



SMS for Politics

Here's a look back at how Hillary Clinton's presidential campaign implemented SMS

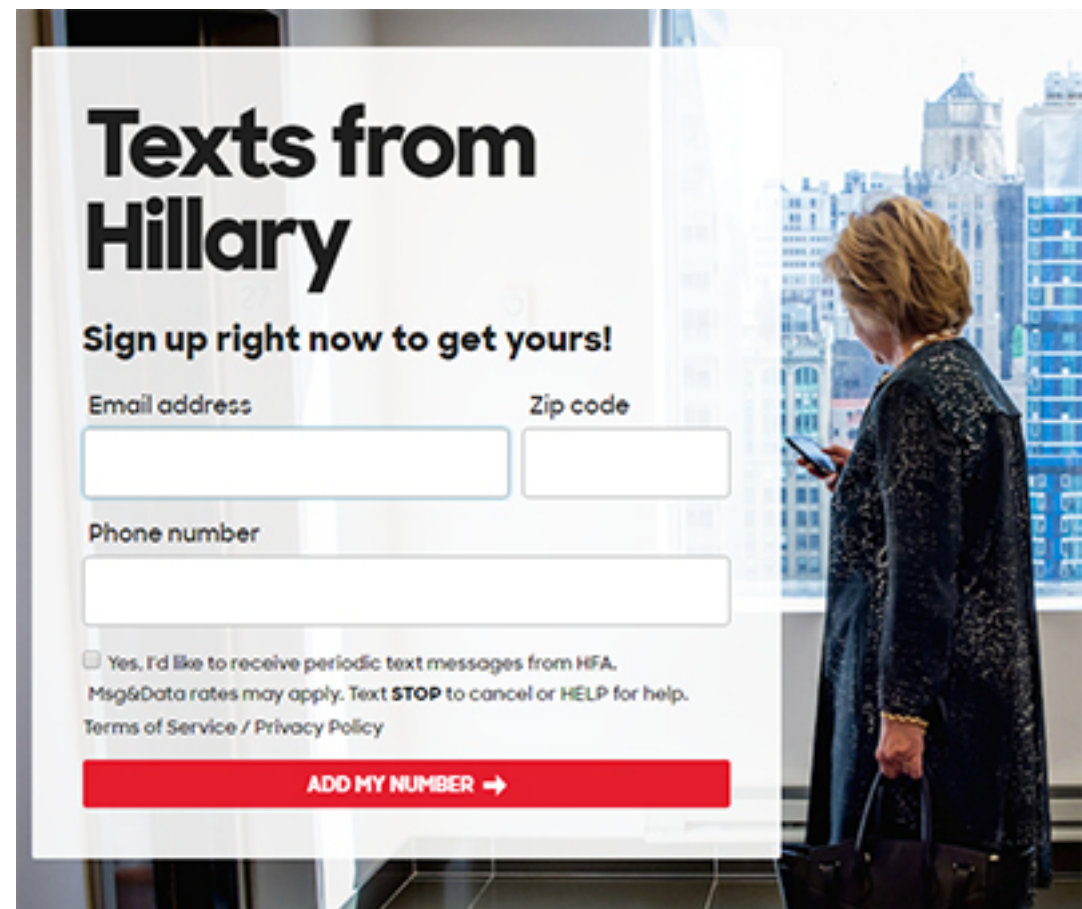
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The Intro

As of June 2016, **Hillary Clinton** is the presumptive Democratic nominee for the 2016 American Presidential Election. She has an established political resume, and is also a grammy nominated spoken word author.

The Objective

The 2016 American election will go down in history as one of the most controversial elections ever to be seen in human existence. Competitors are throwing out dirty jabs left and right, most of which don't have political grounds. Supporters just don't know what to do. They need transparency, and they need someone to believe in. Both of which are hard to come by in this 2016 election. Lucky for Hillary, she is also well-polished in managing controversies. Especially public controversies, this is an extremely publicised fact - but, everyone still need to hear it from her. She needed a way to communicate with her supporters and prospective swing votes directly. Thus, resolving any tension or confusion at the source.



