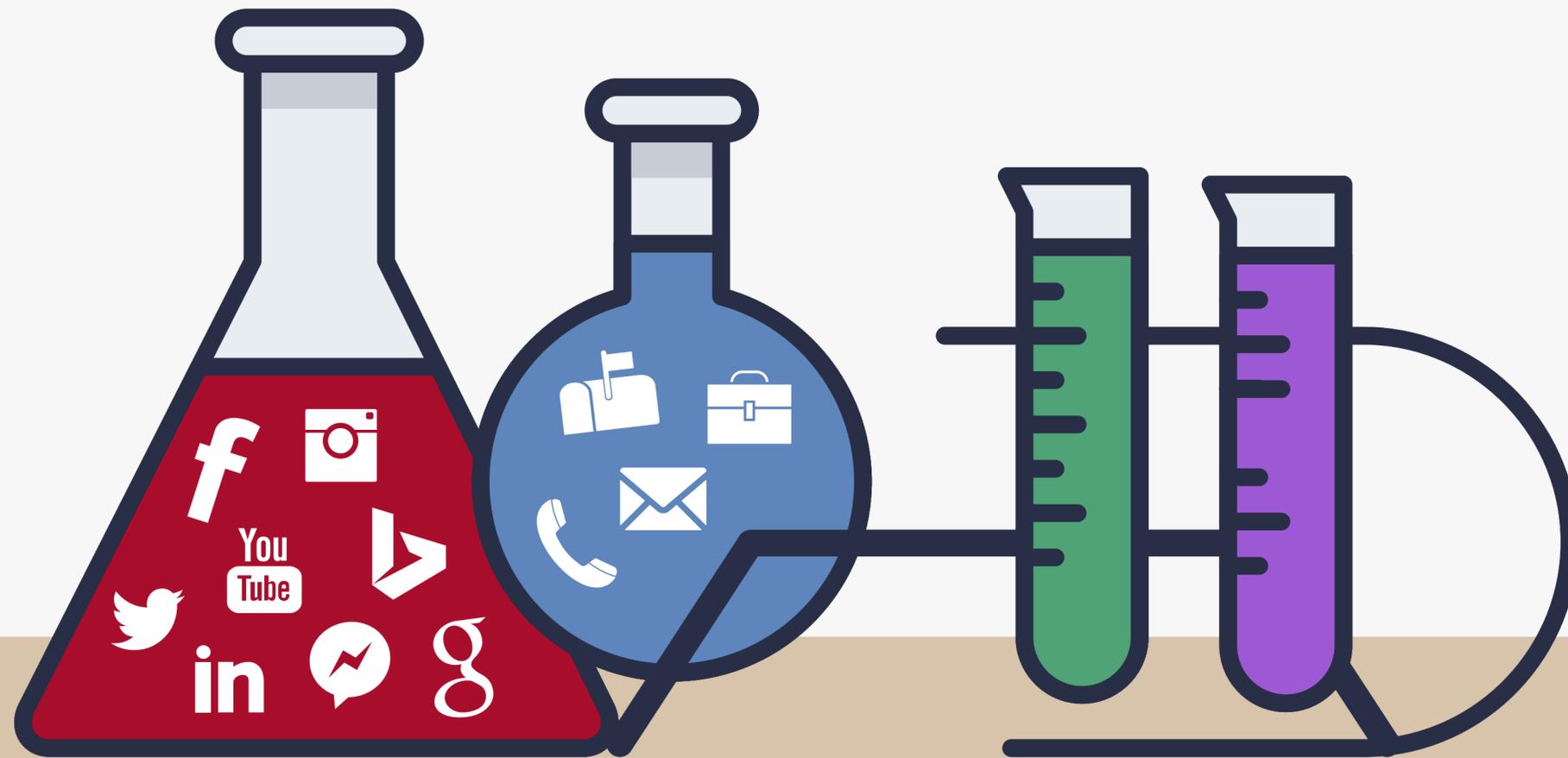
> This cost per donor acquisition is \$50.

Simply stated—The better the data strategy, the better the marketing campaign.

