

# HOW IT WORKS



## MARKET SEGMENTATION

What are the target segments for the County of Bexar and what are messages that should be delivered to each segment?



## MARKET AWARENESS

How can the County of Bexar drive awareness to each segment and what channels can be used?



## KEY PARTNERSHIPS

What key partnerships should the County of Bexar develop to support its marketing and education outreach to vote safely in person or by mail?



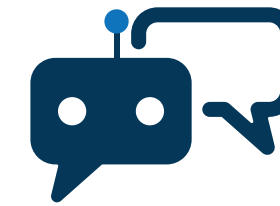
## VIDEO CAMPAIGN

What do citizens need to know in order to vote safely by mail? What do key partnerships need to know to support the marketing and education outreach?



## PARTNERSHIP AND CITIZEN NETWORK

Leverage networks to identify the names of people who want to help others to vote. We capture data, follow up and provide tool kits to vote safely in person or by mail.



## HELP DESK

Deliver better digital customer engagement with conversational AI chatbot and social media listening to provide real time support to voters 24/7.



## DATA DRIVEN CAMPAIGN

Centralized data capturing and monitoring how the success of the campaign strategy.

## THIS MARKETING AND EDUCATION STRATEGY AND TACTICS WILL:

- Centralize Strategy and Reporting
- Build A Digital-Multicultural Citizen Centered Brand
- Network Marketing
- Influencer Marketing
- Personalize Communication
- Optimize Help Desk with AI and Social Media Listening

- Live Streaming
- Voter Education Marketing on Social Media
- Voter Education with Traditional Marketing
- Responsive Campaign Website
- Track the Right KPI's

The strategies and recommendations captured in our response will lay the foundation for a rich, creative and innovative marketing and education marketing program to rapidly deploy, expand and adjust. We hope that by implementing these recommendations and committing to an ongoing and agile marketing and branding effort, Bexar County will be well positioned to realize its vision.