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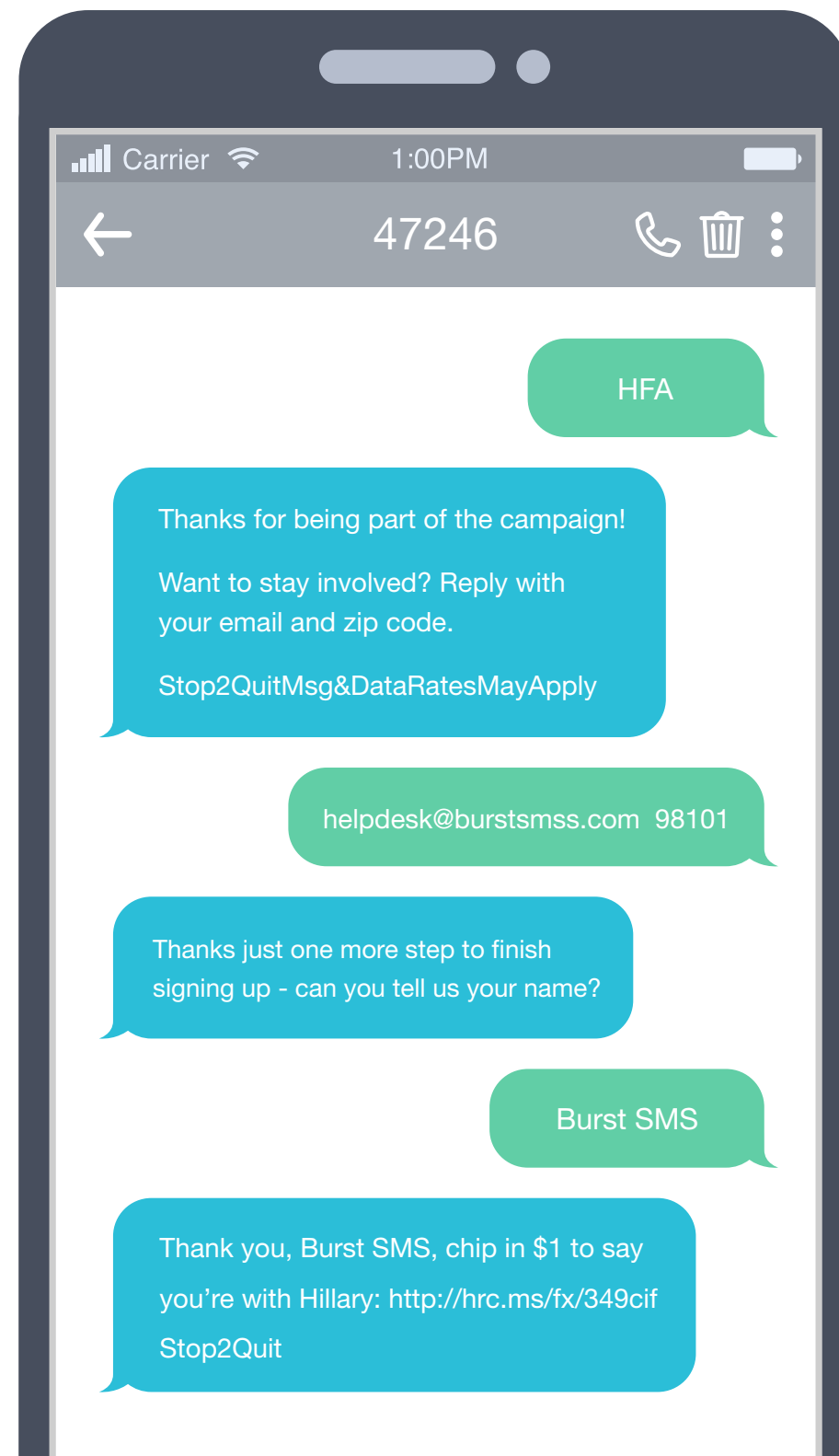
The Solution

Hillary Clinton is dominating the SMS world. Just simply Google - **Hillary Clinton SMS**, and these will be the top 5 headlines:

- Texts from Hillary by textsfromhillaryclinton - Tumblr
- Hillary Clinton Builds Her SMS Posse with a South Carolina Victory...
- Texts From Hillary | Know Your Meme
- New York Debate SMS Contest—Official Rules - Hillary Clinton
- Hillary clinton For America SMS Short Code - 47246 - U.S. Short Code ...

Some of these websites were created by opposing supporters, however in this 2016 election, there is no such thing as bad press. For the purposes of this case study we will focus on her official SMS campaign which emphasises the 47246 shortcode.

In order to show complete transparency, she wanted to speak to her audience in the most personal way possible. That's why she focuses on SMS marketing to keep supporters updated. See what happens when you text HFA to her official shortcode 47246 in the example to the right.



