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
Pyramid of Advocacy Creation

GOALS

STRATEGY

PLATFORMS & TEMPO

TACTICS
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
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/12uwh1s

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.
Did you know

International trade supports nearly 40 million American Jobs?
WHAT NEXT?