

Identify Campaign Goals

Identify goals for campaign (e.g., mobilization/persuasion) and desired results.



Determine Target Audience

Identify target demographics by analyzing polling data



Locate Target Audience

Find target demographics using the PurpleState Map Tool



Research Issue and Political Context

Issue and opposition research

Media audit of issue in state/regions



Determine Campaign Strategy and Message



Select Media Channels



Test Media Strategies and Project Results



Finalize Campaign Strategy



Pitch Campaign to Client