



# Leveraging Your Advocacy Data

Public Affairs Council Advocacy Conference, February 2018

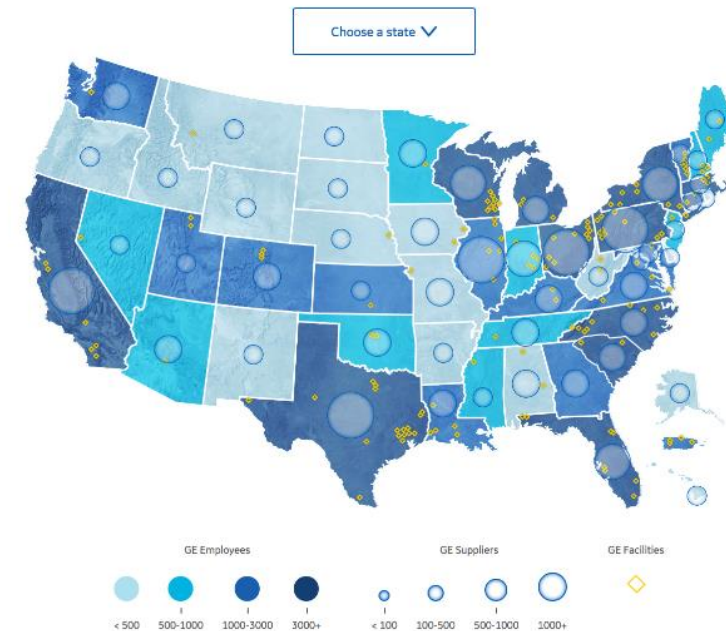


# GE VOICES

- 75,000+ employees, suppliers, retirees and third party supporters
- Continually surveying database for feedback on interests and comms
- Surveyed nearly 7,000 members in 2017
- Deepened data on 82%, including adding 26,000 social media handles



GE Across America



→ PRECISION







# MANAGE YOUR DATA STREAM

## **Focus on Data that Supports Your Goals**

Strengthen supporter data - surveys

Measure supporter sentiment – open rates, polls

Educate supporters – web analytics

Mobilize supporters – calls to action

## **Narrow Your Scope**

Pilot new data first

Focus on key markets

Experiment with different tools



# LEVERAGE INTERNAL DATA FIRST

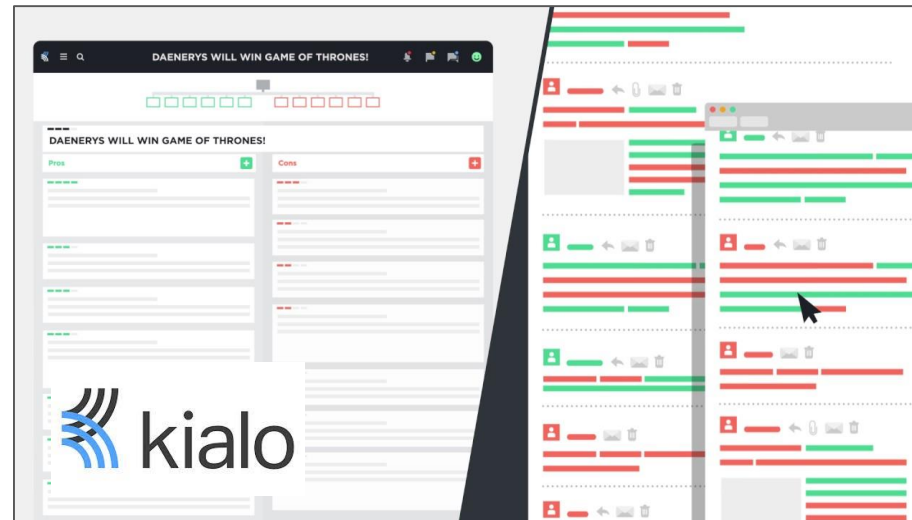
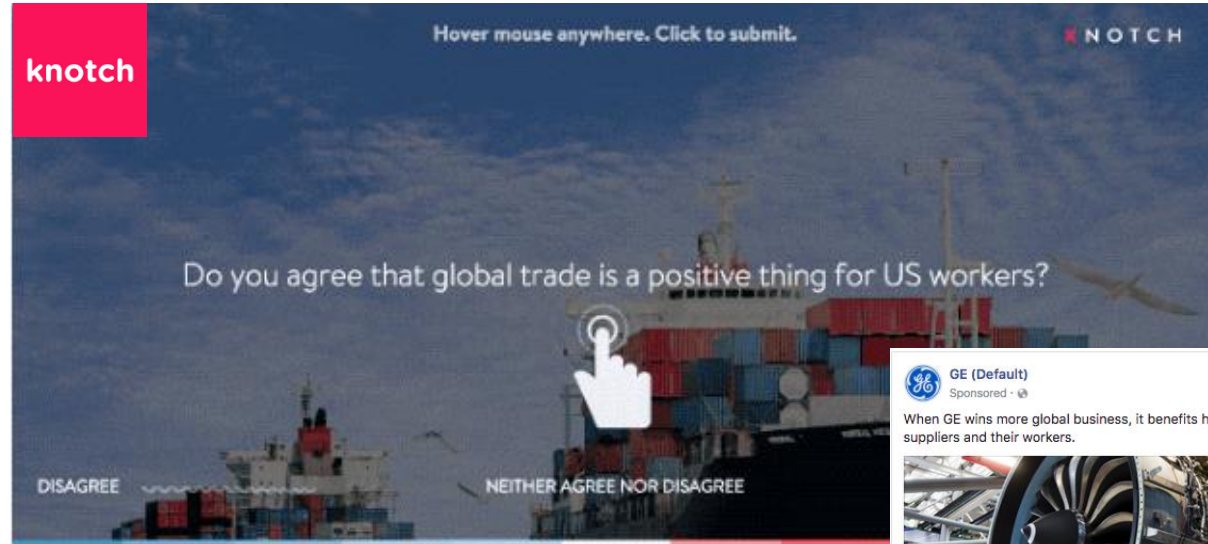
- Human Resources
- Accounting
- Investor Relations
- Newsletters/Mailing Lists
- Conference Invitations
- Open rates/ click thrus
- Web analytics
- Public Information – Congressional Districts data, census data, etc.





# EXTERNAL TOOLS

- Dynamic survey tools
- Issue-oriented platforms
- Paid social campaigns
- Purchasing lists



# PUTTING YOUR DATA TO WORK

- Segmentation
- Messaging
- Content Creation
- Activation
- Broader organizational involvement



**Tax Reform**  
**75,000 GE Voices subscribers**

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**Educate 2,000 tax-interested**  
**with webinars, videos,**  
**emails**

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**Activate tax**  
**interested: Letters**  
**to Congress**



# KEY TAKEAWAYS

- Align data with your goals
- Look internally first
- Create a virtuous circle