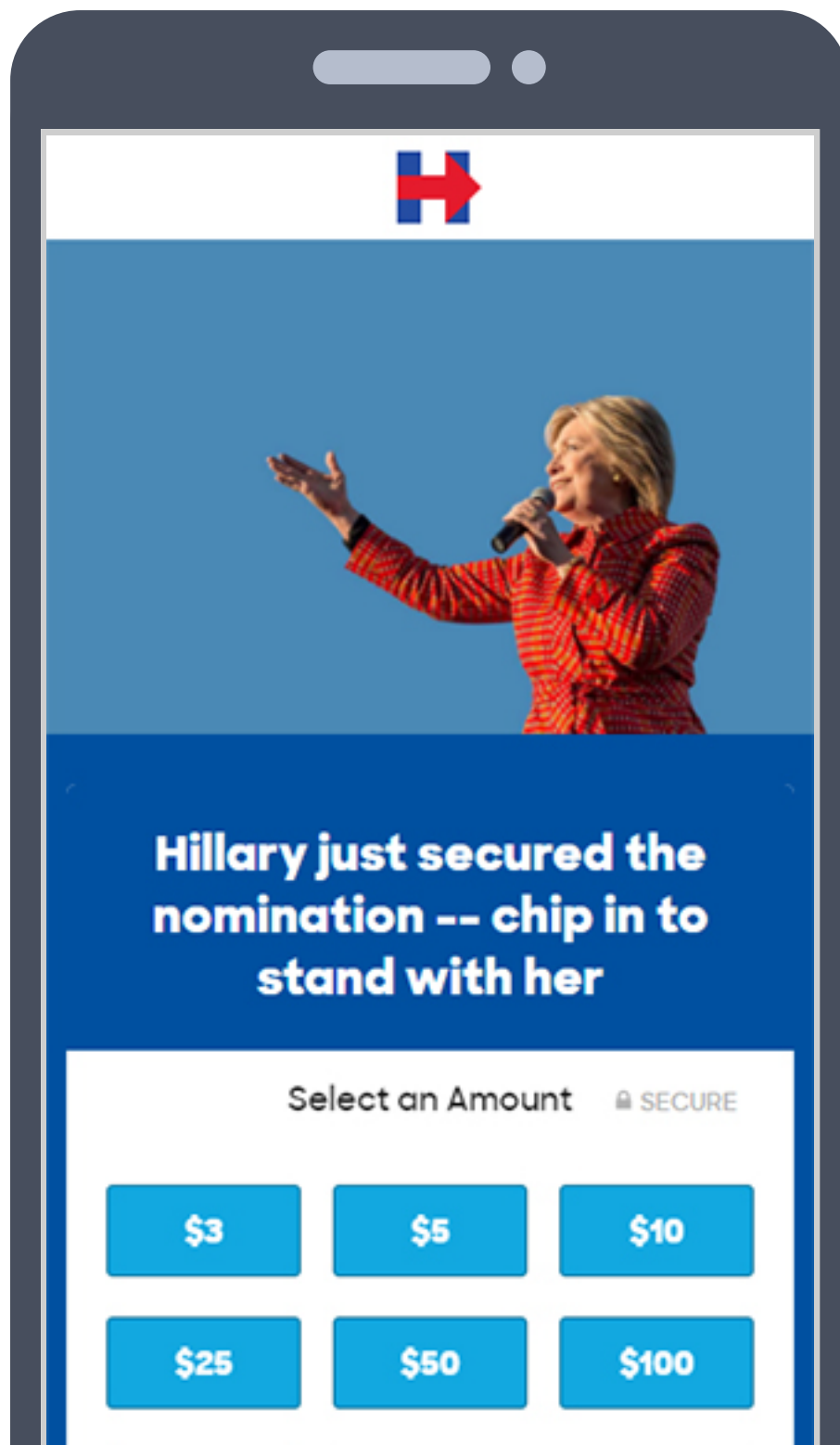
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The Strategy

Hillary's campaign was designed in an incredibly efficient four step process:

- 1) **Instant Lead** - Once you text in the keyword HFA, you are instantly opted-in to their SMS contact list
- 2) **Get Details** - Without sounding too intrusive, Hillary now has your email, and knows where your voting district is. She can now send you district-specific information
- 3) **Personalise Lead** - Now all your text messages will be personalised with your name
- 4) **Convert Lead** - Once you click on link: <http://hrc.ms/fx/349cif> - you will reach the donation page on the left. In just four quick steps, Hillary has put herself in a prime position to convert you as supporter.

This is just one of the many SMS strategies that Hillary has implemented throughout her presidential campaign.




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The Strategy

To get the word out, and to make her campaigns even more district specific, Hillary decided to launch Twitter accounts for each major voting district.

 **Hillary for PA** @HillaryforPA · Jun 16
Text PA to 47246 to be the first of your friends to find out when **Hillary** is coming to town! #proudtobePA



 **Hillary for Iowa** @HillaryforIA · 2h
Be the first to know when **Hillary**'s in your area. Text IA to 47246 for updates.

