

The Training Is Starting Very Soon

Please stop all distractions like Facebook, TV, Email etc. and get ready for this awesome presentation.

We recommend you take notes! 😊



You are about to discover...

“How To Tap Into a Little Known Niche, Right In Front of Your Eyes, and Land High-Value Clients Like Crazy!

Turbo-charge your Marketing Agency With Our “Ultimate Local Agency” Strategy!

Brian Anderson & Jeanne Kolenda



Political Marketing Exposed

Meet Brian

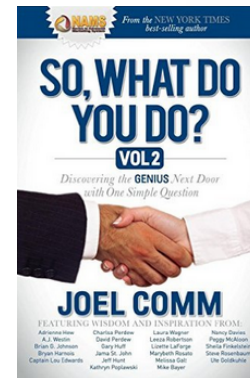


- Multiple 7 Figure Internet Marketer (Super Affiliate)
- President of Media Mash; 100k + Monthly Billing Local Internet Agency
 - Franchise
 - Automotive
 - Amazon
- 7 Figure Exit out of Local Marketing Company - 2009
- Personal
 - Family 4 Kids
 - MBA Marketing/Finance, University of Notre Dame
 - First IM Product 1995 (Generated \$100-300 a day from cold traffic for over 3 years - on AOL.COM!)

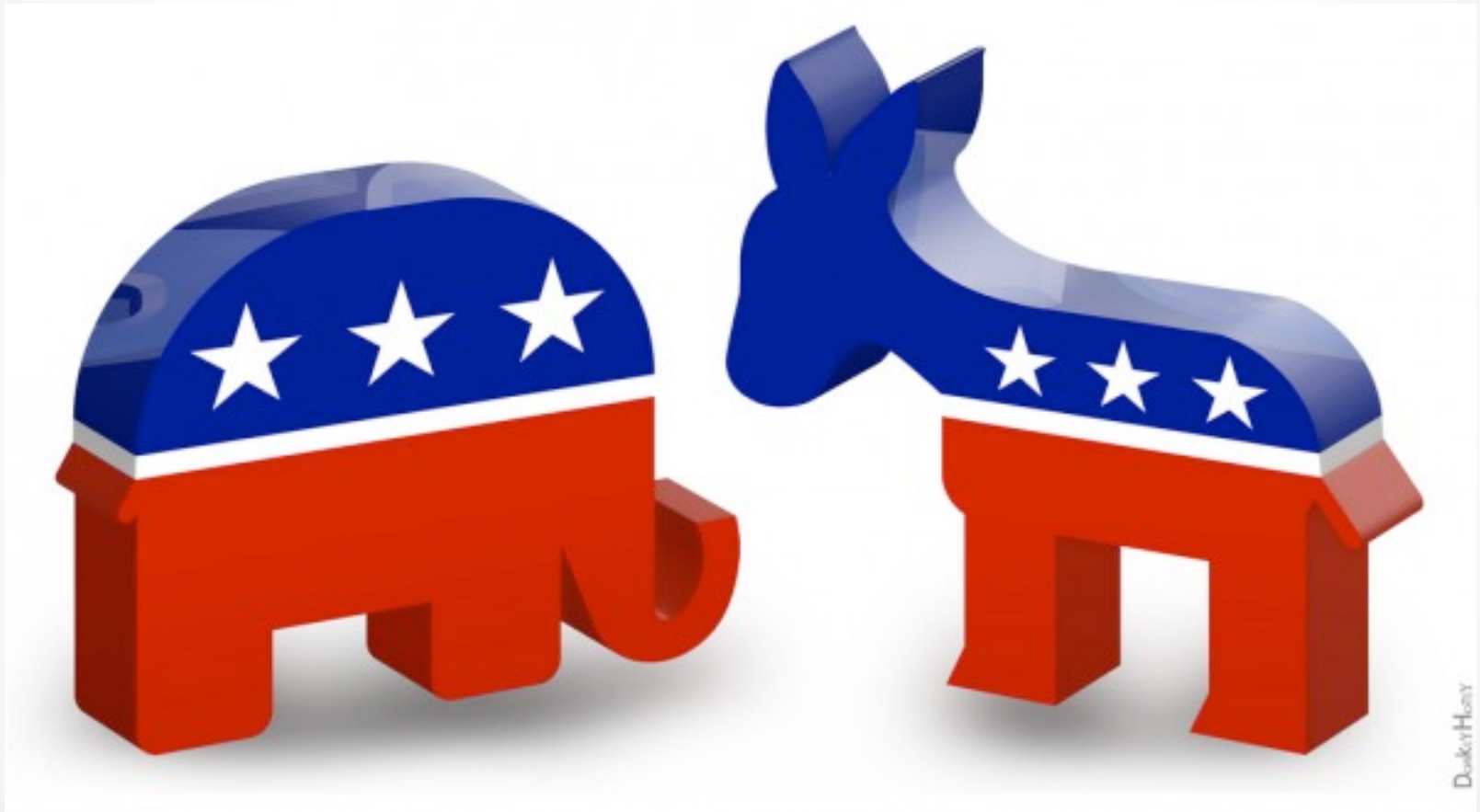
Meet Jeanne



- Wife, Mother, Grandmother
- Lifelong Entrepreneur
- Entertainer
- Lover of Motorcycle (and RV) Travel
- Published Author
- Foodie



Introducing...Political Marketing!



Truly Epic Transformation at Hand

For the past 50 years, television has been the most effective medium for politicians looking to reach voters. This is about to change.

According to a report released by the media tracking firm Borrell Associates in August 2015, there will be **more than \$1 billion spent on digital political ads during the 2016 election season.**

Though this number remains well shy of what will be spent on television ads during the same time period, it is nonetheless a massive increase from the \$160 million devoted to digital in the presidential election cycle four years ago.

2008 - “The Internet Election”



2008

THE INTERNET ELECTION

The 2008 election marked the first time that more than half of the voting population used the Internet to connect to the political process, according to Pew Research. The Obama campaign understood this shift and brilliantly leveraged new opportunities, such as accruing 14.5 million hours of free advertising on YouTube.

2012 - “Social Media Arrives”



