

YOUR CAMPAIGN > SOCIAL NETWORKING

Connect with your Constituents. Build Community. Outreach.



Harness the power of the social web for your campaign.

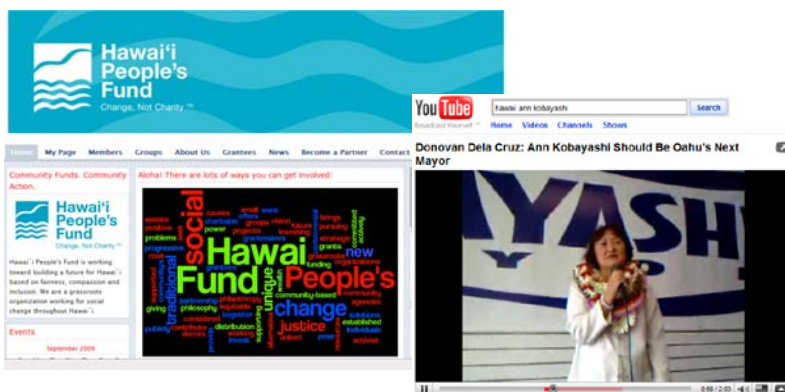
It used to be that your website was all you wanted or needed, but over the past several years that's been changing. With a social network that is all yours, make it easy for people to learn about you, about issues, organize events and connect locally.



Now things like blogs, video sharing websites, and social networking are a key piece of your campaign.

Barack Obama is the most well known candidate with his own network, but even unexpected candidates

have harnessed the power of the social web.



You've probably heard about and use websites like [MySpace](#), [Facebook](#), and [YouTube](#) and you may even be aware of or use Twitter, or other social bookmark sites like Delicious and Digg- your campaign can easily be using these social media as part of your community building and outreach efforts.



Your Community. Your Online HQ. Outreach. Education. Sharing. Information. Connection.

- >Upload videos to your site
- >Create Blogs
- >Share testimony
- >Post Pictures of events and more
- >Create groups
- >Post music
- >Personal Pages
- >Easy to maintain
- >Easy to participate.
- >Easy to communicate.

“Candidates have to spend their time wisely on the campaign trail, and social networks are now part of the campaign trail, like it or not.”

YOUR CAMPAIGN ONLINE SOCIAL NETWORK . EMAIL NEWS
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The Internet is transforming customer behavior and ultimately, their loyalty to you.

Online tools and media give you the opportunity to learn more about your constituents and provide experiences that help reinforce relationships, create strong bonds and associations that will strengthen your campaign efforts.

Call 261-2300 email campaign@thebrandstrategygroup.com