Conclusion: Custom audience data that is comprised of valuable consumer and business insight are the engine that drive successful marketing strategies. Data-driven marketing strategy is pivotal in determining a campaign’s growth rate and often separates good from great campaigns.

MESSAGE FROM OUR DATA SCIENCE TEAM

Demographic, financial and behavioral data is available for 280M consumers (US) and 28M businesses (US). Every candidate should examine their existing constituent list to identify constituent personas and then build a marketing database that can be directly targeted with digital and traditional campaigns.



DID YOU KNOW?



Online advertising platforms like Google, Facebook, Bing, LinkedIn, and Twitter allow you to upload lists for direct constituent targeting.

Response rates to traditional marketing channels like direct mail, email, and telemarketing increase 400% when reinforced by digital marketing.

CAMPAIGN TACTIC # 1: VISUALIZE YOUR TOTAL ADDRESSABLE MARKET

You need to know how many total constituents are qualified for targeting in your market with breakdowns of important data points such as demographics, income, interests and locations. Data visualizations cast vision across campaign and they serve as a guide for decision making.



PRO TIP

Make strategic marketing decisions after visualizing and discussing your total addressable market.

visualization

A data visualization is a precise breakdown of all important data points for every potential constituent within a target market.

VISUALIZATION

TOTAL ADDRESSABLE MARKET - POLITICAL PARTICIPANTS (NATIONWIDE) GENDER, AGE, INCOME, AND LOCATION BREAKDOWNS

POLITICS-2022	205,497,783	*CONSUMER 2021	LGIANT	01/17/22	18:22:26
SCF	001-999	205,497,783	VOTERS = NATIONWIDE		
PCS, PLL, POL SELECT		70,384,782	DONORS = POLITICAL CONTRIBUTIONS		
PAR DEM		73,263,778	PARTY = DEMOCRAT/LIBERAL		
PAR REP		55,319,233	PARTY = REPUBLICAN/CONSERVATIVE		
PAR IND		17,193,383	PARTY = INDEPENDENT		
PAR UND		59,721,389	PARTY = UNDECIDED		
INC A-I		74,039,292	INCOME = \$0 - \$49,999		
INC J-N		74,280,116	INCOME = \$50,000 - \$99,999		
INC O		38,449,798	INCOME = \$100,000 - \$149,999		
INC P-Q		14,539,325	INCOME = \$150,000 - \$199,999		
INC R		7,745,334	INCOME = \$200,000 - \$249,999		
INC S		9,282,235	INCOME = \$250,000 +		
NTW A-F		105,416,026	NET WORTH = \$0 - \$99,999		
NTW G		39,835,614	NET WORTH = \$100,000 - \$249,999		
NTW H		31,251,645	NET WORTH = \$250,000 - \$499,999		
NTW I		41,832,815	NET WORTH = GREATER THAN \$499,999		
BOW 1-A		3,913,158	OCCUPATION = BUSINESS OWNER		
DUP IND		OMIT	SELECT 1 PER INDIVIDUAL		

State	Count
AE	3,312
AK	376,883
AL	3,704,775
AP	1,992
AR	1,786,621
AZ	4,110,289
CA	24,285,927
CO	4,732,205
CT	2,313,899
DC	375,313
DE	677,985
FL	14,036,901
GA	5,792,070
HI	435,039
IA	2,247,891
ID	1,070,962
IL	7,113,071
IN	3,889,450
KS	1,833,568
KY	2,596,593
LA	3,185,016
MA	4,823,001
MD	4,387,858
ME	1,052,885
MI	6,934,252
MN	3,322,638
MO	4,814,680
MS	1,798,725
MT	522,127
NC	7,713,534
ND	251,124
NE	1,305,098
NH	914,537
NJ	5,361,075
NM	1,215,511
NV	1,906,676
NY	11,106,627
OH	9,108,215
OK	2,208,835
OR	2,737,110
PA	9,436,074
PR	3,650
RI	843,378
SC	2,338,341
SD	474,284
TN	3,556,630
TX	14,863,859
UT	1,529,871
VA	5,272,763
VT	237,951
WA	5,073,743
WI	4,595,785
WV	929,449
WY	286,297

Total addressable market (TAM) data visualizations show precise breakdowns of demographic, financial and behavioral variables for all pre-qualified constituents that can be targeted in your geography.

