

## Case Study

# SOCIAL MEDIA



## THE CHALLENGE

A recently-founded association concerned with changes to national energy policies sought to build brand visibility and a robust online supporter base for engagement with federal decision makers.

As gas prices rose and energy issues captured the front page of major newspapers, our client hired Advocacy Group Inc to build their network of support while at the same time allowing users to comment on proposed changes to energy law with a federal regulatory agency.

## THE PROGRAM

Utilizing multiple tactics, AGI developed a comprehensive online campaign to build a base of individuals who self-identified as supportive of the client's stance on energy policy. AGI incorporated Facebook and Twitter in addition to online advertising to give our client's message its best chance to spread virally.

- AGI developed and deploy a strategic online advertising campaign that directed individuals to a unique website that allowed them to sign a letter to a regulatory agency and become members of our client simultaneously. Tactics such as Facebook and Twitter fostered continued involvement and interest.
- Approximately 200,000 individuals signed letters to the regulatory agency.
- To leverage online activity for maximum impact, AGI launched a follow-up campaign through the Advocacy Center. Letter signers received personal communication through email and live operator phone calls thanking them for their activity thus far and recruiting them to engage in further activities.
- Members of our Advocacy Team engaged online supporters who expressed interest in becoming more active on our clients issue. Team members had unscripted telephone conversations with individuals who expressed the personal hardships that were caused by high gas prices and expressed their support via alternative online and offline tactics.
- Of the letter signers contacted for this special follow-up campaign, 40% agreed to engage in further action, and 30% offered to share a personal story which could be shared with regulatory decision makers.

## THE RESULTS

In little over 90 days, AGI was able to provide the momentum needed for our client to launch and successfully implement an online advocacy campaign.

Combining online advertising, social media engagement, and offline grassroots mobilization tactics, we grew our client's supporter base while delivering impactful communication to federal regulators.