2012

CAMPAIGNING GOES SOCIAL

By 2012 the Obama campaign had mastered engaging voters through social media. Obama had twice as many Facebook likes and nearly 20 times as many retweets as Romney. One big reason is that while Obama's campaign approached social media with spontaneity, Romney's campaign had 22 different people to approve a single tweet.

Major Shift in Only 4 Years

- Four years ago, there were 122 million smartphone users in the U.S.; now there are over 210 million.
- In 2012, Americans spent one hour and twenty-eight minutes on their smartphones each day; now that's over three hours.
- There were 54 million U.S. connected TV users during the last election; this year that number will jump past 160 million.
- Borrell Associates expects presidential candidates to spend more than \$1 billion on digital advertising in 2016, six times what was spent in 2012.

The big game changer is deeper digital integration and the widespread adoption of programmatic buying, which provides real-time efficiencies and data-driven targeting.

Shift to Programmatic Advertising

By tailoring advertising messages to precise audience segments, candidates will be able to have one-to-one conversations with their most important constituents—without blowing their entire campaign budgets.

Digital advertising offers the 2016 candidates a great opportunity to speak directly to the group of people who will decide their fate on election night.

That's why campaign strategists hoping for a victory party need to start thinking about how they will harness these tools to achieve that goal.



Data-driven digital Travels Down the Ballot

One of the biggest changes of this election cycle will be that **local government candidates are going to start employing the same programmatic advertising techniques as brands.** While this technical expertise has previously been limited to big-time presidential and congressional campaigns, a number of smaller technology firms have cropped up over the past several years with the intention of making it easier for political organizations with small budgets to execute highly targeted online campaigns.

