

Thou Shalt Not Spam

*The 10 Commandments of
Digital Campaigning*



Who we are

We are an **independent consultancy** known and valued by clients for agile, results-oriented approach, and hands-on senior experts' support that large agencies can't provide. We have experts on EU tech, health and sustainability policy, both around policy advocacy and communications.

With a top
team...

>80
Team
members

>19
nationalities

>19
Different
academic
backgrounds

>23
languages

...that helps us
*shape policy &
deliver impact for
our clients*



And who “WE” are

Gianluigi Vona
Tech Policy Advisor
Tech Nerd
Metaverse Enthusiast
Network “Guru”



Judith Lancaster
Comms Director
Stone-washed Campaigner
Policy Interpreter
Outreach Strategist





Targeting

Relevance

Relation

Performance

Insights

Impact



1. It's not just digital.

Digital is just one tool in the toolbox.
Integrate with traditional advocacy elements to meet your audiences
more than just once.





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Don't Spam.

Make the message feel relevant and personalized.

Find a face (or more).

Use trusted allies, industry leaders, and networks to amplify your message. It's not just your voice that matters.

Reply, comment, and interact rather than just broadcasting content.

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LINKEDIN IS
CROWDED
ROOM

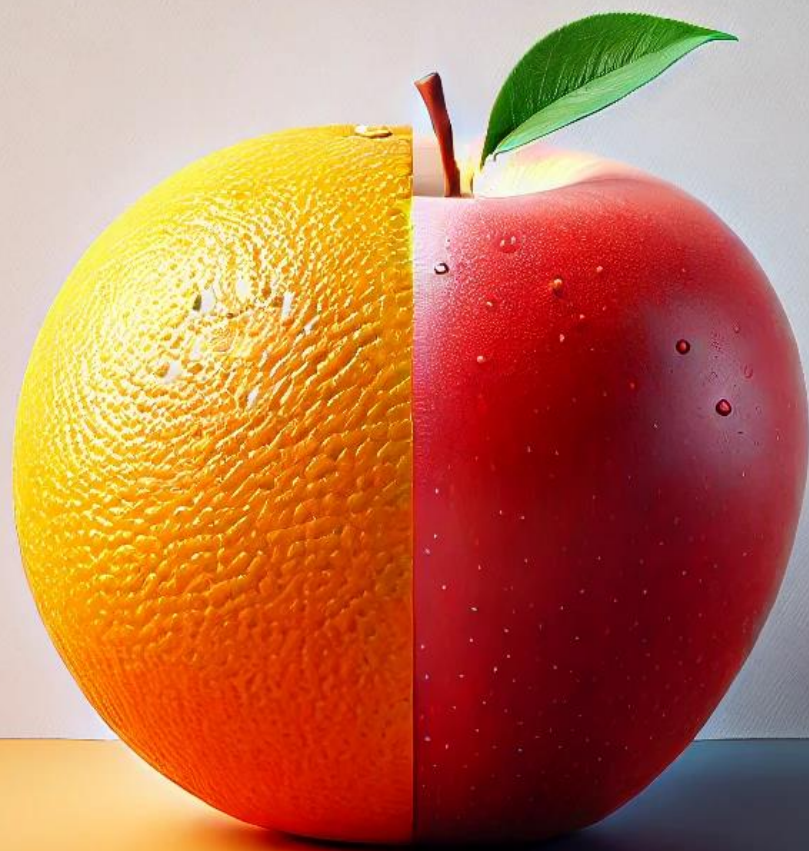


4. It's never done.

Performance improvement matters.

Track, tweak, and optimize.

If you launch and leave, you miss out on a great opportunity.





5. It's not just about metrics and numbers.

Likes and shares don't mean impact.

Focus on shifting narratives and influencing policy discussions.

At the end of the day you want more than a digital reaction.

Amendments by the committee responsible	34	committee	3
Amendments by the...	34	committee	4
Amendments by the...	37	committee	separate



committee resp	-block vote
Amendments b	Amendments b



6. Make it targeted.

In Brussels, targeting the right people matters more than reaching many.

Precision beats volume every time.

Tailor content to decision-makers, policymakers, and their networks.