This means that you will have an accurate count of every potential constituent that is qualified for targeting that can be reached across marketing channels.

Additionally, your team will be able to review and discuss key data ranges that are essential for setting goals, creating strategies and establishing budgets.

Here is a TAM example for political participants in CO that contains important breakdowns for voting history, party affiliation, campaign donations, income, net worth and occupation.

POLITICAL-CO-2022		4,732,205	*CONSUMER 2021	LGIANT	01/17/22	19:30:35
STATE	CO	4,732,205	VOTERS = COLORADO			
PCS,PLL,POL SELECT		1,361,115	DONORS = POLITICAL CAMPAIGNS			
PAR DEM		1,716,523	PARTY = DEMOCRAT/LIBERAL			
PAR REP		1,398,450	PARTY = REPUBLICAN/CONSERVATIVE			
PAR IND		256,866	PARTY = INDEPENDENT			
PAR UND		1,360,366	PARTY = UNDECIDED			
INC A-I		1,233,331	INCOME = \$0 - \$49,999			
INC J-N		1,436,300	INCOME = \$50,000 - \$99,999			
INC O		803,208	INCOME = \$100,000 - \$149,999			
INC P-Q		346,095	INCOME = \$150,000 - \$199,999			
INC R		185,168	INCOME = \$200,000 - \$249,999			
INC S		228,720	INCOME = \$250,000 +			
NTW A-F		1,479,453	NET WORTH = \$0 - \$99,999			
NTW G		735,100	NET WORTH = \$100,000 - \$249,999			
NTW H		734,870	NET WORTH = \$250,000 - \$499,999			
NTW I		1,283,399	NET WORTH = GREATER THAN \$499,999			
BOW 1-A		65,235	OCCUPATION = BUSINESS OWNER			

COUNT...	STATE	COUNTY	COUNTY-NAME...				
386,078	CO	001	ADAMS	52,271	CO	067	LA PLATA
12,883	CO	003	ALAMOSA	333,086	CO	069	LARIMER
590,518	CO	005	ARAPAHOE	12,292	CO	071	LAS ANIMAS
10,979	CO	007	ARCHULETA	2,890	CO	073	LINCOLN
2,830	CO	009	BACA	16,803	CO	075	LOGAN
3,325	CO	011	BENT	145,991	CO	077	MESA
315,678	CO	013	BOULDER	619	CO	079	MINERAL
71,570	CO	014	BROOMFIELD	11,164	CO	081	MOFFAT
16,874	CO	015	CHAFFEE	21,097	CO	083	MONTEZUMA
982	CO	017	CHEYENNE	37,070	CO	085	MONTRORSE
3,135	CO	019	CLEAR CREEK	23,827	CO	087	MORGAN
4,509	CO	021	CONEJOS	15,503	CO	089	OTERO
1,758	CO	023	COSTILLA	3,392	CO	091	OURAY
2,296	CO	025	CROWLEY	12,970	CO	093	PARK
4,421	CO	027	CUSTER	4,199	CO	095	PHILLIPS
28,859	CO	029	DELTA	12,469	CO	097	PITKIN
599,117	CO	031	DENVER	8,995	CO	099	PROWERS
1,153	CO	033	DOLORES	155,302	CO	101	PUEBLO
336,511	CO	035	DOUGLAS	4,586	CO	103	RIO BLANCO
25,127	CO	037	EAGLE	10,341	CO	105	RIO GRANDE
18,647	CO	039	ELBERT	18,384	CO	107	ROUTT
658,192	CO	041	EL PASO	3,484	CO	109	SAGUACHE
39,612	CO	043	FREMONT	285	CO	111	SAN JUAN
52,595	CO	045	GARFIELD	3,960	CO	113	SAN MIGUEL
4,323	CO	047	GILPIN	2,085	CO	115	SEDGWICK
6,716	CO	049	GRAND	14,152	CO	117	SUMMIT
12,637	CO	051	GUNNISON	25,102	CO	119	TELLER
383	CO	053	HINSDALE	3,682	CO	121	WASHINGTON
5,884	CO	055	HUERFANO	271,653	CO	123	WELD
750	CO	057	JACKSON	8,031	CO	125	YUMA
604,511	CO	059	JEFFERSON				
1,016	CO	061	KIOWA				
5,936	CO	063	KIT CARSON				
5,813	CO	065	LAKE				

Conclusion: It is nearly impossible to make smart marketing decisions without visualizing and discussing your total addressable market. Visualizations make your marketing data come to life. This campaign tactic is an absolute no brainer.