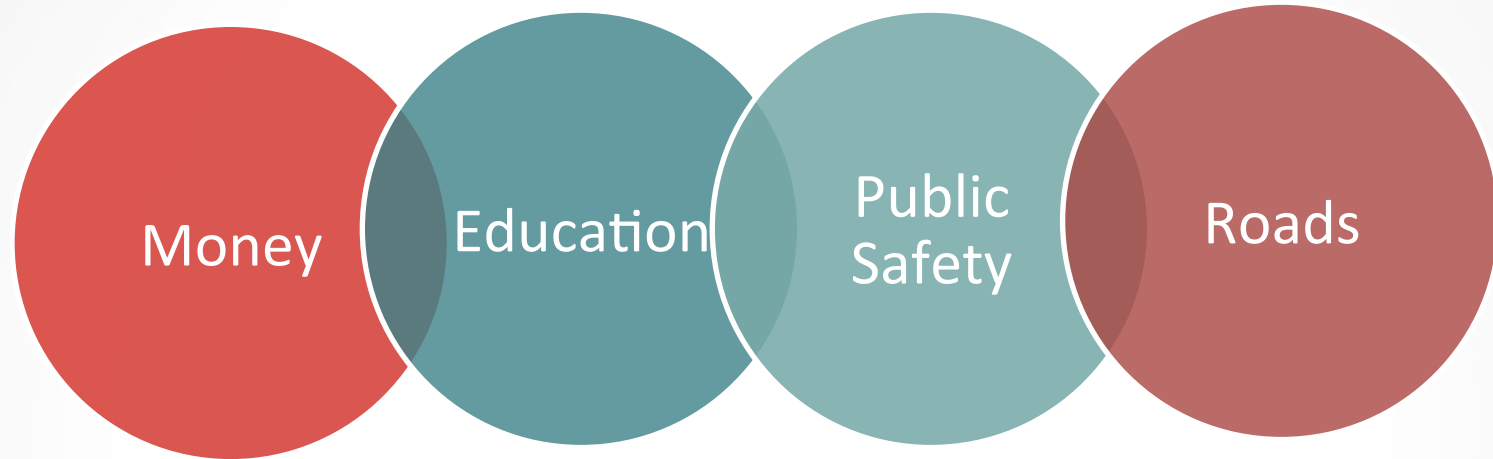


Think Local, Regional, and State



America is run by small businesses and although Federal Elections are critical, DON'T ignore the importance of local and state elections.

Think Local, Regional, and State



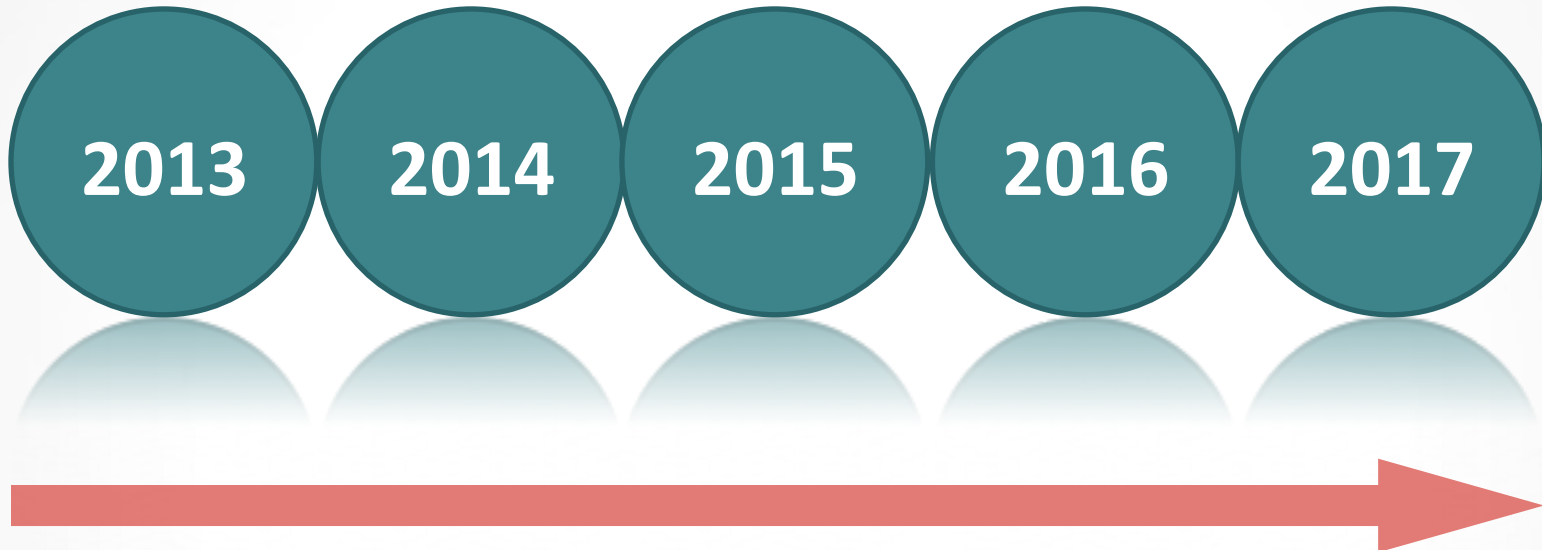
Much of your tax dollars are spent locally.

