

**TOP WAYS TO
USE DIGITAL** FOR
YOUR

EU advocacy campaigns



HOW TO MASTER **DIGITAL COMMUNICATION** TO COMPLEMENT YOUR TRADITIONAL ADVOCACY STRATEGY – IN 9 STEPS.

Does your EU company or organisation need to bring its advocacy game to the next level? Want to discover, reach, and engage with stakeholders in an increasingly digital way? Then this guide is for you.

To all regulatory experts and lobbyists out there: it's not about replacing "traditional" lobbying, because we believe that the human, personal and live touch continues to be vital for communicating important messages. No, digital techniques are about **complementing** traditional ways to make your advocacy strategy more multi-channelled, more fluid and more efficient.

**WITH THAT IN MIND,
FOLLOW THESE 9 STEPS TO TAKE
YOUR EFFORTS TO THE NEXT LEVEL.**





1 KNOWLEDGE IS POWER:

Complement your industry expertise with online eyes and ears. Depending on platform used, topic, hashtag, or trend monitoring are all potential avenues to find new info, new people or groups to engage with, or other opportunities that would have otherwise been missed. This intelligence monitoring will inform you of what the talk of the town is, what other stakeholders speak of, and what they are doing. Depending on your needs it can be done on a daily, weekly, or monthly basis.





2

DRAW THE MAP BEFORE YOU HUNT FOR THE TREASURE:

Map out all stakeholders, where they stand, and gain a clear overview of the terrain you're operating in - whether they are institutional actors, governments, private industry, civil society, press or the general public. Make sure you've got all your bases covered before you navigate the turbulent waters of policymaking!





3 AIM YOUR MESSAGE(S) AT THE RIGHT TARGETS, ONLINE AND OFFLINE:

Identify and prioritise your key audiences to determine the best means of communicating for each one. This will ensure you're broadcasting where and when they're listening.





4

DEVELOP YOUR ADVOCACY SUPPORT DOCUMENTS:

Centralise your key arguments, facts and data, and individualise them according to your audiences and channels. Adapting your message to the digital age will be key to making the message stand out. Great design is not only visually pleasing, but logical and helps bring the message across. This makes sure your policy papers, briefs and visual assets get picked up by policymakers and the press.





5 CHALLENGE YOUR TACTICS AND METHOD:

With your content ready, think about how to deliver it. Are hybrid/virtual events the best way to engage with people in your area of expertise? Or would videos work best? GIFs? Newsletters? Podcasts? Or rather textual documents? Or a combination of all those things? Keep in mind that the range of possibilities is so much wider than just PDF position papers. Finally, when you do create those position papers, great design makes all the difference.



6 ENGAGE WITH YOUR TARGET GO GET THEM, TIGER!

Digital techniques are all about finding, reaching, and engaging with new audiences in new ways. You can't forget the old methods entirely, however. In-person meetings and calls, letters & print material, advertising at bus stops, social media campaigns, and SEO optimized landing pages, to name but a few: a multi-channelled, tailor-made and industry-specific approach is the state-of-the-art way of engaging with your audience.



7 PREPARE YOURSELVES FOR THE NITTY-GRITTY WORK & ANALYSIS:

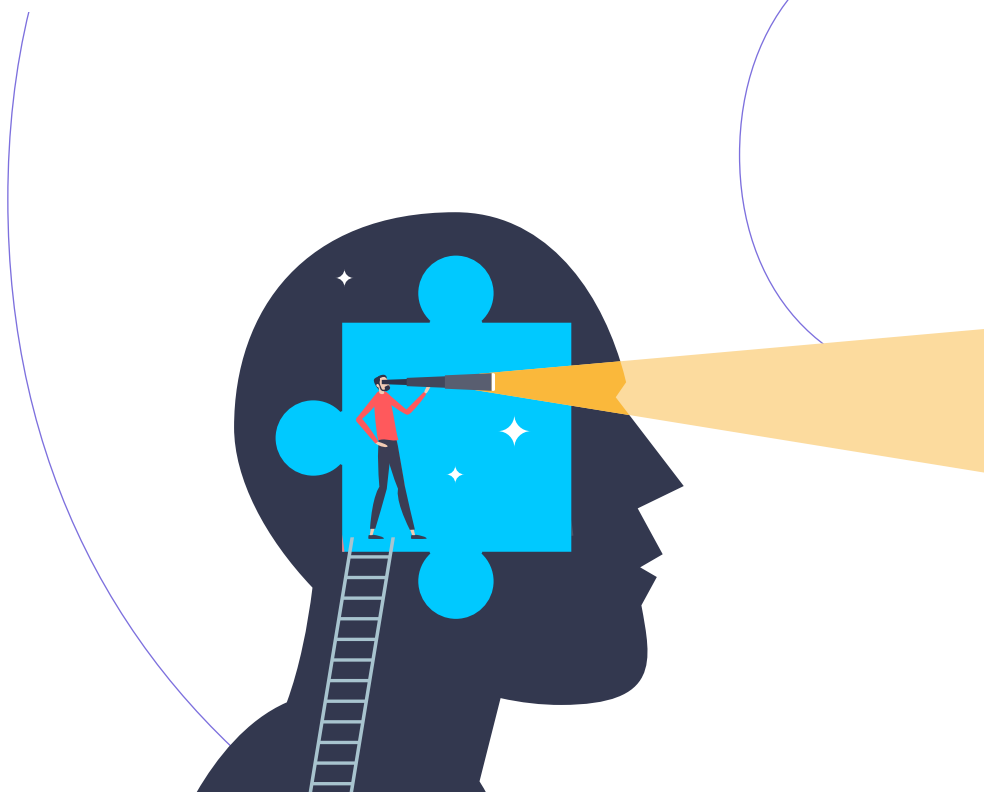
Success will always require (wo)manpower and brainpower, especially in moments like after the European Commission publishes a proposal and the ordinary legislative procedure kicks off. This is the moment to pool some of that power with an experienced analytics teams to plough through the mass of data, amendments or pages of proposed legal texts. The early bird gets the worm – or, in this case, a timely reaction gets the engagement and communication success.





8 ENHANCE YOUR BRAINPOWER WITH A STRATEGIC VIEW:

Do you need ad-hoc support during the hottest phases? Perhaps you need a fresh mind and some out-of-the-box input? An external view often pays dividends, to get a fresh take on the situation. Consult with cross-industry policy specialists that can complement your experience and even reinforce your advocacy on the field.





9

IMPACT THE POLICYMAKING PROCESS IN A LASTING WAY:

Today could be the start of creating your legacy, and you can use digital channels to leave this lasting impact. Establish your credibility offline, but also online to turn yourself or your organisation into an authority. This will pay dividends when new upcoming files and negotiations come. Build your reputation and set yourself up for success, looking towards the future!



NEED MORE SUPPORT?

HERE AT ZN, OUR HYPERTHINKERS HAVE MORE THAN **24 YEARS OF EXPERIENCE IN DIGITAL ADVOCACY,**

Creating (and deploying!) comprehensive digital strategies for clients such as Coca-Cola Public Policy EU, FEFCO, UPS EU, Pfizer EU Policy, and more.

We'd love to accompany you on this road and in the creation of an industry-specific and tailor-made approach to convey your messages.



ZN ARE ALSO EXPERT AT BREAKING DOWN COMPLEX ISSUES AND ASSISTING WITH SPECIFIC COMPONENTS YOU NEED.

ZN

SEND AN EMAIL TO

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so we can plan a video meeting to discuss your needs.

OneStepAhead