

TOP 5 MARKETING IDEAS FOR PROMOTING YOUR ELECTION CAMPAIGN

At Printing.com we understand that you want to reach out to as many people as possible during election time to win the hearts and minds of your community and gain their support.

During the campaign we recommend you promote your ideas and policies in many ways, through many mediums and many times to reach everyone – young and old.

We've put together a list of our Top 5 marketing ideas for promoting your election campaign...

1. YOUR LOOK

The look and feel of your design and your logo is vitally important. It reflects your identity and personality as a candidate.

Creating personal engagement will encourage your community to read your story, your policies and hopefully get you their vote!

At Printing.com we can create a logo and other supportive collateral for your campaign helping you stand out in the crowd.

2. BE SEEN

The more that people hear your name or see your face the better.

Go with a combination of outdoor corflute signs and indoor posters and banners which make an impact and are perfectly suited for indoor use.

Plaster the town!

Business cards with your photo and contact details are a must. We've got a stack of ideas to create standout cards that will keep them in people's wallets, not in the bin.

Leaflets are considered the most affordable means of marketing. Hand them out, leave a stack in the local coffee shop, pop them in car windows, leave them in letterboxes - throw them around like confetti.

At Printing.com we can do all of that. Just give us a call or pop in for a chat.

3. NEWSLETTERS

Whether physical or digital get your message out to as many people as possible via newsletters.

Your newsletter can include information about you (remember, personal engagement) and it's a vehicle to educate potential voters on your different policies.

We can help create templates that will grab your community's attention and hold their concentration. After all a newsletter that isn't read isn't worth the paper (or the digital page) it is printed on.

4. BE SOCIAL

There is no better place to spread awareness about your election campaign than social media. We recommend using the most popular social platforms in New Zealand – Facebook and Instagram. If you feel comfortable in front of the camera YouTube is a fabulous interactive way to communicate your ideology.

Talk to us at Printing.com about making your social presence attractive and active.

5. WEBSITES

In the run up to the election people will no doubt Google your name to discover more about you. A professional looking website gives you the perfect opportunity to create a positive and memorable impression.

At Printing.com we create affordable and easy-to-edit responsive websites. You can even keep it up until next time you're nominated.