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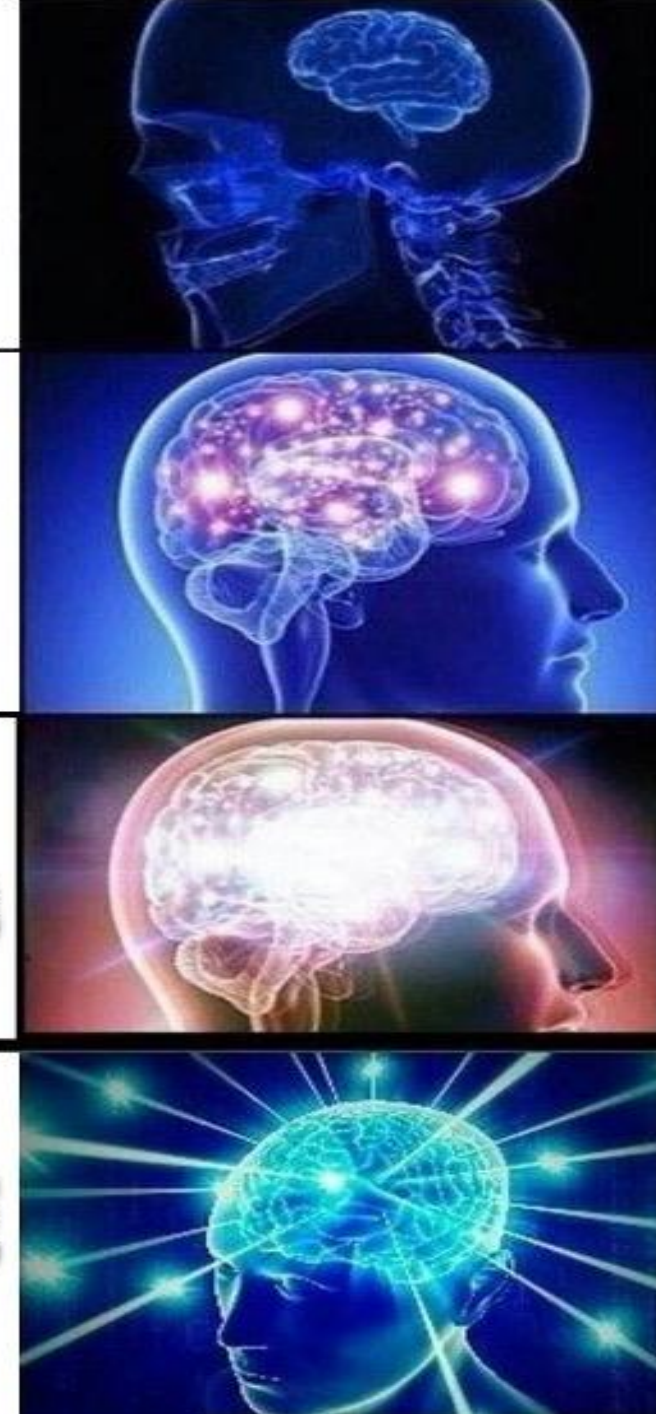
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EU KOLS

**EU
TECH KOLS**

**EU
METAVERSE KOLS**

**ITALIAN
METAVERSE
KOL (ONE)**





7. Make it close to your audience.

Understand their world.

Use their language – yes also their buzzwords.

Address their concerns, give them a win and speak to their realities.

JOB

BS





8. Make it relatable.

Connect with your audience emotionally and practically.

Make them “feel you”.

If they don't see how your issue affects them, they won't engage.





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But above all:
Have fun and explore!



Thank you very much for listening.
Let's exchange and discuss!



Feel free to get in touch

Gianluigi Vona
Tech Policy Advisor
gianluigi.vona@acumenpa.com
[LinkedIn](#)



Judith Lancaster
Comms Director
Judith@acumenpa.com
[LinkedIn](#)





Acumen
public affairs

Contacts

Rue de la Loi 227, 1040 Brussels
info@acumenpa.com | +32 2 669 16 00

Elaine Cruikshanks | elaine@acumenpa.com
Giles Keane | giles@acumenpa.com
Max von Olenhusen | max@acumenpa.com
Nikos Manaras | nikos@acumenpa.com