***Local governments spend \$12 Billion annually.
Over \$7 Billion goes to Education***

Local Police. Safety starts local.

Roads, Bridges, Airports...owned by Local and State Gov.

Regular Repeating Clients



I started in 2013 and it's been a steady stream of campaigns since then!



Brian started in 2008 - 3 Campaigns from one single client; Numerous referrals from each one!

Ever Wish You Were “Early”



Google AdWords logo



A diagram layout of pay-per-click advertising provided by Google AdWords

"Google Launches Self-Service Advertising Program

"Google's AdWords Program Offers Every Business a Fully Automated, Comprehensive and Quick Way to Start an Online Advertising Campaign /

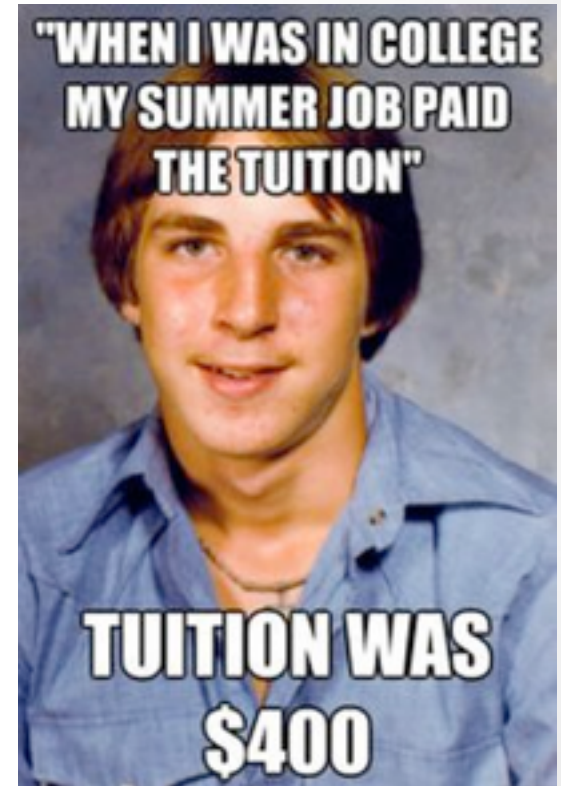
"MOUNTAIN VIEW, Calif. - October 23, 2000 - Google Inc., developer of the award-winning Google search engine, today announced the immediate availability of AdWords(TM), a new program that enables any advertiser to purchase individualized and affordable keyword advertising that appears instantly on the google.com search results page. The AdWords program is an extension of Google's premium sponsorship program announced in August. The expanded service is available on Google's homepage or at the AdWords link at <http://adwords.google.com>, where users will find all the necessary design and reporting tools to get an online advertising campaign started" (<http://www.google.com/press/pressrel/pressrelease39.html> Ⓞ, accessed 06-09-2009).

From 1994-1999 —> I Was Very Lonely!



Local Political Marketing - Old Way

- Reliance on Printed Materials
 - Palm Cards
 - Door Hangers
 - Flyers
- Yard Signs
- Buttons
- Stickers
- Newspaper Advertising



Political Marketing - The Old Way

Let's Continue To Keep The Town
Moving Forward

VOTE
March 11



Endorsed By:
THE
PELICAN
NEWSPAPER

Endorsed By:
ROSEANNE MINNET - SCOT SASSER
CHRIS VINCENT - STUART DODD - MARK BROWN
DENISE BRYAN, Mayor of Sea Ranch Lakes
LAMAR FISHER, Mayor Pompano Beach
JACK HOLLAND, Chairman Hillsboro Inlet Commission


