

Outreach In A Post-Covid Era--Reaching Your Target Audience

- Lobbyists cost \$50,000+ monthly
- Marketing Consultants cost \$5,000+ monthly
- Social Media influencers cost \$100,000 per placement
- Radio ads are \$100,000 for a minute of drivetime air
- TV ads are \$200,000 and up for national exposure
- Shadowbanning is more and more common on major social media



Level the playing field with DailyClout!

DailyClout's Platform and Tools allow you to...











Level the playing field with DailyClout! Add Your Voice











DailyClout's BillCam has been featured in 17 major news outlets

Forbes

THE HUFFINGTON **POST**





la Repubblica















HAARETZ









The Washington Post



DailyClout Reach

Highly Engaged Readers & Activists - 10% engagement rate! (1 to 2% is typical)

1,500,000 impressions per post



200,000 followers



45,000 visitors/mo



followers





10,500 subscribers, 400,000 monthly views

DailyClout Campaigns:

Taxes, Health Care, Parents' Rights, Health Freedom -- Anyone Can Now Lobby.

SUPER-VIRAL INTERACTIVE NEWS WITH AD CAMPAIGN SUCCESSES.

HEALTH CARE AT STAKE:

This targeted campaign was part of an effort to stop this health care bill. Proponents made claims that it did cover cancer and heart disease.

Constituents tweeted our blog of the actual bill, with the BillCam embedded. The bill didn't in fact cover cancer, heart disease, diabetes, maternity care or addiction cessation support. Momentum collapsed for the bill.

Senators Collins and Murkowski, former supporters, publicly backed away from it. The bill died.



WHAT'S IN THAT TAX BILL?

This series explained the Republican tax bill. We tweeted the BillCam of the actual bill with tweets identifying page by page what deductions self- employed people would lose. We reached 5.5 million Twitter impressions. Facebook advertising in five states: FL, TX, OH, CA, and PA – added to the saturation. We met with Rep Rosa DeLauro (D-CT on Capitol Hill, who explained the bill live on video. The tax bill was a factor in the 2018 midterm elections.



Listen to the Tax Bill Radio Ad:

VA RACE FOR GOVERNOR:

Ed Gillespie and Ralph Northam vied for Governor in VA. Northam, a Democrat, was not expected to win, and Republican ads depicted Northam as being soft on MI-13, a violent gang.

Our audio ad with graphics brought suburban women voters' attention back to more pressing concerns Virginians shared as a community, such as the opioid crisis. We targeted moderate voters on Facebook and Twitter in Virginia.

Moderate women made the difference, and Ralph Northam won the race.



<u>Listen to the VA Governor's Race</u> Audio Ad



DailyClout-Produced Content:

10% Engagement! This campaign about health care educated voters, who then elected five new Members of Congress.

WHO?

We reached Nevada and Florida voters in the US 2018 midterm elections. "Frank" and "Linda" worried about how to pay for health care coverage.

This health care ad reached over five million voters. About ten per cent of readers who saw it in their news feed, played the video. (0.5-0.9 % is standard engagement). Custom landing pages showed where the Democratic and Republican candidates in Florida and Nevada stood on health care. We hashtagged the ad to groups on Twitter and Facebook who care about healthcare.

Result? Four of five of the NV and FL candidates who supported health care, won their elections.





BillCam Embedded in Your Website



Most recent 100 bills in *Healthcare* matching *children*





DailyClout Media and PR Strategy

- PR/Messaging Strategy Consultation in depth consultation with our Journalists and Media Relations team to brainstorm ideas and craft messaging strategy and develop content ideas.
- Press release hand crafted messaging to reach the desired audience and break through the noise.
- Proprietary Wire Distribution Service-Reaching our expansive list of media friendlies, as well as the use of our proprietary technology, (you tell us who you want to reach)
- *Press releases will also go out to: "open minded" media and journalists and legislators across the country, as well as go out via all our social media channels, website, e-mail list, and rss feed, totalling over 500k daily readers- which compounds into 1 in 10 Americans over the course of about a seven day proliferation period.



DailyClout Campaigns

- Your Own Campaign page hosted on DailyClout site with ALL of your content in one easy to find space, added forum
 features for communications, and a link to donate to your platform/work. https://dailyclout.io/campaigns/
- You and your team can update and add content directly to the DailyClout site!
- Inclusion in weekly email blasts to DailyClout subscribers.
- Distribution on all DailyClout social channels.



DailyClout Video Production

- Video Production -
 - Video message strategy consultation
 - Video produced and edited by DailyClout video production team.

