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# CAMPAIGN MARKETING GUIDE

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# Agenda

**Benefits of a Strong Brand**

**My Campaign Online**

**What's Your Why?**

**Contact**





**"Your brand...**

**...is what other people say about you when you're not in the room"**

**- Jeff Bezos**



# Benefits of a Strong Brand

It takes time and continuous effort to build a strong brand. A strong brand massively increases the value of a person or company.



- **Increases Brand Recognition**  
*"Oh, I know that person"*
- **Improve Loyalty**  
*"I like everything they do"*
- **Positive Word of Mouth**  
*"Did you hear about this?"*
- **Higher Effectiveness**  
*"They're showing me something new"*

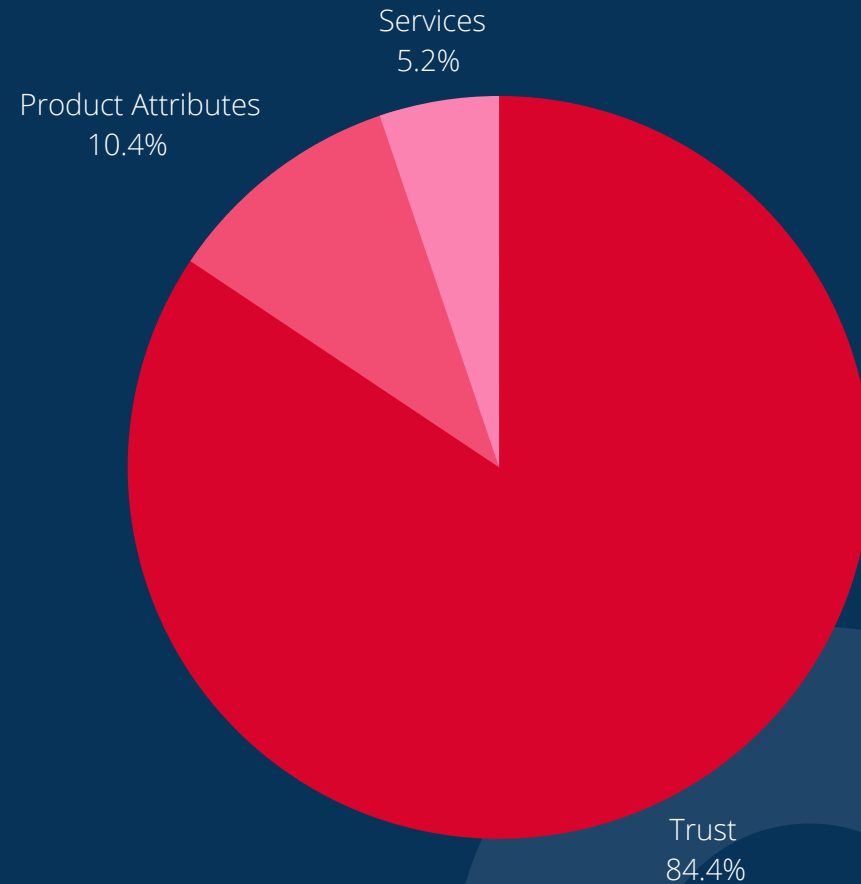


# BRAND TRUST IS THE TOP CONSIDERATION

**81%** ▶ People choose you based on trust



*Your brand is a chance to tell your story.*



# Brand Recognition Matters

- Consistent colors & fonts
- First impressions are formed in 0.05 seconds



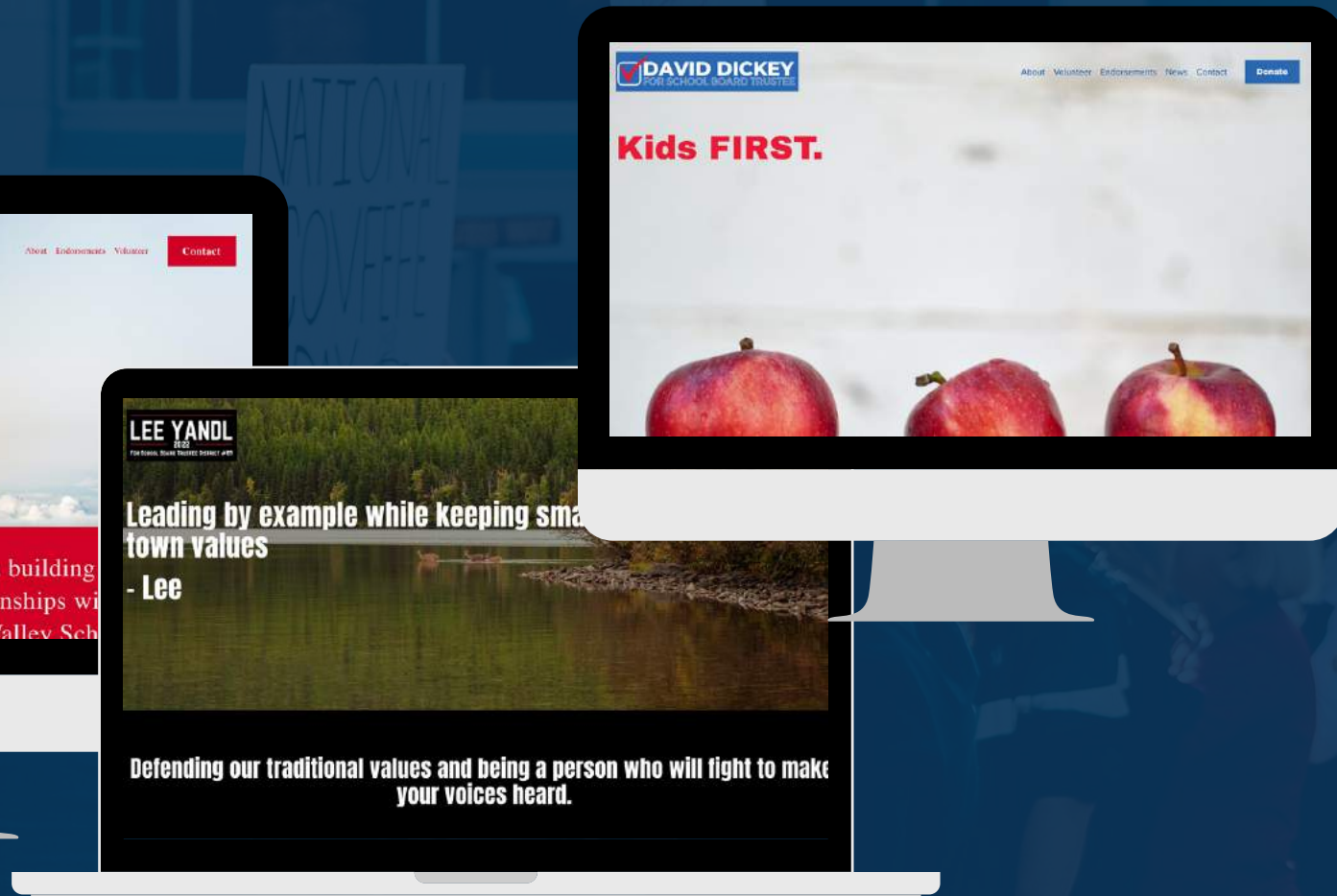
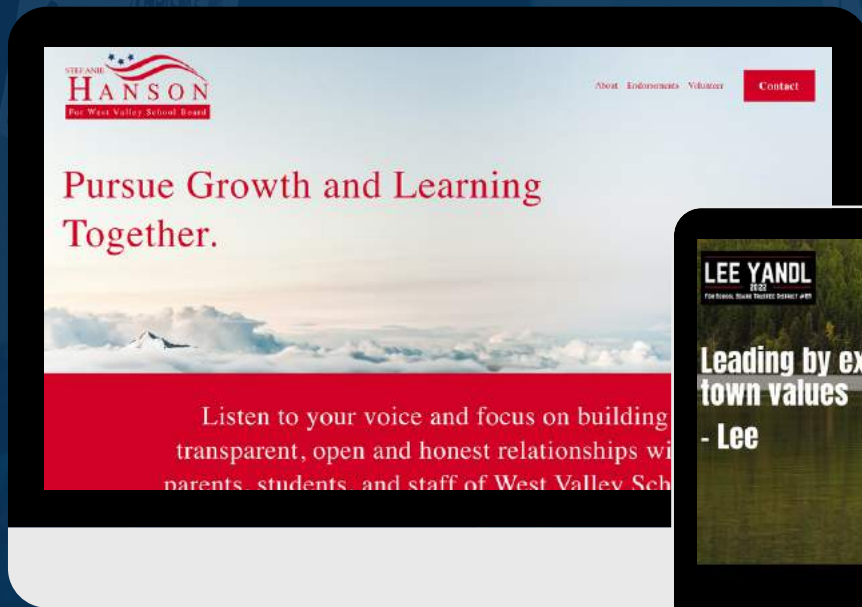


