



Global Management Consulting Services

Commentaries and Insights from Allawos & Company

March, 2016

“What do Elections and Business have in Common?”

Michael Allawos, Principle Consultant

Every election cycle we hear the noise of the candidates; some we like and some we don't. We base our feelings on our life templates and or our particular current circumstances.

Business is very similar! If we don't make enough noise we don't get noticed. If we make the wrong noise our communication efforts will work in reverse to our detriment.

To this end I thought that it might be appropriate to provide a campaign checklist and let you the reader see the commonality between elections and growing a business:

□ Set campaign goals

What do you want your campaign to accomplish? Be as specific as possible. Think in terms of measurable goals—donations, foot traffic in the campaign office, clicks, calls, contacts, registrations, referrals, etc. Be optimistic, but realistic. Consider short term and long term goals for each campaign.

□ Know your market

Study the market for your ideas and platform. Leverage the web continually, but make time for field trips, contacts, groups & associations, etc. Learn which hot buttons or issues appeal to different segments of your market(s).

□ Understand the competition

If your biggest competitor is running ads making specific claims or taking positions, you must take it into consideration as you develop your campaign. Your response may be to emphasize your added value as well as your competitive ideas.

□ Target your audience

Who do you want to take action in response to your campaign? Understanding your audience and their motivations will affect your offer, method of contact, message, and call to action.

□ Identify the offer or the issues

Armed with knowledge of your demographics, the competition, and your potential constituents; come up with a compelling idea or platform that will appeal to your target audience. The greater the appeal it has for potential voters, the greater the response will be.

□ Craft your message

Focus on the benefits of your ideas when you write about it. Features are what make benefits possible. Voters don't want features, they want benefits. You may not be interested in a yard maintenance service, but you would probably enjoy a hassle-free, beautiful looking yard (as an example). It's the same service, but the second message helps you picture the benefit more clearly than the first. As you craft your message focus on the benefits most relevant to your target audience.

□ Select the method(s) of contact

In marketing lingo, what's the marketing mix? In plain English, what's the best way to reach your audience? It could be a form of advertising, a post card, a door hanger, phone call, email—the list goes on and on. The more you understand your target audience the better you'll be able to select the best way(s) to reach them.

□ Endorsements/coalition building

To give your campaign credibility, develop a list of prominent people who endorse you; encourage organizations with members or employees to support you and work for your election effort. Ask them to run mini-campaigns on your behalf within their organizations or associations. They have their own communication channels. Keep track of all supporters identified through grassroots organizations and coalition building.

□ Work out the timeframe

Start with the date of your election, promotion, event, contest, etc. Working backward, account for the time span of your election, as well as the lead time required for event planning, writing and meetings, concept and budgeting, and campaign planning. If your campaign requires any special logistics or staff training be sure to account for that too. If possible, allow a little extra time for each activity to account for reviews and revisions or any unexpected delays.

□ Determine your budget

Begin with an estimate of what you think things will cost based on your past experience or of others experiences. Weigh the rough costs against the estimated response to ensure the campaign will be successful. As planning progresses ask your suppliers for quotes to firm up the budget. Don't hesitate to consult with your suppliers for their feedback. They're experts in their field and can offer great ideas and tips on how to make your budget go farther.

□ Launch the campaign

Double-check your campaign materials and support as the work progresses. On the day your campaign communications begin, check the deployment to ensure everything is going as planned.

□ Communications

This is a big one. Develop a communications plan for earned media, paid media, and direct-to-voter contact with a campaign web site, social media, brochures, press kit, press releases, e-mail newsletter, white papers, etc. Gather as many e-mail addresses of voters in your district as you possibly can, and communicate frequently with them. Plan paid advertising (newspaper, TV, radio) carefully, staying within your budget.

Target carefully with direct mail. Look for opportunities to place stories and positive mentions in the news media. Pay attention to your on-line profile and aggressively use tools such as Facebook and Twitter.

□ Measure your success

Capture response to your campaign from the start. Make any adjustments as necessary and where possible. Follow-up with your campaign team to share results and explore what worked well and what could be improved. Follow-up with event hosts, suppliers and the voters too, to find out how the campaign is going for them.

□ Get out the vote

Develop a plan to get your supporters out to vote on Election Day. In close races, this can make the difference between winning or losing.

Does the above measure up? Can you tell the difference between the process of an election and a business marketing campaign? With some minor tweaks to the above list, this would be an excellent marketing campaign!

Some years back I asked a customer from a fortune 50 company, why was it that we work so hard in obtaining the business that we had and other competitors were always in trouble with their quality and on time delivery performance and excelled in getting more business? He shrugged his shoulder and said ***“I guess it’s because they’re always in front of us and we are talking about them”***.

I hope the paragraph above illustrates the point of this newsletter?

Whether it’s finally getting to write that business plan or updating one, performing badly needed market research, performing strategic company alignment, employee surveys, turning the company around or simply not knowing where to start; calling on the specialist at Allawos & Company can be your first step in moving forward.

About Allawos and Company, LLC

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We are industry agnostic servicing aerospace to healthcare, semiconductor to farming.

Our comprehensive consulting services, improve the client’s condition and leaves behind the tools for growth.

*Michael Allawos
President & CEO
Principal Consultant
California, USA*

*Larry Vertal
Senior Consultant
Corporate Development
California, USA*

*Ambassador Werner
Brandstetter
International Diplomat &
Strategist, Vienna*

*Albert van Rensburg
Senior Consultant
International Bus. Dev.
Gauteng, South Africa*

*James Kohlhaas
Senior Consultant
Systems Integration
Washington DC, USA*

*Dennis Alfieri
Senior Consultant
Real Estate/Gov. Affairs
California, USA*

*Stephanie Jones
Senior Specialist
Employee Relations
California, USA*

*Jim Shivers
Senior Specialist
Water Treatment
California, USA*

*Magnus Caspar
Senior Consultant
Basel, Switzerland*

*Dr. David French
Senior Consultant, Human
Development
California, USA*

*Alex Kam
International Trade Specialist
China & Hong Kong*

*William (Bill) Dykes
Senior Business Consultant
Texas, USA*

**More information is available at
<http://www.allawosandcompany.com>
or by calling (626) 335-5015 or (626) 824-4546**