

# Intelligent Political Marketing



# WHO WE ARE



## Your Print, Digital & Promotions Team

40+ years in Publishing and Printing

8 years in Digital Advertising

### Greg Fox, Sr

The Founder, Print, Digital Strategist,  
Pollie Award Judge, Idea Guy

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### Suzanne Fox

The Administrator, Print, Direct Mail,  
Digital Strategist, Your Business  
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**We believe that our combination of print and digital marketing services can provide candidates with a unique advantage in today's competitive marketplace.**



# MULTICHANNEL EXECUTION

Our strategy allows candidates to reach their target audience through multiple channels and increase the likelihood of conversions.



# HOW DO WE FIND YOUR VOTER?



## Demographics & Psychographics

Age, income, family, purchasing power, values, opinions, lifestyle, voter history and voter by party, etc.



## Affinities

Reach voters based on their behavior & actions.

- Location data
- Interests
- Online behavior
- Political Associations
- Habitual Donations
- Volunteers



## Geofencing

Real-time geographical information to target voters that are in a provided list or predefined geographic area.



## Retargeting

Target audiences based on content they viewed before, during or after an ad.



# WE ARE WHERE YOUR VOTERS ARE

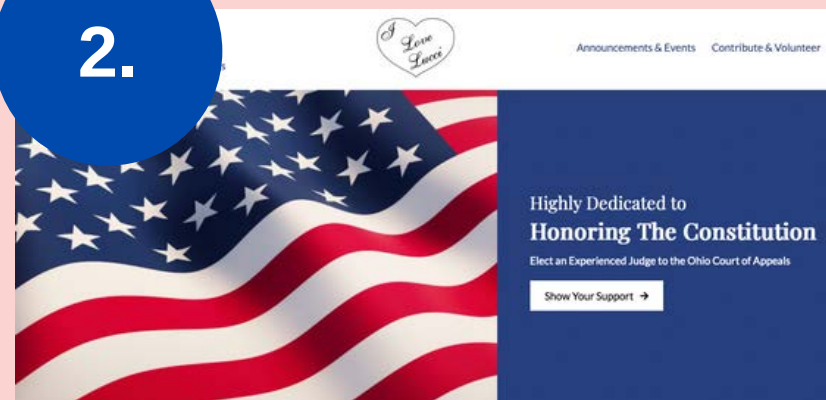
When a voter interacts with your direct mail, digital ad, or video we **re-target** those voters with additional creative messaging to promote more actions and engagements to your website.

1.



Jim is a fence-sitter who is undecided about who to support in the upcoming election.

2.



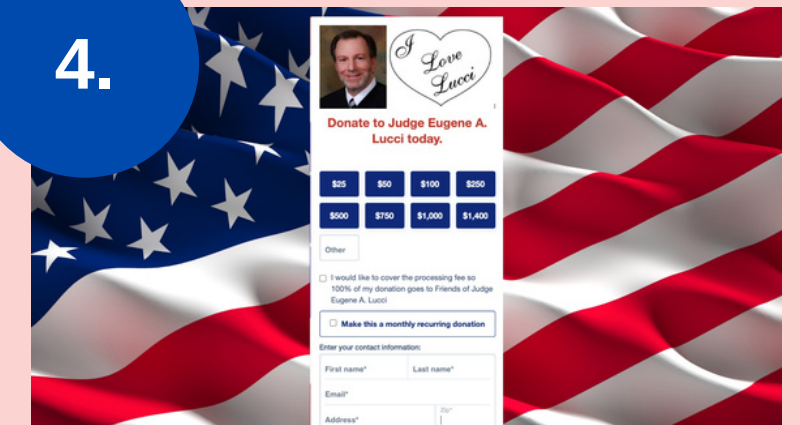
Jim visits the candidate's website. He clicks on the donation page but does not donate. Through a retargeting pixel he is served with more ads.

3.



The pixel causes Jim to be served digital ads that encourage him to donate to the candidate's campaign.

4.



Jim returns to the candidate's website and donates \$50.

# FULL SERVICE MARKETING

We are committed to providing a range of services that leverage the power of both print and digital marketing channels to deliver effective campaigns for our clients.



## Digital Marketing Strategies

Quality data identifies ideal voters. Creative media and messaging encourage voters to act. Digital marketing, digital display, OTT-CTV campaigns are monitored daily for best results.



## Direct Mail

30 years in direct mail has given us the experience we need to make your campaign powerful and effective.



## Graphic Design + Media Production

Our team is qualified in graphic design, photography, videography and production services. We create visually appealing marketing materials and compelling videos that capture voters.



## Promotional Products

Get promotional items like t-shirts, hats, and pens to help you establish your image and stand out from your competition.



# HOW DO WE MEASURE UP?

Ohio Judge uses digital ads and CTV to defeat 12 year incumbent

2,023,853 DISPLAY AD IMPRESSIONS

105,379 CTV IMPRESSIONS



Judge of the Court of Appeals - District 11 - Term Commencing 02/09/2023

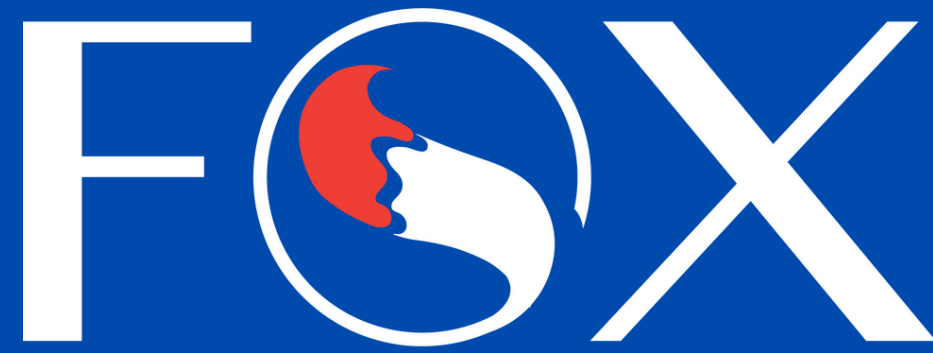
View By ▾

Candidate	Votes	% of Votes
Eugene A. Lucci (R)	169,403	58.62%
Thomas R. Wright (D)	119,562	41.38%
Total Votes Cast	288,965	



"Thank you and your team so much!  
It was a resounding victory."

Eugene A. Lucci



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experienced team.

*Your success is our most  
important product.*



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