

Campaign Craft The Strategies Tactics And Art Of Political

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Campaigning tactics and techniques

The campaign plan --The context of the race --Opposition research --Segment analysis --Survey research --Voter targeting --Fundraising strategies and tactics --Strategic communications --Earned media --Direct voter contact --New players and new campaigns --The evolving style.

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In practice, however, the terms "tactics" and "techniques" are often used interchangeably. Common campaigning techniques include the following: Campaign advertising (e.g. using posters, radio and TV announcements) Attracting media attention (e.g. with press conferences and stunts)

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1 12 BASIC GUIDELINES FOR CAMPAIGN STRATEGY Summarised from Chris Rose's www.campaignstrategy.com 1. Do you really need to campaign? Campaigning can be fun but it's often hard, dull, frustrating and unsuccessful.

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