Request a free marketing database visualization for your upcoming campaign here: <https://giantpartners.com/political-marketing-database-visualization/>

CAMPAIGN TACTIC #2: DEFINE EACH OF YOUR CONSTITUENT PERSONAS

A persona is a description of a constituent type. Persona descriptions are unique for every campaign and organization. Get started by defining your top 3 personas for direct targeting. We recommend giving each persona a name.



PRO TIP

Create unique opportunities that appeal to each constituent persona as they have different communication preferences and action tendencies.

persona

A persona is a unique constituent type that is specifically targeted with a tailored marketing campaign and call-to-action.

PERSONAS

DEMOCRAT



INDEPENDENT



REPUBLICAN



Every campaign should identify and define each of their constituent personas with voting, donation and advocacy tendencies and communication preferences.

What is a constituent persona?

A constituent persona is a description of who your ideal constituent is. In past decades, we called these “constituent profiles” and “constituent models.” Constituent personas are unique for every campaign and can be based on demographic, financial, behavioral, psychographic and geographic variables.

Most campaign managers and teams have a general sense of their constituent types and who they want to target. We recommend getting started by defining your top three personas and giving each a name for easy reference.

Here is an example of persona creation:

Persona A—Democrat: Loves to travel as often as possible, no kids, makes more than 75K, typical age 25 to 34. This individual is active on Instagram and responds to last-minute limited time discounts and coupons.

Persona B—Independent: Travels monthly for work, makes more than 150K, drives luxury vehicle, frequently flyer card holder, typical age 35 to 54. This individual is active on business email and LinkedIn and responds to high-end luxury offers.

Persona C—Republican: 2+ trips per year, retired, married, net worth over 500K, kids out of college, typical age 55-74. This individual is active on Facebook and Messenger and responds to testimonies highlighting superior value.

Conclusion: Tailor messages and offers to resonate with each specific constituent persona. This will result in high engagement across each stage of your marketing strategy.

CAMPAIGN TACTIC #3: ASK FOR DATA SCIENCE RECOMMENDATIONS

Data-driven marketing is largely based on psychographic indicators and data points that correlate with complimentary data points. The most high performing campaigns are often based on modeled data that is unseen. Data scientists know where data comes from and the most important data points to include when building a database.



PRO TIP

Ask your data scientist what he/she recommends. They likely know from experience the precise data combination that will result in a high performance marketing campaign.

recommendations

Data indicators that have been learned from past marketing campaigns in a specific industry.

RECOMMENDATIONS



DID YOU KNOW?

MARRIED HOMEOWNERS BETWEEN THE AGES OF 25 AND 65 ARE FOUR TIMES AS LIKELY TO RESPOND TO DIRECT POLITICAL ADVERTISING CAMPAIGNS

Experienced data scientists are able to look at marketing campaigns and recognize unseen targeting opportunities that will dramatically increase performance.

Marketing campaigns are elevated by targeting constituent personas based on indicators that are correlated to constituent psychographics and behavior. When you ask a data scientist, “Are there any unseen data variables that will increase the performance of my marketing campaign?”, the answer is almost always an emphatic “Yes” followed by valuable industry specific insights and recommendations.

