

## CONTACT ONE

To get votes you need voters. To get voters you need a calculated messaging strategy. It doesn't take a mathematician to know that votes win elections. We understand how difficult it is to keep a constant finger on the pulse of the ever changing demographic. No matter where you are at in the race pre, mid and post solutions are available through Contact One Call Center.

### **What are you doing to get voters to the polls for your upcoming campaign?**

Contact One can help you develop a plan to motivate your voters and get them to the polls on Election Day. We have the technology that can differentiate you from your opponent(s). We can reach voters through automated messages, live agents, web, email and fax. We can provide you with instant real-time data that will allow you to make instantaneous changes to your messaging and stay ten steps ahead of your competition.

### **Applications**

- Absentee Ballot Reminders
- Get Out The Vote Calls (GOTV)
- Legislative Alerts
- Polling and Opinion Surveys
- Public affair, Issue and Campaign Related Contacts
- Rally Reminders
- Register Reminders
- Voter Communications
- Voter Identification

### **What is Voice Broadcasting?**

Computerized message delivery service that sends your customers/constituents a pre-recorded message that can either be left on their answering machine, voicemail or connected to a live operator upon answer. We can program your campaign for answering machines only, live-answer only or a combination of the two it is your choice.

Like search engine marketing voice broadcasting is similar in that you can see instant results and measure the progress of your campaign with real-time automated reporting. Tracking activity through feedback from automated polling and confirmation messages is an instant way for you to gain results and make changes to that new marketing campaign, the upcoming holiday sale, or position on a current affair.

### **Why Voice Broadcasts?**

**Cost Effective** - The cost of voice broadcasts are usually half that spent on traditional direct mail campaigns.

**Increases Reach And Frequency** - Voice Broadcasts add a powerful vehicle into your overall marketing mix, enabling you to expand both your reach and frequency when communicating with your target audience.

**Telemarketing** – If you are like most folks you probably cannot stand being solicited by live telemarketers. Voice broadcasting is much less intrusive and people tend to be more receptive to voice broadcasting over “Live Telemarketing.”

