

TRU INSIGHT MEDIA LLC

We Help You Get More Votes!

# ELECTIONS PROPOSAL



## Introduction

We are a full-service marketing and communications company that provides services for small and medium-sized businesses. It is our specialty. We create long-lasting and productive relationships with clients and help them solve in and out-of-scope problems.

Our clients are unique in their size and customers. We have helped startups and established businesses organize and improve business strategies and tactics through traditional and digital marketing with advanced data and analytical methods comparable to large companies, but with flexible planning and pricing.

**We are the perfect fit  
for you!**

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# We've Been Studying

## Trainings Attended

- Running for School Board
- How to Build Your Email Fundraising List
- Introduction to Social Media for Your Political Campaign
- Planning Your Political Campaign Digital Strategy
- Creating Campaign Content
- Texting For Campaigns
- Digital Fundraising
- Managing Your Fundraising Data
- Managing Up and Laterally

Masters in Business Development

Project Management & Process  
Improvement

Certificate Completion Summer 2021



INBOUND  
MARKETING  
CERTIFICATION



Social  
Marketing

CERTIFIED  
PROFESSIONAL



CONTENT  
MARKETING  
CERTIFICATION



Social  
Marketing

CERTIFIED  
PROFESSIONAL



4 Elections Experience  
Deputy Clerk Specialist  
2020 Election



# We Have Great News!

## We Got Your Back!

You can have all of your political marketing needs done in one place with a business you can trust, and most importantly, a track record of confidence from our clients. We take the complexity and stress out of your marketing.

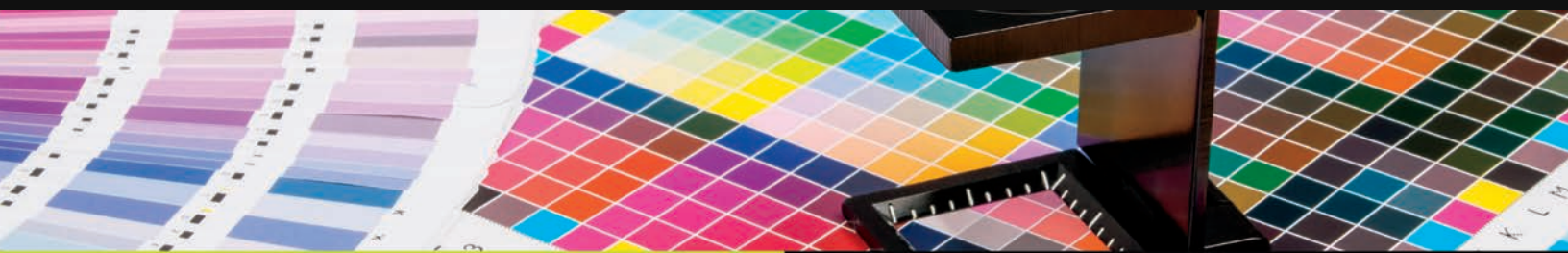


### Marketing & Communication Consulting

Provide guidance, planning, and direction to strategically illustrate your ideas and your goals based on channel and audience.

- Marketing plans
- Communications calendar
- Media Management
- Digital strategy
- Data consultation
- Graphic design and creative





## Let's Talk About Traditions

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We can create and distribute tried and true creative collateral to get your name out to the public. From hands to mailboxes, we can create and produce marketing assets that you will certainly be proud to have your name on it.

We also offer printing and delivery of your items at your convenience. We make it easy!

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- Graphic Design
- Printing
- Promotional Materials
- Direct Mail
- Billboards
- T-Shirts



## Communications. We Need To Talk.

Because you are too close to it...

Words matter and today they can go very far, very fast. Understanding marketing language, the language of action, the language of importance, and the language of love and concern are what we use to inform and to respond.

**Language depends on the medium.**

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- Press releases/Statements- Media contact
- Communication/Event Calendar
- Media Creation-Video, audio, video graphical, artist representation
- Social Media
- Social Listening
- Ad Creation/Purchasing
- Interaction monitoring
- Creative
- Stakeholder Communication







