

Solution Sheet

# Politics

Generating an effective communications strategy in the political world requires having actionable media data at your fingertips to deliver the right messages to voters, constituents and the public at large. In today's always-on news cycle, positive and negative news events can have a big impact on your political activities. Tracking fluctuating public sentiment on your candidates and platforms – and that of your opponents – will help you build a stronger share of voice and stay completely informed.

## Key Challenges

- ▶ Monitoring the constant political chatter of broadcast news, social media and digital news outlets.
- ▶ Protecting public perception of candidates and policies from damaging news events.
- ▶ Knowing political fact from fiction to ensure your messages are seen as trustworthy in the public eye.
- ▶ Analyzing political trends typically entails a great deal of manual data gathering.

Signal Enterprise transforms media intelligence into a strategic asset, synthesizing both traditional and digital media in realtime to help political organizations and campaigns keep pace with relevant news, uncover key insights and make more impactful decisions. You'll know what your voters, opponents and news outlets are saying so you can develop and the most compelling messages to support your political objectives.

## Relevant Use Cases



### Generating Responses to Opponents

Keeping tabs on your opponent's media activity is a top priority for political organizations. Get a granular look at not just what opponents are saying but how the public is responding to their messages to plan the right response and stay one step ahead.



### Issues Management

In the political world, a crisis is inevitable. When crisis strikes, media intelligence helps you control the public message and protect reputation. Collect and analyze data in realtime to neutralize negative scenarios or crisis situations, craft a rapid and relevant response and be armed with the right data to put out fires before they can spread.



### Key Influencers

Media influencers play an important role in defining how the public views your candidates, platforms and key messages. Media intelligence helps you identify key political influencers (both advocates and detractors), understand how public sentiment drives them, build the right relationships and generate the media coverage that will help guide your campaign.



### Message Development

Cookie-cutter responses are all too common in the political world, and smart constituents prefer compelling messages that inspire. Dig deep into media data to discover what trends are driving voter interest and plan your messaging platforms and campaigns to maximize your reach.

# Key Capabilities and Benefits

## Support Your Strategy with Data

Track sentiment scores, total mentions, impressions, influencers, competitive mentions, keywords and much more. Measure your “share of voice” in the industry and understand how your messaging and content are resonating.

## Generate Alerts















Targeted alerts let you know when to pay attention to developing stories and how your candidate or campaign is performing across different media.

## Stay Ahead of Current Events

Keep everyone informed with hourly, daily or weekly briefings throughout the campaign or even during a crisis or other important events. Stay on top of newsworthy developments to keep your messages on target.

## Empower Your Political Team

Schedule monthly reports showing improvement in share of voice, generate “reading lists” that include relevant notes and recommendations, show mention/share increases for influencers and create “what-if” scenarios to investigate outcomes of different strategies.

TOP AUTHORS BY MENTIONS		TOP AUTHORS BY INFLUENCE	
	Ed Gillespie edwgillespie 40 MENTIONS		Alex Smith alexandrasmith 60 INFLUENCE 1 MENTION
	David I. Ramadan davidiramadan 29 MENTIONS		Virginia Democrats vademoats 66 INFLUENCE 3 MENTIONS
	Team Gillespie edforvirginia 23 MENTIONS		Senator Dick Black senrichardblack 66 INFLUENCE 1 MENTION
	Hooff Cooksey hooffcooksey 19 MENTIONS		Kevin Curry kmcurry 59 INFLUENCE 1 MENTION
	Ed Gillespie Ed Gillespie 15 MENTIONS		jeffkatzshow jeffkatzshow 62 INFLUENCE 1 MENTION
	Autumn Price autumndawnprice 13 MENTIONS		Leprechaun Bunny phibear94 62 INFLUENCE 1 MENTION
	Croatan Sound croatansound 13 MENTIONS		Tom Perriello tomperriello 68 INFLUENCE 1 MENTION

## Gain Geographic Insights

Use geo-location and geo-enrichment demographics to map trends, gain location-based insights and track how your campaign or issue is performing for different regions and audiences.

## Know the Key Influencers

Distinguish the good media influencers from the negative and stay fully engaged with them when coverage is most important. Identify key press influencers and continually fuel the best media coverage of your campaign possible.





Zignal Labs turns media intelligence into a strategic asset for the world's largest brands and enterprises. By analyzing the full media spectrum in realtime, Zignal's centralized platform empowers public relations, communication and digital strategy professionals 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, IBM, Citrix, Bacardi, Speaker of the House Paul Ryan, The Sacramento Kings, Brunswick Group and Fleishman Hillard.

To learn more, visit: [www.zignallabs.com](http://www.zignallabs.com).