

STRATCOM

Advocacy & Engagement Campaign Services for Political Parties & Organizations

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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 progressive political parties, government agencies, charities, unions and non-profit organizations across Canada, America, Australia, the UK and Europe.

SERVICES:

1 Targeting, Consulting, Voter Contact

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

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

2 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, high-profile phone service blends proven technology with reliable performance and ease of use.

Calling both landlines and cell phones, TTHs reach out with a mass outbound call to connect you with thousands of people at the same time by sharing a live conversation, and giving your audience the opportunity to ask questions, make comments and take part in live polls.

Widely used across North America as a preferred campaign tool, our specialist team of producers will plan and help you deliver the live event, from pre-event marketing, to show production and post-event data analysis and reporting.

3 Text Strategy & Text Banking

Text communication is quickly becoming a key tool in campaign efforts. Inexpensive, fast and with phenomenal read rates, text messaging has stronger penetration than any other communication channel.

Prompt.io's peer-to-peer texting offers a text-messaging platform (web-based and mobile app) designed to allow personalized one-on-one conversations at scale. Used to maximize participation and engagement, Prompt.io has proved advantageous for increasing event sign-up, activism, mobilization, and fundraising.

4 Digital & Telephone Fundraising

Stratcom designs fundraising programs that have effectively raised millions of dollars, built lists, and supported campaign activities. With a wide range of multi-channel and integrated fundraising programs Stratcom implements the best strategy to reach and engage your donors, including digital, live phone and SMS texting.

DIGITAL

- **Lead generation and conversion:** We use popular social media platforms to target and drive untapped audiences to take an online action, provide their contact info, opt-in for further contact and then we follow up quickly by phone.
- Email programs including design, strategy and program review.

PHONE

- Our specialist team of agents experienced in the political arena dedicated to non-profit work and progressive causes.

SMS TEXTING

- Giving donors control of their monthly giving via SMS on their mobile phone by vaulting donor payment details so that future donations are triggered effortlessly by text.

5 Research and Campaign Strategy

Stratcom can provide state-of-the-art public 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

6 General Campaign Consulting

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

7 Broadcast Voice Messages

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



Stephanie is an incredible facilitator and brought a lot of value to our work getting the City of Vancouver to adopt a motion on comprehensive waterfront planning."

Rebecca McNeil

Georgia Straight Alliance
Waterfront Initiative

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CONTACT US:

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