Marketing the

CITIZEN LEGISLATOR

PYRAMID COMMUNICATIONS
HI. I’M KIM ERVIN.

@KimErvin    @PyramidComms   #NCSLSummit
Here’s how we’re going to spend our time together today.

1 HABITS
2 HOW TO ADAPT
3 WHAT’S SUCCESS?
4 DO MORE. FASTER. BETTER.
PART 1

HABITS ARE CHANGING...
...which means MARKETING IS CHANGING.
Out of the 12 HOURS AND 14 MINUTES people spend per day consuming media, nearly half is spent on digital devices.
Time spent online now BEATS OUT TV.
Time spent listening to radio is **DOWN**.
Time spent with print is **DOWN.**
But the amount of time people spend consuming media is **HIGHER THAN EVER.**
It’s the WAY PEOPLE ARE CONSUMING MEDIA that’s changing.
We’re living in an “ON-DEMAND” CULTURE.
PART 2

HOW TO ADAPT AND STAY STRATEGIC
It’s not a firehose... Nor is it an eye dropper... Think of it like **A WATERING CAN.**
Build A PLAN.
Meet your constituents WHERE THEY ARE.
Be the **REAL YOU.**
Commit to sharing:
THE CAMPAIGN AFTERLIFE
EXPECTATIONS are changing.
PART 3

HOW DO YOU KNOW IF YOU’RE SUCCESSFUL?
Reflect on your **GOALS.**
Use **DATA** to paint a picture.
LISTEN to people in the community.
PART 4

DO MORE. FASTER. BETTER.
CROSS-promote.
Use **TOOLS** to help.
Make it a MEETING.
Keep it short, keep it FOCUSED.
If you walk away
WITH ONE LESSON...
KNOW YOUR GOAL.
SENATOR
AARON D. FORD, NV
@AaronDFordNV

REPRESENTATIVE
MATT HUDSON, FL
@RepMHudson

BARBARA CAIRNS
@BarbaraJCairns

KIM ERVIN
@KimErvin
THANK YOU.