 *Elect*
**for Elliot
Sokolow**

Lauderdale by the Sea
Town Commissioner, Seat 1



ELECT

**MARY BETH
HAVLIN**



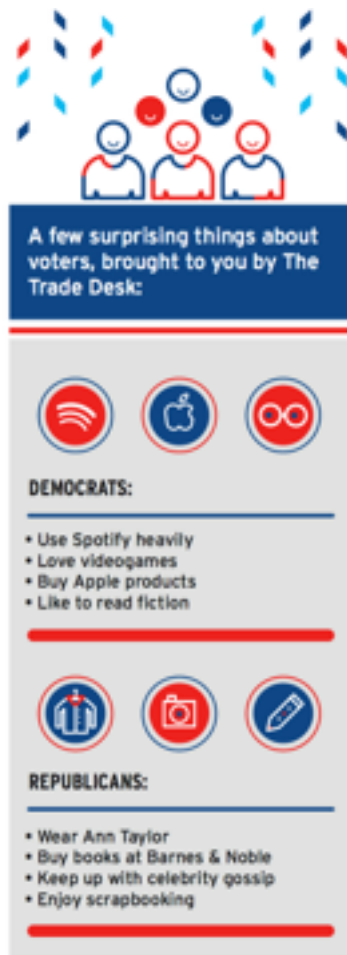
**STATE SENATE
DISTRICT 25**

Expensive and Outdated



Political Marketing Exposed

Big Brother is Here



This Works Everywhere!



The Change - Local Political Marketing Shifts Digital!

Dynamic Websites



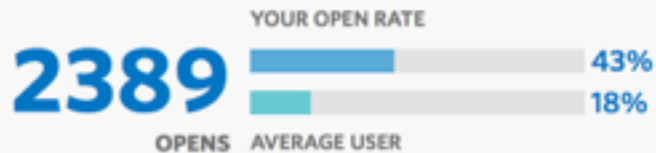
Political Marketing Exposed

Personalized Email

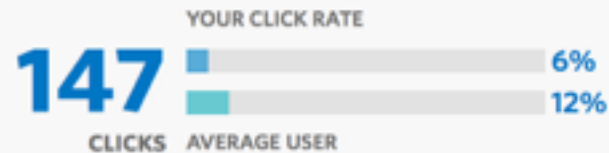
Anderson for Fayette Email Update

 **SENT** Newsletter Email, Sent Mar 28, 2016

Actions 



[How can I improve my open rate?](#)



[How do I get more clicks?](#)

6860

SENDS

Facebook Lead Ads

How It Works



STEP 1

Prospect Sees Your Ad



STEP 2

Prospect Hits 'Submit'



STEP 3

You Collected The Lead

Customized Lead Ads

Create Campaign

CHOOSE A CAMPAIGN

☐ Use Existing

☒ Create New

Enter a Campaign Name

Buying Type

Auction

Objective

☒ Clicks to Website

☐ Product Catalog Sales

☐ Website Conversions

☐ Page Post Engagement

☐ Page Likes

☐ Mobile App Installs

☐ Mobile App Engagement

☐ Desktop App Installs

☐ Desktop App Engagement

☐ Local Awareness

☐ Offer Claims

☐ Event Responses

☐ Video Views

☐ Lead Generation

New

CHOOSE AN AD SET

☐ Use Existing

☒ Create New

Enter New Ad Set Name

CREATE NEW AD

Name Ad

Enter an Ad Name

Creating 1 campaign

Cancel

Create

Customized Lead Ads

Lead Form

What information would you like to ask for?

User Information ⓘ

☒ Email

☒ Full name

Fewer options

Contact Fields

☐ First Name

☐ Last Name

☐ Phone number

☐ Street address

☐ City

☐ State

☐ Province

☐ Country

☐ Post code

☐ Zip code

Demographic Questions

☐ Date of birth

☐ Gender

☐ Marital status

☐ Relationship status

☐ Company name

☐ Military status

Work Information

☐ Job title

☐ Work phone number

☐ Work email

Additional Questions (up to 3)

Add Custom Question

Automotive

☐ Car make

☐ Car model

☐ Trim

☐ Year of make

☐ Car dealership

Education

☐ Interested field of study

☐ Current field of study

☐ Highest level of education

☐ When do you plan to enroll

☐ Course of interest

☐ Campus location

☐ What degree are you interested in

Ecommerce

☐ How often do you want to hear from us

☐ Select a category

B2B

☐ Size of company

☐ Price of sales team

In addition to user information, you can add up to 3 questions. Add an existing question or create your own.