Example scenario:

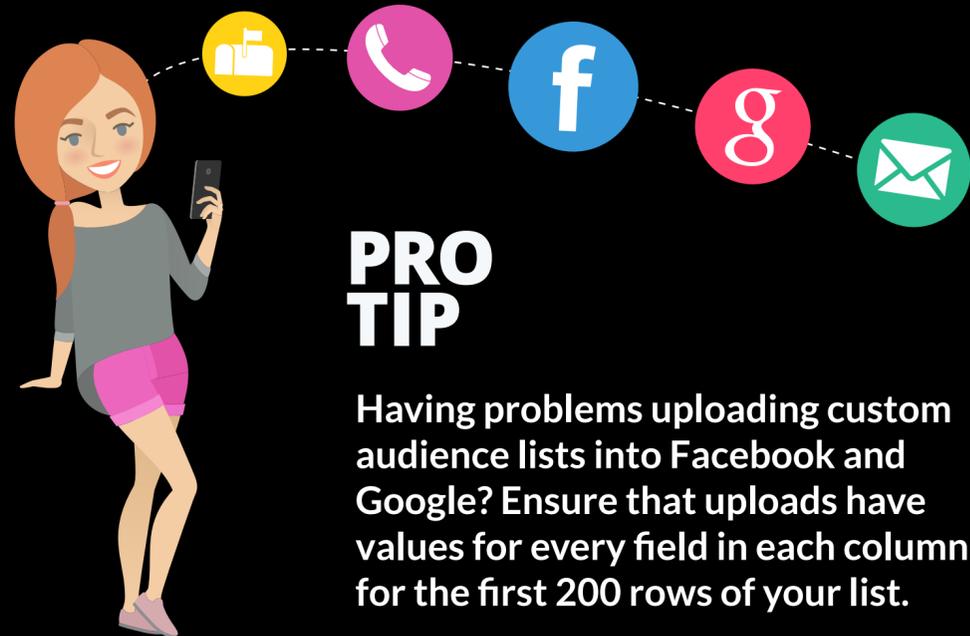
Data-driven marketing campaign: Target high income travel enthusiasts in a geo-specific area (this is a solid data-targeting starting point).

Data scientist correlated recommendation: Target married homeowners between the ages of 25 and 65 that drive a BMW or Mercedes. They are 3 times as likely to respond to donation related political campaigns.

Conclusion: It is very important to ask a seasoned data scientist, that is experienced in your specific industry, to make strategic data recommendations to strengthen your marketing. Remember... data scientists have executed thousands of data modeling and data appending requests and most likely have key insights for your campaign.

CAMPAIGN TACTIC #4: IDENTIFY WHICH CHANNELS CONSTITUENTS PREFER AND UPLOAD DATA FOR DIRECT TARGETING

Constituents find candidates, learn about campaigns, ask questions and make responses across different marketing channels. It is vital to campaign success that each touch point have coordinated messaging. Custom audience data uploads make this possible.



PRO TIP

Having problems uploading custom audience lists into Facebook and Google? Ensure that uploads have values for every field in each column for the first 200 rows of your list.

channels

The place where constituents can be reached with marketing campaigns.

CHANNELS



We live in a world of constituent preference. Many respond to email, most hear about campaigns on social media, almost all search the web before making political decisions, and certain demographics respond to phone calls and letters.

Why is it important to identify which marketing channels to leverage?

Successful marketing exists when you get the right offer, to the right audience on the right channels. Furthermore, most constituents hear about brands in one place, talk about issues in another, and eventually make decisions someplace else. This is why it is so important that your brand and campaign have a consistent message across each marketing channel.

How do I upload custom audience data into multiple marketing platforms for direct targeting?

Follow the instructions below when uploading lists from your database to ensure the highest level of data performance during marketing campaigns:

Direct mail: Name, street, city, state, zip

Telemarketing: Name, phone, street, city, state, zip, phone type, dnc flag

Social media (Facebook – Twitter – LinkedIn): Email, mobile, name, city, state, zip, dob, age, gender

Web search (Google – Bing): Email, mobile, name, country, zip

Email Marketing: Name, email, state, business, job title, validation date

Conclusion: Expert marketers target personas with tailored messaging across multiple communication channels. Remember... when you reach constituents across multiple touch points you are four times as likely to get them to respond to your call-to-action.