# Digital and Software Solutions

The Stuff You Rather Not Do...At All



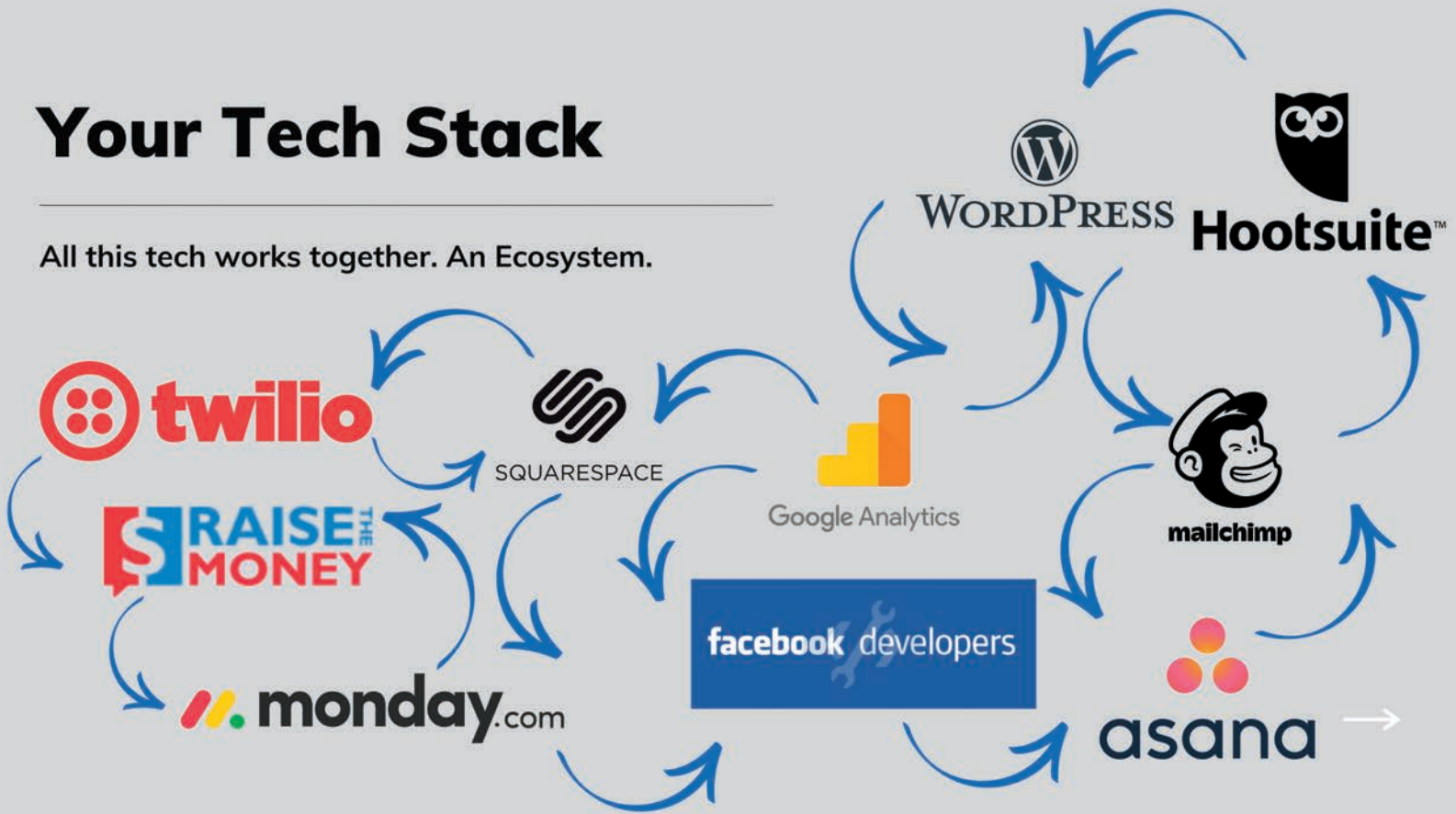
## We have more great news!

We create and host websites all in one place. No middle people and a million passwords. Even better, we can install useful software that captures voter and visitor data as well as a hub for all your digital needs.

**Voter Digital Profile** A combination of activities and actions of the “perfect voter”, “perfect donor”, or other “perfect activities” in online and in-person spaces which allow us to target messages and marketing in the most cost-effective and efficient manner.

# Your Tech Stack

All this tech works together. An Ecosystem.



- Website- Creation/Updating
- Monitoring Software
- Email Automation
- Mobile Automation
- Data analysis
- A/B Testing
- Message Testing
- Website Data integration
- Re-Use.Re-Ad Data
- Payment/DonationSolution integration and application
- App/Technology Assistance- Virtual Campaigning- Zoom, Microsoft Teams, Streaming Platforms
- Database Management- Donors, Volunteers, Community Leaders/Groups

**WITHOUT DATA,  
YOU ARE  
GUESSING.  
GUESSING COSTS  
TIME AND MONEY!**



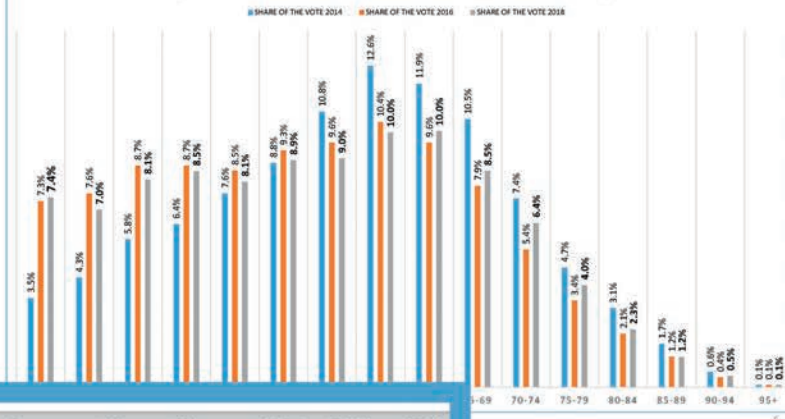


Estimates of Voting by Sex and Single Years of Age Based on official voter records for the March 6, 2018 Primary Elections in Harris County, TX.

