



Digital Services

Activating Results

We do it all, differently. Strategic Elements leverages comprehensive data and insights to develop an informed, precise, and fully integrated digital strategy for our clients. We move unlikely allies and advocates into action using cross-network and cross-organizational social channels, end-to-end digital advertising, and expert testing and optimization.

Our in-house digital advertising team uniquely combines issue advocacy and political experience with advanced targeting capabilities and complete messaging, copywriting, and creative services. Our digital ad tools and professionals are equipped to set up, monitor, report and optimize any digital ad campaign. From social media ads to programmatic display ads to connected TV and audio ads, we have every corner of the digital world covered to ensure key audiences' effective reach and influence.

Our Services

Social Media Management: We know how to build social communities stocked with precise yet diverse sets of potential allies, leveraging targeting strategies to deliver high-value content and engagement opportunities. From content creation to posting and monitoring to reporting, our comprehensive services achieve a range of goals, including follower growth, increased awareness, powerful amplification, and content engagement.

Amplified Social Media Strategy: To achieve valuable outcomes, we recommend the combination of multiple amplification strategies to increase trust, enhance reputation, and create an impactful echo chamber for key messages. Our approach includes creating content for internal organizational leaders, cross-industry subject matter experts, influencers, localized leaders, and third parties and allies. By tapping existing, robust, and trusted networks, we can more effectively breakthrough and secure support with amplified social media content.

Digital Advertising: We deliver complete digital advertising services, including messaging, creative development, media plan creation and execution, reporting and optimizations. Our cross-channel offering hinges on precise targeting to deliver ads efficiently and effectively, across programmatic display and video, search ads, social media ads, connected TV ads, digital radio, and direct publication ad buys.

Social Listening: By analyzing trending social media conversations through isolated and relevant keywords, we can inform crisis situations, identify opportunities to engage, and uncover topics to avoid. This unmatched context on social dialogues drives not only the social strategy, but the broader campaign strategy as well.

Social Reporting and Optimizations: One of the most powerful benefits of social and digital content is that it's responsive – these reactive and real-time metrics provide a unique opportunity, compared to other channels, to adjust across the board and improve results day over day. We optimize by a variety of factors including messenger, channel, content, channel, audience, posting time, and graphics.



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Digital Ads

Driving Digital Advertising Results



Harness the Power of Digital Ads

Our team is ready to jump in whenever and however you need us. While channel selection and targeting will largely depend on your objective and audience, we are including some of our favorite targeting methods and channels below that routinely deliver impactful results for our clients.

Engage Diverse Audiences and Decision-Makers through Social Ads: Social media channels present an opportunity to connect with and engage active audiences around important topics. We can deploy ads across any social media channel, and we always leverage those channels that will yield the best results for our clients. For example, Facebook allows us to tap diverse audiences (especially with the chance to build custom audiences from offline data, site traffic, or existing followers). In addition, LinkedIn is the perfect channel to reach distinct decision-makers – by tapping employment data to target company names, industries, or titles.

Get in Front of Key Audiences with Programmatic Display and Video Ads: Through static and animated graphics and short video clips, we can target by demographic and location, but most interestingly, a variety of audience models are available in our Basis Demand Side Platform from trusted data providers like L2, i360, Comscore, and DeepRoot. With access to voter files and issue-based affinity profiles, we can target Democrats, Republicans, and swing voters and those for, against, or on the fence about a critical issue.

Grab the Biggest Screen in Every Household Through CTV Ads: The ability to run across the biggest screen in a household – the television – connected TV ads are a powerful option to reach citizens. With many households cutting the cord or doubling up with cable and streaming services, it is a preferred way to make an impact with video assets.

Tap Highly Active Listeners through Audio Ads: With highly active listeners tuning in, audio ads across podcast and digital radio networks present a critical opportunity to reach individuals. Podcast ads are four times more impactful than standard digital ads due to their dedicated listenership.

Build Trust with Reddit: Reddit enjoys rapid growth with expanding demographics and verticals (including family, health and wellness, and business and finance). Reddit has been named the number one trusted source for opinions and insights – toppling Google in the ranking. In addition, Reddit audiences are less likely to be on other social and digital channels, making them an unduplicated audience to engage with ads.

Get Local with NextDoor Ads: As the neighborhood hub for trusted conversations, NextDoor presents a suitable place to share information and build support while distributing information within local communities. Presenting a way to reach real people with real, verified addresses in a select region, this is an ideal venue to tap locals and shape regional perspectives. NextDoor users are also incredibly active in local issues and politics, making them super advocates across most topics.

Focus On Using Geofence Ads: Precision is possible with geofencing ads. We can geofence down to a building – both in real-time and retroactively. We can tap into IP addresses and device IDs to capture users currently or previously in your chosen destination. This is a lean and powerful strategy to get in front of very defined audiences based on their locations – including homes, offices, and events.



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