Back

Cancel

Next

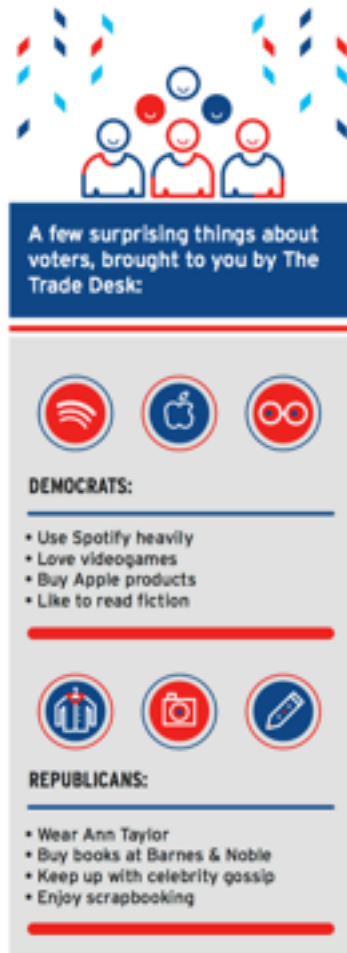
t=29781715&oid=p1#

Political Marketing Exposed

Smart Retargeting



Big Brother is Here




Efficient Fundraising

Contribute

Brian Anderson for Fayette County School Board

District 5 - At Large

I am running to serve the entire Fayette County community. You will be able to vote for me as well as your specific "District" representative.

 This form is secured using 256-bit SSL encryption.

Contribution Information

Select a contribution amount:

\$10


\$25

\$50

\$100

\$250

\$500



Contact Information

First Name

Last Name

Email Address

Phone Number

Social Media Branding/ Loyalty!

The image is a screenshot of a Facebook group page for Judge Jason B. Thompson. The top section features a large cover photo of Judge Thompson, a man in a suit, interacting with a family (a woman holding a baby and two young children) in an official setting. Below the cover photo, the group name "JUDGE JASON B. THOMPSON, ..." is displayed, along with a "Public Group" label and buttons for "Joined", "Share", "Notifications", and a menu icon. A navigation bar includes tabs for "Discussion", "Members", "Events", "Photos", and "Files", followed by a search bar labeled "Search this group".

Below the navigation bar, there is a section for creating content with buttons for "Write Post", "Add Photo / Video", "Create Poll", and "Add File". A text input field with a placeholder "Write something..." is visible.

The "PINNED POST" section shows a post by "Jason B. Thompson" dated "June 18, 2013". The post text reads: "Here is the swearing-in video for those that were not able to attend. It is about 7 minutes. JBT". Below the text is a video thumbnail showing Judge Thompson and other officials at a ceremony.

On the right side of the page, the "ADD MEMBERS" section includes a search bar with the placeholder "Enter name or email address...". Below this, the "MEMBERS" section shows "3,509 Members (3 new)" and a row of member profile pictures. Further down, there are links for "Message" and "Invite by Email".

The "DESCRIPTION" section is titled "Dear Friends:" and contains the text: "It is a pleasure to serve as your State Court Jud... See More". Below this is the "TAGS" section with the prompt "Add a few descriptive keywords." and a link to "Add Tags".

The "REQUESTS (6)" section shows a list of pending requests, including "Maxine Cook" and "Annette June", each with a checkmark and an 'X' button. At the bottom right, there is a "Chat (Off)" button.

Why Does This Matter?



Build Smart Lists = Voter Leads!

- Highly targeted voter lead lists of EXACTLY who is needed!
 - Any Audience
 - Any Location
 - Any Niche
- Accurate Data
 - Real Name, Email and Phone Numbers
- Doesn't Matter your Candidate Level....
 - Local
 - Regional
 - State
 - Federal



“Old-School Political Marketing is Expensive!

Must Call today if you want in the Citizen Newspaper's Political Section



Inbox x



Diann Cupertino <dcupertino.citizen@gmail.com>

11:27 AM (12 hours ago) ☆



to Diann ▾

The deadline to be in the Citizen Newspaper's Political Section was last Friday.

I am closing this out tomorrow morning. **If you want to be in it, you must call me today!!**

A Political Section
In the Citizen Newspaper
May 11 & May 14

This section will include ballot information and full page ads from the candidates.