**Harris County, TX - March 6, 2018 Primary Elections - Voting and Registration Estimates**

| Birth Year | Age Group               | All Voters              |                        |         | Female                  |                        |         | Male                    |                        |         | No Gender ID            |                        |         |
|------------|-------------------------|-------------------------|------------------------|---------|-------------------------|------------------------|---------|-------------------------|------------------------|---------|-------------------------|------------------------|---------|
|            |                         | Total Registered Voters | % of Registered Voters | Turnout | Total Registered Voters | % of Registered Voters | Turnout | Total Registered Voters | % of Registered Voters | Turnout | Total Registered Voters | % of Registered Voters | Turnout |
| All        | Total 18 years and over | 2,254,106               | 100.0%                 | 50.0%   | 1,127,053               | 100.0%                 | 50.0%   | 1,127,053               | 100.0%                 | 50.0%   | 1,127,053               | 100.0%                 | 50.0%   |
| 1994       | 18-19                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 1995       | 20-24                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 1996       | 25-29                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 1997       | 30-34                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 1998       | 35-39                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 1999       | 40-44                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2000       | 45-49                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2001       | 50-54                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2002       | 55-59                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2003       | 60-64                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2004       | 65-69                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2005       | 70-74                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2006       | 75-79                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2007       | 80-84                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2008       | 85-89                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2009       | 90-94                   | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |
| 2010       | 95+                     | 105,471                 | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    | 52,735                  | 4.7%                   | 2.4%    |

SHARE OF THE VOTE BY AGE GROUPS:  
2014, 2016 AND 2018 NOVEMBER ELECTIONS IN HARRIS COUNTY, TEXAS



Example:

Raw Data for Direct Mail

|            |      |     |      |     |          |          |          |
|------------|------|-----|------|-----|----------|----------|----------|
| 77071-C001 | 443  | 5   | 448  | 23% | 2 41 ppl | \$62 41k | \$86 02  |
| 77071-C002 | 445  | 4   | 449  | 25% | 3 24 ppl | \$51 74k | \$86 21  |
| 77071-C004 | 794  | 17  | 811  | 24% | 3 12 ppl | \$62 41k | \$155 71 |
| 77071-C005 | 1078 | 43  | 1121 | 29% | 2 49 ppl | \$66 22k | \$215 23 |
| 77071-C008 | 994  | 9   | 1003 | 23% | 2 33 ppl | \$48 39k | \$192 58 |
| 77071-C009 | 500  | 33  | 533  | 25% | 2 91 ppl | \$55 55k | \$102 34 |
| 77071-C011 | 650  | 68  | 718  | 28% | 3 03 ppl | \$52 81k | \$137 86 |
| 77071-C012 | 639  | 10  | 649  | 23% | 2 65 ppl | \$64 78k | \$124 61 |
| 77071-C013 | 684  | 14  | 698  | 25% | 3 05 ppl | \$56 19k | \$134 02 |
| 77071-C014 | 412  | 3   | 415  | 28% | 2 37 ppl | \$57 60k | \$79 68  |
| 77071-C015 | 876  | 178 | 1054 | 27% | 2 73 ppl | \$46 91k | \$202 37 |
| 77071-C016 | 730  | 3   | 733  | 26% | 3 05 ppl | \$52 37k | \$140 74 |

Results for: #TeacherAppreciationWeek



Popularity



Recent Popularity



Month Trend



Week Trend



FULL ANALYSIS

Example 2:

Content Data

Related Hashtags

CORRELATION POPULARITY

Mostly Tweeted By

ALL-TIME RECENT

#MotivationMonday  
#edchat  
#ThankATeacher  
#news  
#teacher  
#whylteach  
#TeachersMatter  
#MondayMotivation



See Top Tweets





# To sum it all up...

01

We have political experience

02

We are excellent marketers

03

We are nerds

04

We have project management processes and follow PMI rules

05

Media Bonded and Insured

06

Sound Approval Process/Change order process



In other words

**We're smart,  
professional,  
and we care.**

**Services-**



**You may need all. You may need some. We'll do what works for you.**





SCAN ME

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