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POLITICAL ELECTIONS FOR MARKETERS

Nowadays much time is spent on political elections. We see advertising of candidates in presidents, their public appearances, interviews. But have you ever thought about what work is behind it all? Let's have a look at the campaign from the perspective of a marketer.

In general, the campaign can be divided into two phases, the first of which characterizes the period of work to develop an election strategy, and the second involves the actual development of the strategy and its implementation.

The first phase of the campaign is implemented effectively only by attracting the jurisdiction of the campaign Sociological Service. Its main purpose is to collect relevant background social information about a specific region where election campaign is planned. At this stage, we should take into account the expectations of the electorate, the perception score of a candidate to its competitors, identify their strengths and weaknesses. Such information should be collected for each region separately. Based on the data from the first phase of the campaign special directions should be developed for each region, taking into account the specifics of the local electorate. For example, special slogans for each region, with a national slogan can be designed.

The main tasks of marketers and political consultants on the second stage of the campaign are: development of a model of the election campaign and its implementation in a certain period; correction of the image of the candidate in accordance with the expectations of the electorate in specific regions; work with local and national media; development and launching political candidate advertising; organization of meetings with voters, according to the plan; monitoring competitor activity and its effectiveness; organization anti propaganda activities, etc. In addition, the second phase of the campaign sociological service monitors the effectiveness of the campaign, evaluates the performance of individual activities, evaluates main competitors, which allows campaign headquarters to respond quickly to events.

This approach to the campaign is recognized in the international practice policy as the most effective.

References:

1. <http://www.erudition.ru/>
2. <http://b2p.com.ua/>
3. <http://revolution.allbest.ru/>