



Crowdfunding and Political Social Media Strategy

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Strategy

1. Who are you (company/product)?
2. Why you? Why invest?
3. Vote! (Invest in us!)



Who are you?

Don't start on Day One
of your Campaign

Start Now!

Minimum 90 days ahead

Politicians 1 – 4 years

Pre-Campaign Campaign

PreCampaign

- Awareness – Get momentum
- Start your Social Medias/Website
- Ask advise
- how you can help
- Start collecting email addresses
- Look for Voter/Investors – People close to you

Try to have 20 to 30% of funding before starting your campaign



<http://CulinaryStock.com/>



Aquatic Fine Design



www.CreativeOfficeSolutions.com

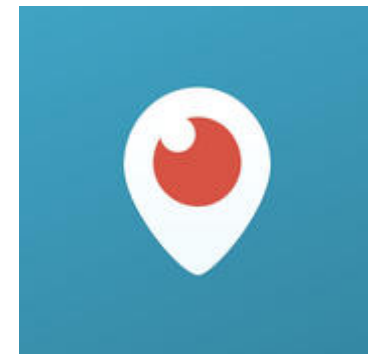
Campaign

- Tell people about your success \$ -
Endorsements - Politicians
 - Be seen
 - Make sure people have heard of you
 - Send emails
 - Look for Voters/Investors – further out



Social Media

Which ones?





Try them out



Wow!!





STRATEGY



Google AdWords

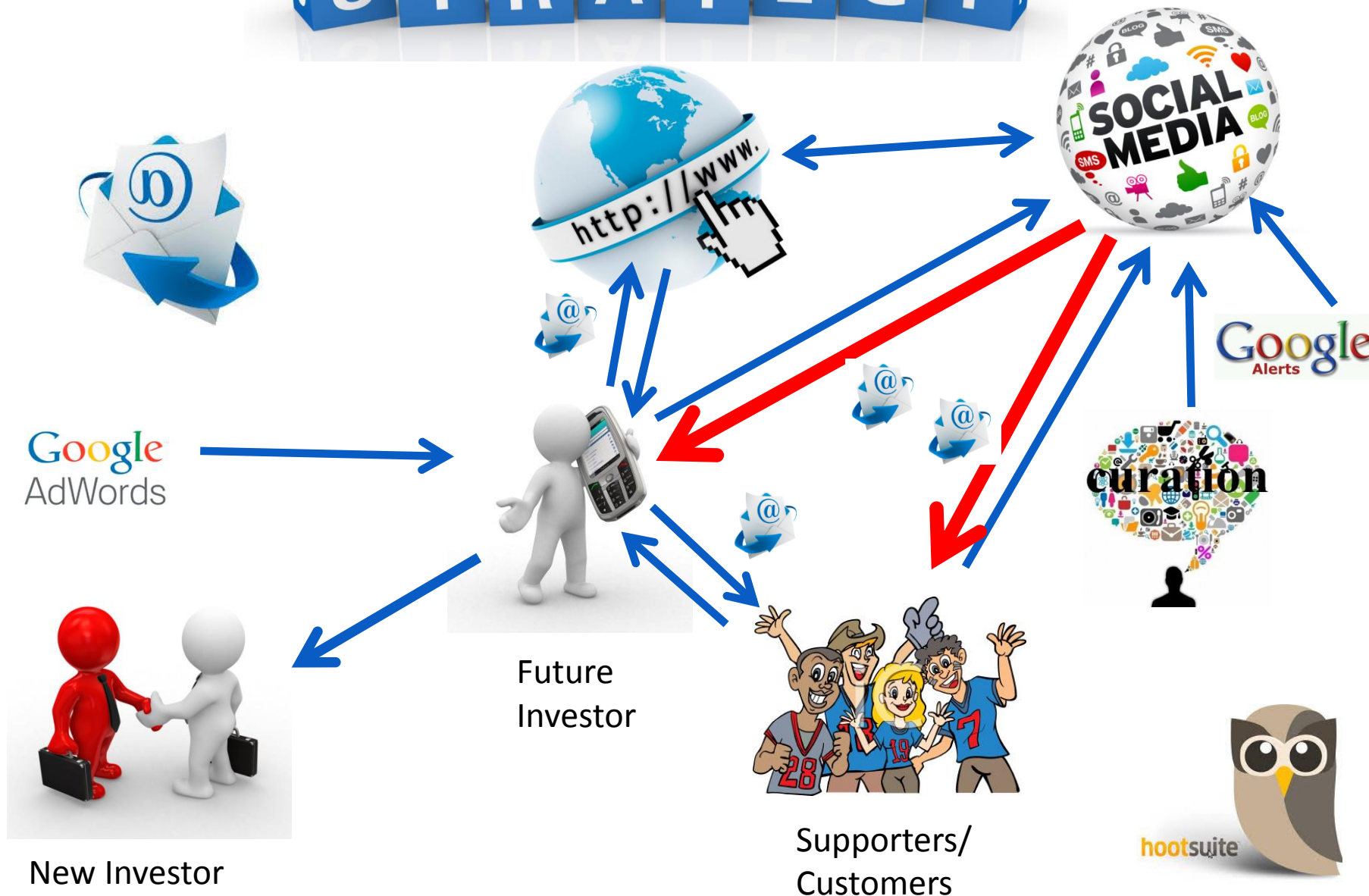
Google Alerts



New Investor

Future Investor

Supporters/
Customers



Email



Remember other Medias

**“Don’t put all
your eggs
in one
basket.”**



Questions?