CAMPAIGN TACTIC #5: MAKE ITERATIONS TO YOUR MARKETING DATABASE BASED ON CAMPAIGN PERFORMANCE

As prospects become voters, donors and advocates it is important to analyze campaign performance and make iterations to the data you are targeting. This is how you can increase conversion rates and revenues while decreasing costs.



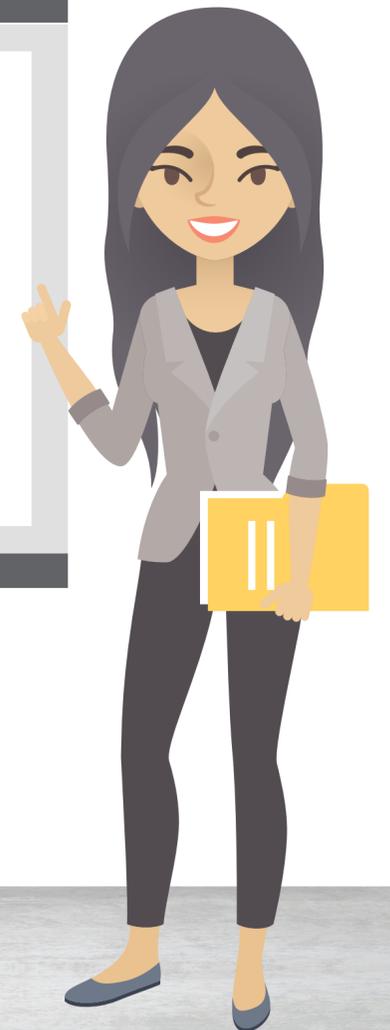
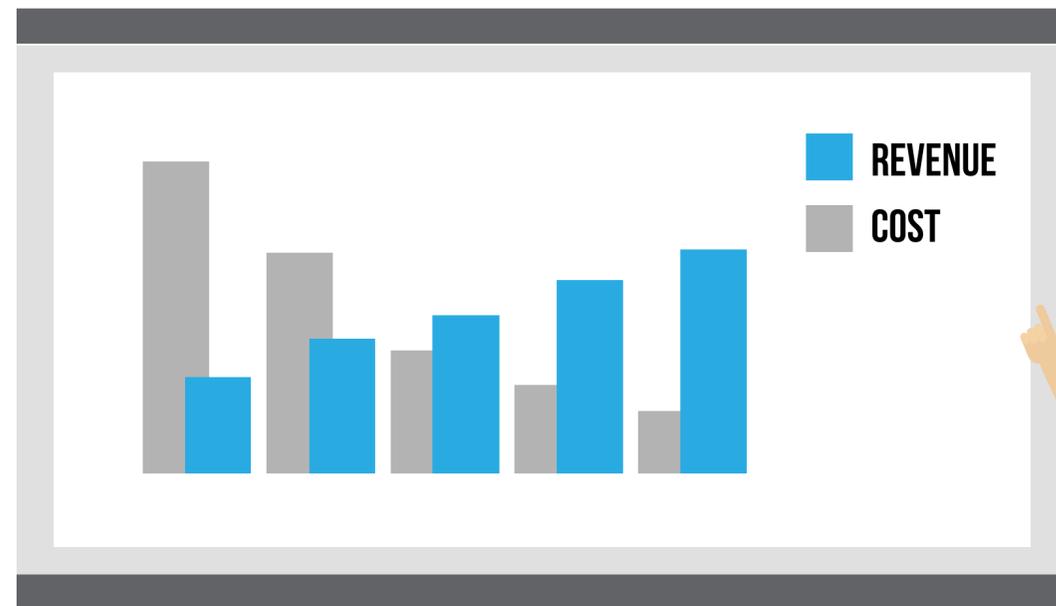
PRO TIP

Empower your data science team to identify valuable trends and patterns in constituent data.

iterations

Adjustments made to marketing data to increase campaign performance.

ITERATIONS



As campaigns drive conversions, participation and donations— marketing databases should be adjusted to increase conversion values, shorten participation cycles, reduce fatigue, and decrease costs.

It is very important that marketing teams review response totals as often as possible. The goal of campaign iterations is to figure out the best source of traffic and conversions and then scale efforts.