# What We Do

We offer marketing solutions specifically designed for candidates. We design a powerful campaign brand that will help you stand out from opponents and broadcast your message.

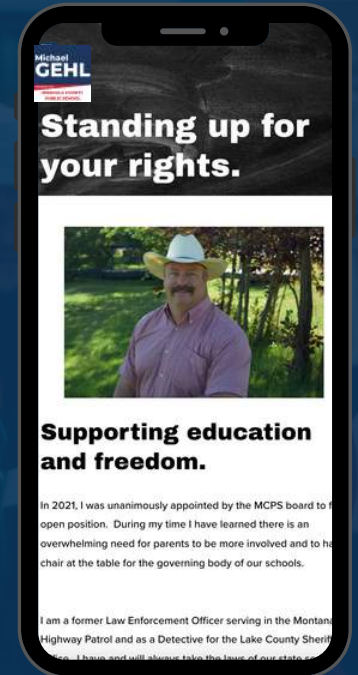
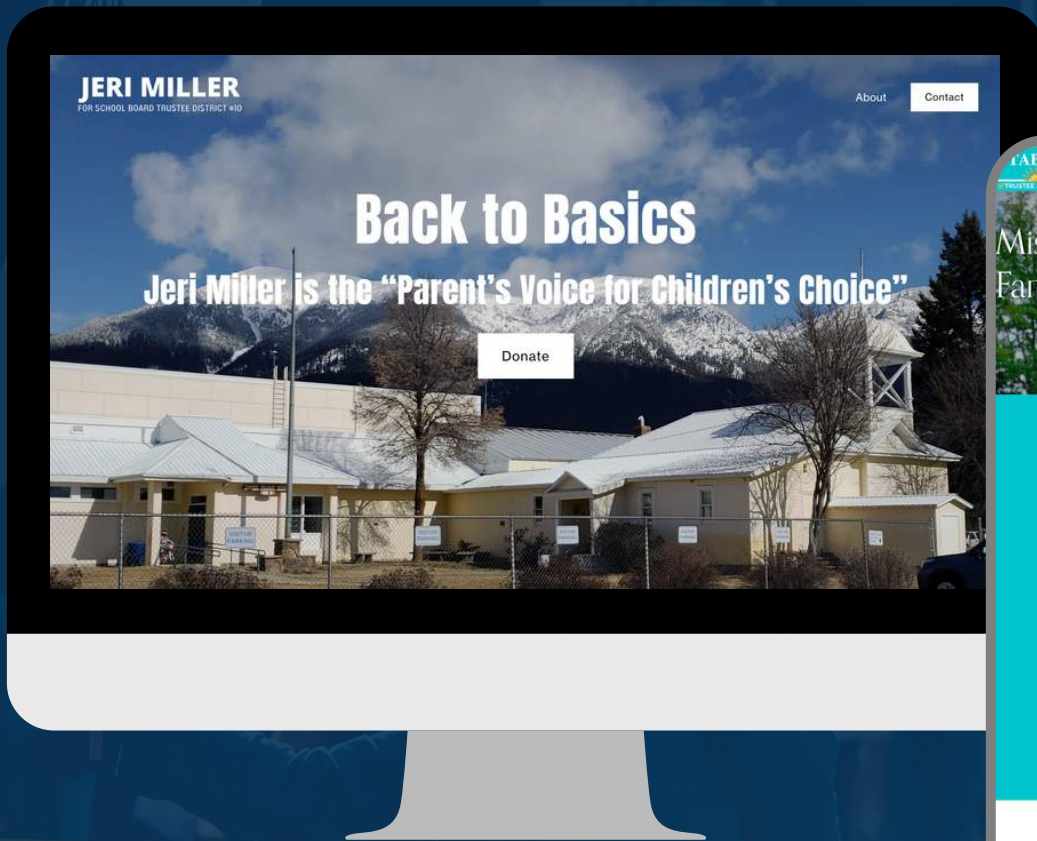
- Website & Logo
- Business Card
- Yard Sign
- Flyers
- Door Hanger
- Direct Mail
- Posters