Cost is **\$1295** one day and only **\$845** to repeat it a second day

Over 39,000 copies of The Citizen are printed and delivered each week
and read by many more in our digital edition at www.theCitizen.com

Price includes color and editorial services

See example attached.

Must reserve no later than April 4

A \$500 nonrefundable deposit is required.

Smarter “Digital” Candidates Will Dominate Locally!

- Build Relationship with EXACT Voter pool
 - Segment by Age/Location/Income/Sex
 - Multi-channel Strategy at Reduced Cost
- Get Thousands and Thousands of Views
- Spend Money Smarter
- Real Data on Effective Political Marketing



The Best Part.....

- Virtually EVERY SINGLE LOCAL CANDIDATE HAS NO CLUE HOW TO DO ANY OF THIS!!!



Have an AHA Moment?!



**So...Can I Make \$\$\$? Referrals? Is This
“Hard”?**

Case Study: Judge Jason Thompson

- Relatively young attorney; first elected Magistrate Judge in 2012 with my help (Lost 2008 Election without me!)

Magistrate Judge Post 1:

Catherine Sanderson 10,723

Jason B. Thompson 13,133

Deal appoints State Court judge in Fayette County

April 16, 2013

Gov. Nathan Deal today announced the appointment of Jason B. Thompson as State Court judge of Fayette County. Thompson will fill the vacancy created by the appointment of the Hon. Carla Wong McMillian to the Georgia Court of Appeal. The appointment will take effect upon swearing in.



Total Revenue: Judge Jason Thompson

- 2008 - \$1500
- 2011-2012 - \$14k (\$1000 per month for 14 months)
- 2014 - \$11,500 (5,000 up-front, \$6500 in payments)
- 2015 - 0
- 2017/2018 - ???
(re-election time!)



“Referral Revenue”: Judge Jason Thompson

\$3500 project; \$650 per month

----- Forwarded message -----
From: **Jason B. Thompson** <jason@jbt-law.com>
Date: Thu, Dec 3, 2015 at 11:27 AM
Subject: Ben Coker - Candidate for DA
To: Brian Anderson <brian@mediamash.com>

Brian:

Ben Coker is going to contact you about a website, etc. He is a candidate for DA. The incumbent is not running again and is supporting **Ben**.

Everything going well? Good seeing you at Ahmed's party!

JBT

Jason B. Thompson
Personal E-mail Address

Follow me on Facebook, LinkedIn, and Twitter by clicking on the links below.



\$2500 up-front
project; \$500 monthly
for 11 months

Campaign website

Inbox x



Kristie King <kristie.king99@yahoo.com>

11/18/15 ☆

to me

Good Morning Brian,

My name is **Kristie King** and I will be running for Tax Commissioner next year. I have worked for our current Tax Commissioner, George Wingo, for 14 years.

Jason Thompson referred you to me for help with my campaign website.

Can you please tell me your pricing and how this type of service works as far as getting it all together?

Sincerely,
Kristie King

Sent from my iPhone

Case Study: Cam Crawford

- Wanted to target local high-end retail shoppers
- Built email list to drive to commence and retail stores
- Cost per Lead Dropped 52%
- Seamless across devices:
 - Mobile
 - Tablet
 - Desktop



To Win Election....

**Local Political Candidates
Need Help!**

The Challenge & Struggle

- I'm a Newbie or sometimes feel like it!
- I'm horrible with technical stuff
- I'm afraid of steep learning curves - I just want to make money \$\$\$
- When I hear 'Software' I want to run
- Too hard to land clients
- Too Time Consuming

→ Tell me about it! That's me.

How Do I EASILY Land Political Clients Fast and Make \$\$\$



Political Marketing Exposed

Are You Ready to Take Action Now and
Leverage Our PROVEN, Innovative Strategy
to Dominate the Local Political Opportunity?

INTRODUCING



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Political Marketing Exposed

Expert Module 1:

- Local Political Marketing Overview
- Understand the lucrative opportunity from a high level
- Why Local and Regional are So Lucrative For Our Profession!

(\$497.00 Value)

Political Marketing Exposed

Expert Module 2:

- Breaking Down the Local Political Scene
- How to Find Elections and Candidates
- Common Offices - Simple Breakdown of What's Out There!
- Political Lingo - You have to learn the language!
- Political Parties - Why They Matter and How to Exploit Them for Maximum Revenue!

