



ADVOCACY ONLINE



STRATEGY | CREATIVE | INTERACTIVE

WHO WE WORK WITH



Our clients range from Fortune 100 companies to trade associations.



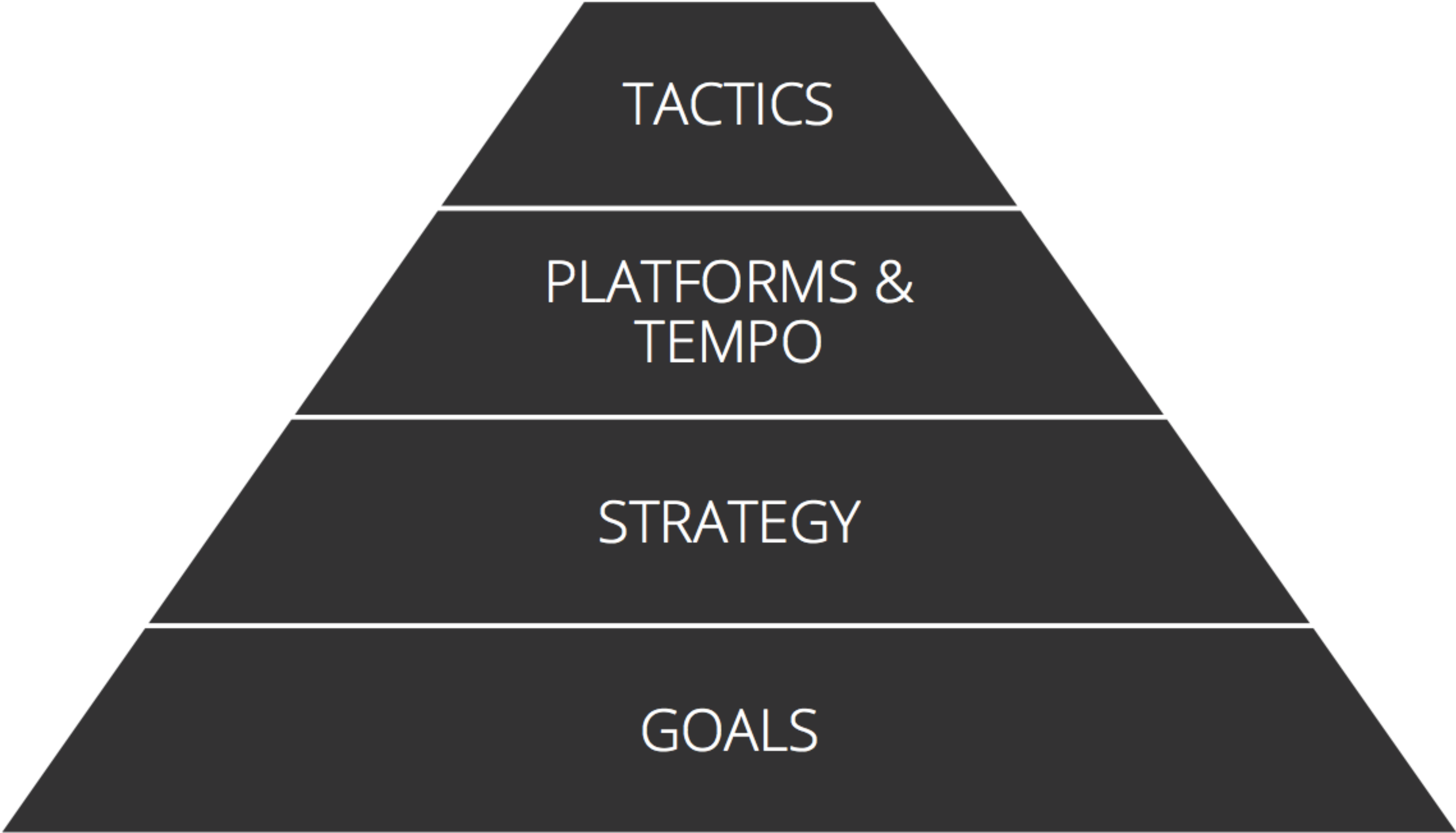
What to think about when designing an online
advocacy campaign.

PROCESS

ADVOCACY CYCLE

PLATFORMS & TOOLS

IN PRACTICE



ADVOCACY CYCLE



PLATFORMS & TOOLS



AWARENESS

Digital/Social Media Ads
Editorial Promotion (Owned)
Outreach Promotion



GROWTH

Join Asks
Persistent Site Asks
Growth Promotion



ACTIVATION

Digital Letter/Petition
Social Sharing
Event Attendance



OPTIMIZATION

Google Analytics
Platform Insights
SumAll



Visit American Energy Alliance >



Help Build the Pipeline

NOW IS THE TIME TO ACT

It's #TimeToBuild KeystoneXL, create jobs and lower gas prices. RT if you agree! @AEA <http://bit.ly/12uw1s>

 TWEET YOUR SUPPORT

The Keystone pipeline would increase America's energy security and strengthen our relationship with Canada. The only thing stopping this common sense project is the federal government.

Canada will develop their oil reserves regardless of your decision about Keystone XL, and the oil will find its way to dirtier refineries in China via less efficient tankers.

Now is the time to act! Tweet your support using the #TimeToBuild hashtag and watch this effort grow. Roll over to read!





Senator Dan Coats retweeted
Business Roundtable @BizRoundtable · May 22
@SenDanCoats, @SenDonnelly & @GovPenceIN, did you know that trade supports 796,619 jobs in Indiana? #TPA4USjobs
Vine

MOVING FOWARD

WHAT NEXT?





THANK YOU