Government relations professionals are laser-focused on affecting policy outcomes in local, state and federal government organizations. Unfortunately, government relations teams are challenged to operate within a hyper digital environment comprised of a growing number of constituents, stakeholders and fragmented channels. Zignal Enterprise turns media and social intelligence into a strategic asset, instantly synthesizing traditional, digital and social media to track legislative and regulatory issues in real-time, along with the relevant stakeholders and influencers. In the complex world of lobbying and government affairs, Zignal Enterprise instantly surfaces actionable political intelligence and helps craft informed initiatives that align with your company’s best interests.
Key Challenges for Government Relations Professionals

- Understanding the current state-of-play of political and legislative issues
- Identifying and tracking key constituencies who can help influence decisions and policies
- Gathering information on a wide variety of positions across a vast number of constituencies
- Succinctly communicating the status of political developments and analyses to executive teams

Track Issues Instantly and Accurately

Accurately tracking the progress of a piece of legislation or policy initiative better positions you to make more informed decisions and take the right action. Zignal Enterprise detects stories on issues that are critical to your business.

- Know when key constituents are talking, what they’re saying and the potential impact
- Prioritize issues and negative news so you can focus your efforts on the most pressing items
- Establish early warning alerts when relevant keywords are mentioned in news and social media

Control the Social Media Narrative

It’s not always easy to see how a traditional news story is being spread across social channels, and government relations professionals usually don’t have insights into how an issue impacts social sentiment. Zignal Enterprise helps you track the social narrative in real-time.

- Follow relevant social media activity at both the grassroots and grasstops level
- Measure the true impact of news articles, Op-eds, tweets, and blogs on your brand and reputation
- Quantify whether a story mentioning your initiatives has traction and create the appropriate response

Be Politically Prepared and Proactive

A vast majority of government relations activity is defensive in nature. Understanding what’s happening in the legislative and regulatory environment in real-time allows you to develop a proactive issue-by-issue plan that aligns with your company’s interests.

- Overlay issues with political intelligence to gauge regulatory and legislative impact on your business.
- Predict and communicate to executive teams current state-of-play and recommended action
- Clearly measure the outcomes of new policy initiatives and be fully prepared when the timing is right
Surface Insights that Impact Your Messaging

Zignal Enterprise gives you the power to surface insights on how constituencies are organically referring to an issue, which can help you create outbound content that uses a common language and message.

- Focus on preferred names or terms of legislation to see how people respond to each
- See what words, hashtags and emojis people are using in social conversations
- Develop a messaging platform that will resonate with your most important audiences

Create Targeted Campaigns

Government relations professionals are always engaging with constituents in various parts of the country. With Zignal Enterprise, you can easily identify a group that cares about a certain issue and engage with a campaign that helps your cause.

- Conduct regional analyses on how constituents are responding to issues and tweets
- Create a heat map that shows you regional and national trends
- Identify social users who support your cause or position and encourage them to take action

Nurture Relationships with the Right Influencers

Government relations teams are always creating and maintaining relationships with policymakers. The more you know about how each influencer feels about the issues, the better positioned you’ll be to make a more meaningful connection.

- Understand what influencers are saying about specific issues and what their priorities are
- Arm yourself with a mountain of data and intelligence to share with influencers to improve your relationship
- Know when to engage each constituent with the right information or message

How Government Relations Leaders Use Zignal Enterprise

| Use real-time detection, notifications and alerts to ensure you don’t miss important developments | Know when a senator, congressman, legislative aide, staffer or department is active on social media | Quickly filter stories and statements by influencer or issue | See if negative news is gaining traction in social channels and tailor your response accordingly |
| Generate an automatic notification if a key constituent mentions any keyword related to your initiatives | Gain insights into important legislation or special reports that pertain to your brand and analyze the impact | Monitor news of competitors’ executives, key constituents and policymakers | Conduct regional analyses on how constituents are responding to issues and tweets and create a heat map of trends |
Zignal Labs turns media and social intelligence into a strategic asset for the world's largest brands and enterprises. Through real-time analysis of the full media spectrum, Zignal's centralized platform empowers corporate communications, marketing and executive teams to understand trends, pinpoint issues and make informed decisions. Headquartered in San Francisco with offices throughout the country, Zignal serves customers around the world including Airbnb, Citrix, IBM, Levis, NVIDIA, PepsiCo, Tyson, Uber, The Sacramento Kings, Brunswick Group and FleishmanHillard.

To learn more, visit: www.zignallabs.com.