# Websites

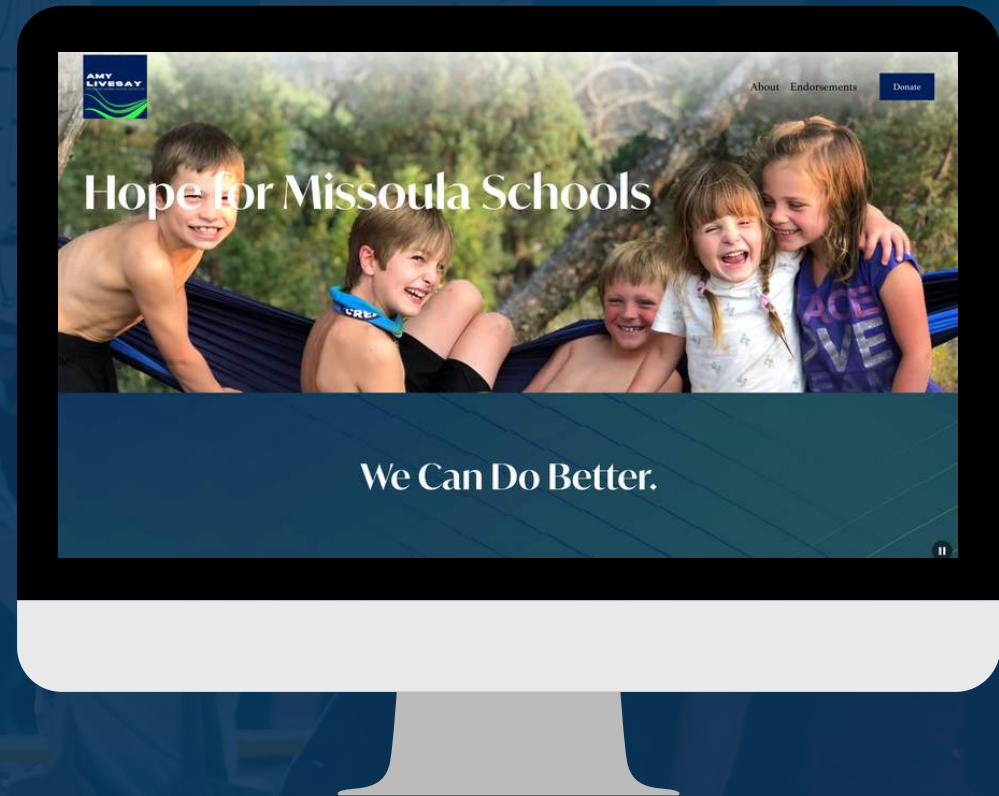
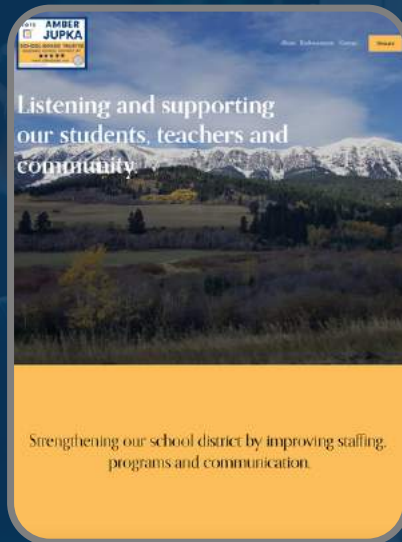
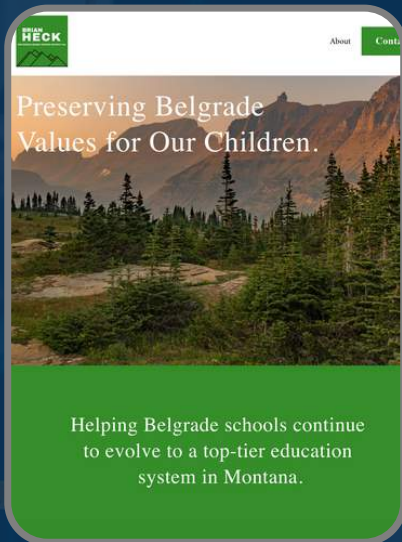