(\$497 Value)

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Expert Module 3:

- The Local Political Marketing Opportunity
- How to Make Money
- How to Land 10 + Clients in One Meeting
- How Much Money is Out There

(\$497 Value)

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Expert Module 4:

- Building Your Credibility
- Essentials to Succeed In Local Political Consulting
- Website Copy
- How to Stand-out and Have People Calling You!

(\$497 Value)

Political Marketing Exposed

Expert Module 5:

- Let's Land Some Clients!
- 3 Simple Ways to Get Multiple Clients!
- Pricing
- Bundling and Packages

(\$497 Value)

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Expert Module 6:

- Local Political Marketing Strategies
- What Does the Average Candidate Do Today
- Understanding Political Promotional items

(\$497 Value)

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Expert Module 7:

- Building the Machine - The Digital Strategy Mix to Win Local Elections
- The Complete Digital Mix:
 - The Website
 - Email Marketing
 - Video Marketing for Local Politicians
 - Social Media for Local Politicians
 - Facebook Advertising for Local Politicians
 - Retargeting for Local Politicians
 - Advanced Digital Phone Strategies
 - Political Press Release

(\$997 Value)

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Expert Module 8:

- **Multiple Real Case Studies**
- **See What We Did That Won; and Where We Fell Short**
- **Great Templates to Duplicate!**
- **The “ULTIMATE” Case Study - Brian’s Campaign!**

(\$497 Value)

Political Marketing Exposed

Expert Module 6:

- **Keeping Your Account 100% Safe No Matter What**
- **UNIQUE Strategy Will Make Facebook LOVE You**
- **Avoid Getting Your Account Shut Down**
- **5 Videos Going Into Nitty Gritty Detail**

(\$497 Value)

Political Marketing Exposed

- **Lead Edge Pro Software (Personal License)** **\$497/year Value**
 - **Module 1 – FB Lead Ads Basics** **\$497 Value**
 - **Module 2 – Lead Ads Conversion** **\$497 Value**
 - **Module 3 – Power Editor & Ads Manager** **\$497 Value**
 - **Module 4, 5 & 6 – Video Ads, Safety & More** **\$997 Value**
 - **Full Time Support & Upgrades!!** **Priceless**
-
- **TOTAL VALUE** **\$2985!**

Bonus 1 – Political Marketing FB Mastermind (\$297 Value)



Bonus 2 – Green Screen Video Course (\$297 Value)

**Everything You Need to
Know to Finally Make Pro
Quality Videos with Green-
Screens!**



Bonus 3 – Political Drops Studio (\$997 Value)

Complete DFY Political Drops for “Robo-Calling” for Your Candidates

5,000 Political Robo-calls!

(Optional Monthly Plans to buy low and resell to each candidate for big profits!)

Example: Small 5000 Political Drops makes \$500-750 profit with no work by you!

Think multiple drops per candidate per month!

Political Marketing Exposed

- **Lead Edge Pro Software (Personal License)** **\$497/year Value**
- **Module 1 – FB Lead Ads Basics** **\$497 Value**
- **Module 2 – FB Lead Ads Conversions** **\$497 Value**
- **Module 3 – Power Editor & Ads Manager** **\$497 Value**
- **Module 4, 5 & 6 – Video Ads, Safety & More** **\$997 Value**
- **Full Time Support & Upgrades!** **Priceless**
- **Bonus #1: Sales Training** **\$997/Value**
- **Bonus #2: High Ticket Consulting** **\$497 Value**
- **Bonus #3: Voice Drops Studio** **\$997 Value**
- **Bonus #4: Mario Amazing Products** **\$297 Value**
- **TOTAL VALUE** **\$5,773!**

Total Package Value
~~\$4,479~~

=>> TAKE ACTION NOW <<=

Go to:

www.PoliticalMarketing.agency/Go



30 Day – Full Money Back UNCONDITIONAL GUARANTEE



www.PoliticalMarketing.agency/Go

- Test Drive The Training, Our System, and Strategies
- Use All The Tools & Templates - Including our Software!
- Kick The Tires
- If You Don't Like It – Just Tell Us!

First 50 Action Takers Only!

Everything

 **100%** 

Done For You!

Political Landing Page, Unlimited Websites
for Your Candidates, and DFY Political Drops!
www.PoliticalMarketing.agency/Go