

DIGITAL MEDIA: A FORMULA FOR SUCCESS

The Influence Opinions (IO) team has vast experience working with lobbyists, public and government relations teams, and legislative liaisons to support their on the ground efforts through digital and social media.

The role of digital communications in public affairs is ever increasing, presenting opportunities for digitally sophisticated groups and challenges for late adopters. Don't lose the fight before it even begins. Understanding the power of communications and public opinion and how it impacts legislative decisions allows our clients to identify pathways to advance their policy initiatives, take control of the message, and ultimately achieve a win.

NAVIGATING THE DIGITAL WORLD

The rapid expansion and diversification of the digital world can be intimidating and hard to navigate. Thankfully, you don't have to do it alone. The IO team provides comprehensive support on all things digital so you and your clientele aren't left behind.

Whether you represent associations, government entities, companies, or organizations, impress them by demonstrating your deep understanding of digital and social media to achieve their goals. IO will provide you with exceptional tools and data analysis, layered with context and texture that no one else is able to provide.

IO will work side-by-side with lobby teams and in-house communications teams who don't have the capacity or capability to navigate digital media effectively, functioning as a highly-specialized partner for data analysis and information. Our insights will inform the client's overall strategy and help to optimize our collective performance.

PRO TIP: Like traditional media and public relations campaigns, digital media has secured its place as a critical channel for shaping public affairs. However, digital can provide comparable or better results for a fraction of the cost, allowing you to level the playing field.

COMPLEMENTING LOBBYING THROUGH DIGITAL RESEARCH & EXECUTION

Whether the goal is to raise awareness about a particular issue, generate support in key legislative districts, reach elected officials and staffers with tailored messaging, or activate constituents at the grassroots level – IO will leverage your advanced understanding of the intricacies of legislative issues and regulatory processes to achieve your desired goals.



IO DIGITAL SUITE PACKAGE

1

DIGITAL RESEARCH & ANALYSIS

Our Digital Advance™ research uses online data from social and traditional media to answer a series of core questions for each client, and adapt that information into virtual “maps” that layer together to provide an in-depth, multidimensional “lay of the land” around the issue at-hand. It uncovers how a particular issue or entity is being discussed online and identifies opportunities to better position our clients within the digital realm – a majority of our findings inform our clients’ overall strategy and have “real world” impact.

2

INFLUENCE UPDATE

Influence Update™ is a real-time monitoring and analysis tool, developed and utilized exclusively by Influence Opinions. Our Influence Update™ collects and assesses news across a broad spectrum of online channels, to help you stay on top of digital media happenings, see historical and emerging trends, and predict potential problem situations.

3

DIGITAL ADVERTISING

Reach your target audiences and key decision makers through hyper-targeted advertising across multiple channels, exposing them to tailored messaging in the right place at the right time to generate support for your issue. Not only can we target specific people, locations, demographics, and behaviors, but we can see what is working and what is not, adjust resources in real time, and clearly report the effectiveness of the campaign.

For a complete list of products and services visit our website: influenceopinions.com

PUBLIC AFFAIRS SOCIAL MEDIA TRAINING: We get it – digital can be tough! We’ve got you covered. As the industry expert at using social media for public affairs, IO offers a social media training specifically for those who want to better understand social media and best practices. Visit influenceopinions.com/trainings to learn more and sign up!

HARNESS THE POWER OF DIGITAL MEDIA. CONTACT INFLUENCE OPINIONS TODAY!