# Websites



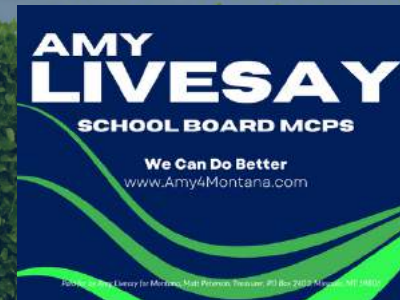
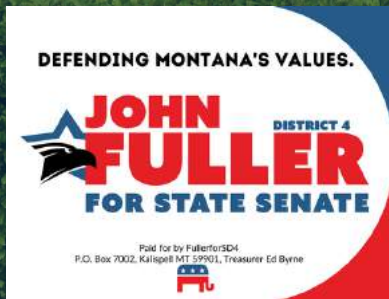
# Websites





# Yard Signs

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# Door Hanger




**Michael GEHL**  
TRUSTEE FOR  
MISSOULA COUNTY  
PUBLIC SCHOOL

**CAMPAIGN PROMISES**  
Engaged Parents  
Personal Learning  
Open Communication

**STANDING UP FOR YOUR RIGHTS.**

**Michael GEHL**  
TRUSTEE FOR  
MISSOULA COUNTY  
PUBLIC SCHOOL



**SUPPORTING  
EDUCATION & FREEDOM**

**VOLUNTEER WITH  
THE CAMPAIGN**

(406) 274-8991  
@mikegch/misoula  
mike@mikeformissoula.com  
www.mikeformissoula.com

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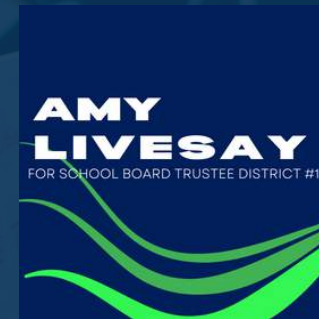
**STANDING UP FOR  
YOUR RIGHTS.**