Marketing campaigns can be adjusted in three primary ways:

Data: Refine or expand the lists that are being targeted

Content: Replicate high performing content types and variations

Budgets: Reallocate ad spend based the cost-per-acquisition for each channel

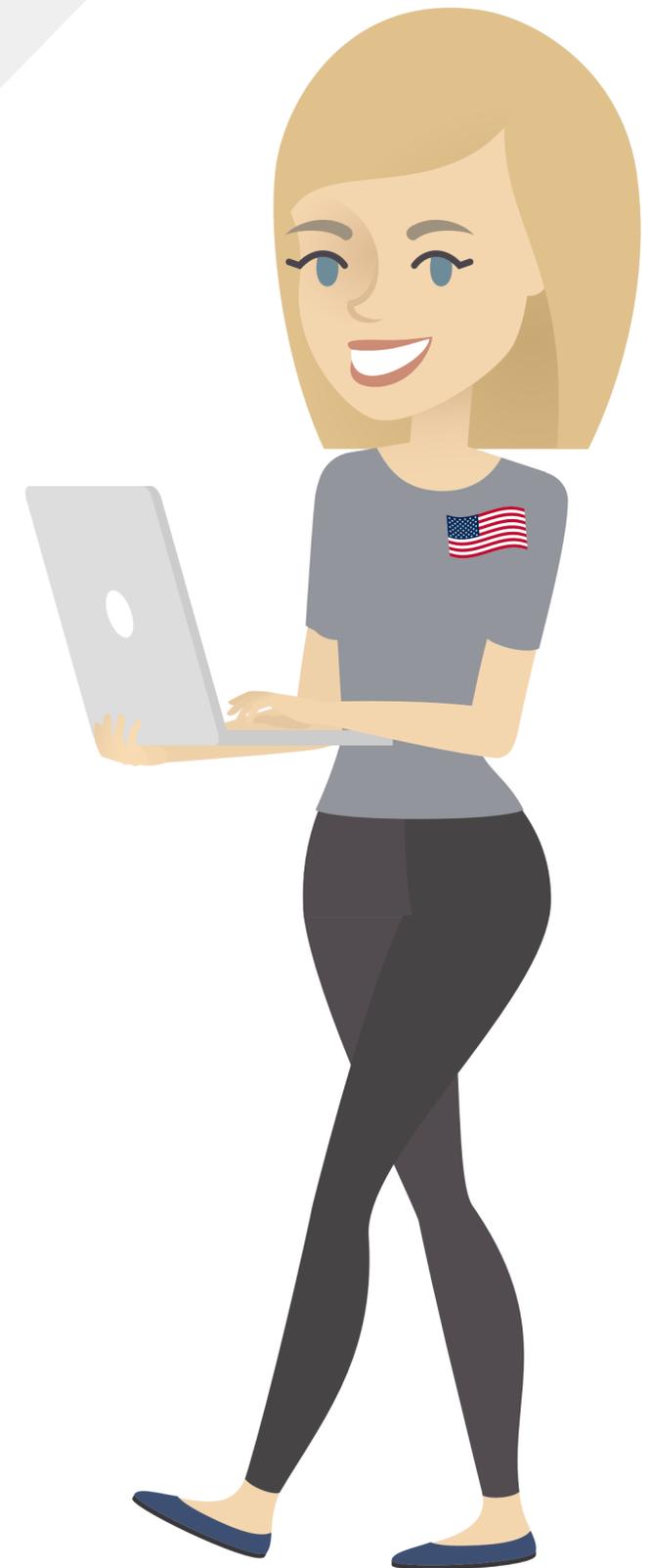
“Don’t abandon a marketing channel because it isn’t working—it’s not because the channel is bad—It’s because you haven’t figured out how to make it work.”
Jeremy Koenig, GP President of Digital Strategy

Conclusion: The best marketers reconcile campaign results with marketing performance to strengthen marketing from month-to-month, quarter-to-quarter, and year-to-year.

Our team of marketers and data scientists are standing by to support your upcoming political campaign!

FREE DATA VISUALIZATION

Call (800) 547-8080 to connect with a database marketing advisor today



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