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Paid for by Michael Gehl



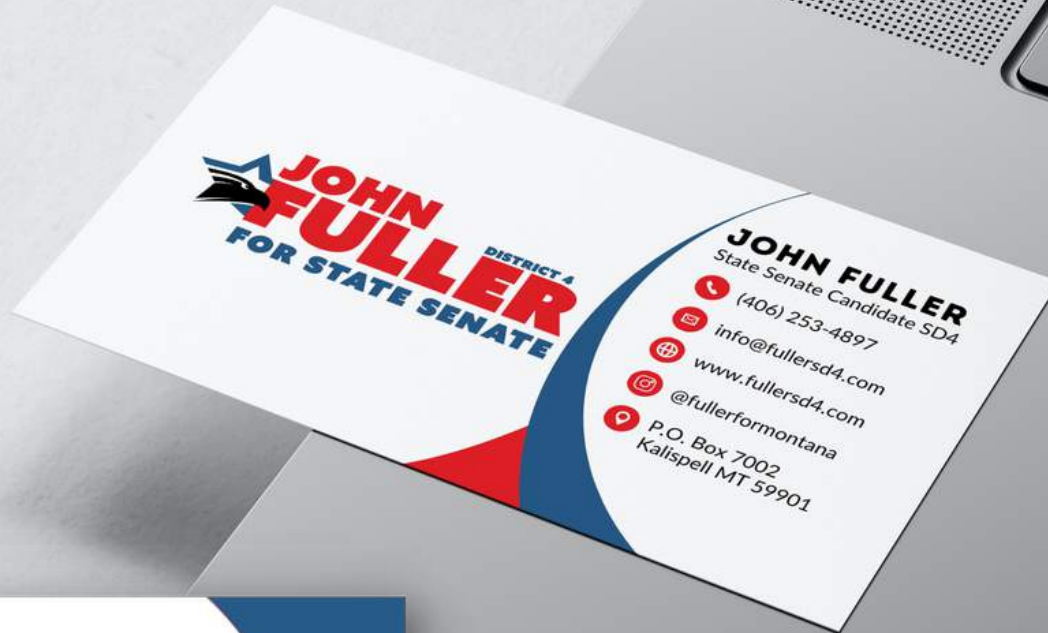
# Logos

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# Business Card

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## **CAMPAIGN PROMISES** **EDUCATION. VETERANS. LIBERTY.**

Protect Montana's Children  
Support Montana's Veterans  
Advocate for the People's Voice in Judiciary  
Preserve 2nd Amendment Rights  
Safeguard Public Access to Public Lands

## **DEFENDING MONTANA'S VALUES.**

 Paid for by FullerforSD4



# Flyer

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# AMY LIVESAY

## SCHOOL BOARD MCPS

**What are you concerned about? Contact me!**

(406) 418-5161  
www.Amy4Montana.com  
amy4montana@gmail.com



**VOTE**  
 **AMY LIVESAY**  
School Board Trustee,  
Missoula County  
Public Schools

**HOPE FOR MONTANA SCHOOLS  
WE CAN DO BETTER**

**AMY LIVESAY**

<p><b>HELP TEACHERS</b> Let's return to the basics so they can do what they do best, teach!</p>	<p><b>QUALITY EDUCATION</b> Teach the HOW to learn versus what to learn and HOW to think versus what to think.</p>	<p><b>UNITE</b> This will take a community effort. We must lay down our grudges for the sake of the next generation.</p>
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**Support the Campaign**  
(406) 418-5161    www.Amy4Montana.com    amy4montana@gmail.com  
Paid for by Amy Livesay for Montana, Matt Peterson, Treasurer, PO Box 2403, Missoula, MT 59806



# Door Hanger



**TABER**  
TRUSTEE FOR MCPS  
A MISSOULA MOM FOR MISSOULA FAMILIES  
Engaging in respectful and honest dialogue while standing up for the rights of Missoula families.  
UPCOMING ELECTION 5/3/2022

Welcome

**JILL TABER**  
TRUSTEE FOR MCPS  
A MISSOULA MOM FOR MISSOULA FAMILIES  
Engaging in respectful and honest dialogue while standing up for the rights of Missoula families.  
UPCOMING ELECTION 5/3/2022

**JILL TABER**  
FOR MCPS TRUSTEE  
Common Sense and Fresh Ideas  
Student-Focused Learning  
Support for Teachers

- ✓ Helping every student reach grade-level academic progress
- ✓ Advocating for involvement from parents and families
- ✓ Evaluating budgets and programs; Making efficient use of funding and simplifying the education process
- ✓ Focusing curriculum on academic standards, not social/political agendas

**READY FOR A CHANGE**

406-483-5276  
jill@mcpsj@gmail.com  
www.jilltaber.com

Printed by Jill Taber for MCPS. Photo: Shannon M. B. Also: Jill Taber for MCPS



A crowd of people is gathered for a protest or demonstration. In the background, a large circular sign with the word 'FAIL' is visible. Several individuals are holding up handmade signs. One prominent sign on the left reads 'HEY GOP! (2012-2013)', '★ HANDS OFF OUR MEDICAID/MEDICARE AND SOCIAL SECURITY', and '★ UNIVERSAL CARE'. Another sign in the center says 'NATIONAL COVERED'. Other signs are partially visible, including one that says 'SUFFERED FROM CALIFORNIA'S BILLY...'. The scene is overlaid with a blue tint.

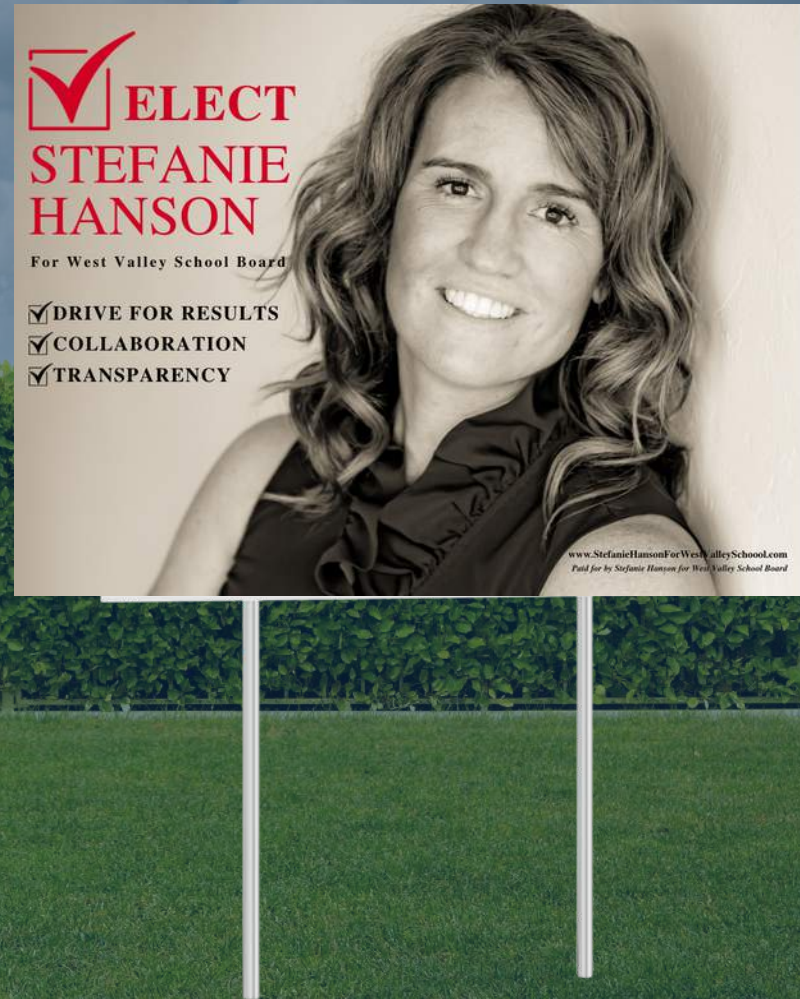
# Campaign Consistency

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# Yard Sign

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# Business Card



West Valley School Board Candidate

**PURSUE GROWTH &  
LEARNING TOGETHER**

Listen to your voice and focus on building transparent, open and honest relationships with parents, students, and staff of West Valley School.

(406) 250-1782 

[hansonstefanie7@gmail.com](mailto:hansonstefanie7@gmail.com) 

 **DRIVE FOR RESULTS** [www.stefaniehansonforwestvalleyschool.com](http://www.stefaniehansonforwestvalleyschool.com) 

 **COLLABORATION**

 **TRANSPARENCY**

194 Frontage Park, Kalispell, MT 59901 

*Paid for by Stefanie Hanson for West Valley School Board*

# Direct Mail



 **ELECT  
STEFANIE  
HANSON**  
For West Valley School Board

www.StefanieHansonForWestValleySchool.com  
Paid for by Stefanie Hanson for West Valley School Board



 **STEFANIE  
HANSON**  
West Valley School Board Candidate

**PURSUE GROWTH &  
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Listen to your voice and focus on building transparent, open and honest relationships with parents, students, and staff of West Valley School.

- DRIVE FOR RESULTS
- COLLABORATION
- TRANSPARENCY

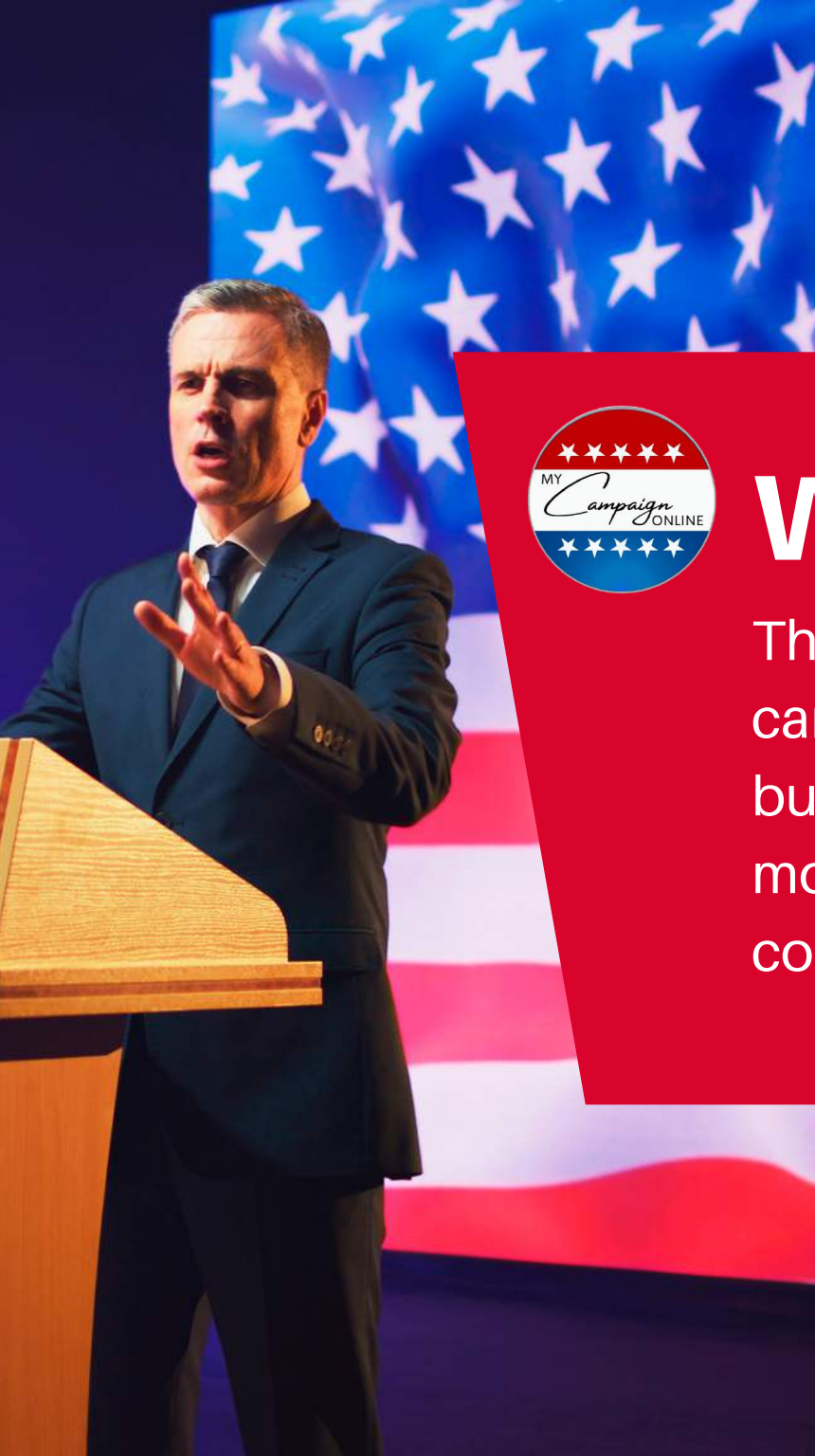
**SUPPORT THE CAMPAIGN**  
[www.stefaniehansonforwestvalleyschool.com](http://www.stefaniehansonforwestvalleyschool.com)  
Paid for by Stefanie Hanson for West Valley School Board



FIRST NAME LAST NAME  
ADDRESS  
ADDRESS

**MANDATORY BLANK AREA FROM POST OFFICE**





# What's Your Why?

The Golden Circle theory explains how leaders can inspire cooperation, trust and change in a business based on his research into how the most successful organizations think, act and communicate if they start with why.



# The Golden Circle

Every organization on the planet knows **WHAT** they do. These are the products they sell or the services.

**WHAT**

Some organizations know **HOW** they do it. These are the things that make them special or set them apart from the competition.

**HOW**

Very few organizations know **WHY** they do what they do. Why is not about making money. That's a result. **WHY** is a purpose, cause or belief. It's the very reason your organization exists.

**WHY**

**WIN YOUR  
ELECTION**

**★ GET EVERYTHING YOU NEED  
TO WIN YOUR ELECTION ★**

Website

Logo

Flyers & Signs

Business Cards

and more!

**CONTACT TODAY**





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# THANK YOU

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[www.MyCampaignOnline.com](http://www.MyCampaignOnline.com)