

# SMARTCHECKR CONSULTING GROUP

## Introduction

Smartcheckr has combined the best techniques from polling, data mining, search technology and social media to create a new, cost-effective way to engage voters and win elections.

**Old Paradigm:** Target individuals to (maybe) get their fundraising dollars or their vote.

**Smartcheckr Paradigm:** Engage each voter and small-dollar donor in a unique customer experience that results in a committed supporter who donates to the campaign or turns out on Election Day.

### Smartcheckr's Four Technological Keys to Electoral Success:

1 - Enriched Voter/Donor Profiles: Our proprietary search system can generate highly refined and reliable voter profiles covering public issues, lifestyle, professional interests, religion and family.

2 - Hyper-Polling: From these articulated voter lists, Smartcheckr creates a large online community of voters who can be polled via email, texts or social media on a continuous "high-touch" basis throughout the campaign year ... at a small fraction of the cost of a conventional poll.

3 - Micro-Targeted Voter Outreach: Through its enriched profiling and polling processes, Smartcheckr creates a micro-targeted voter outreach campaign that communicates with groups of voters based on their interest in specific issues and/or their concerns regarding family, profession, community, etc. This carefully managed process is designed to create a special relationship between the voter and the candidate over the course of the campaign year.

4 - Digital Content Creation/Optimization: Using Smartcheckr's data analytics capabilities, Smartcheckr provides campaign with content/message creation and digital (Facebook) ad buys in order to more efficiently target donors and voters with messages that will produce results (in the form of donations, e-mail subscriptions, Facebook likes, et cetera).

5 - Extreme Opposition Research: Through our proprietary social-media search technology and our ability to access unconventional databases, Smartcheckr and its corps of professional researchers can generate opposition research that can fundamentally alter the dynamics of a political race.

## INITIAL TRIAL

### Smartcheckr Consulting Group proposes to provide the following initial trial run

#### Donor List Development

1 - Further development and enhancement of nationwide database of likely Paul Nehlen donors to be constructed using Paul's e-mail list, the L2 voter data, and other sources.

2 - From this database, Smartcheckr will create a community of engaged voters/donors with whom the campaign will target with digital ad buys on Facebook to develop issues-based messaging that will drive donations and digital engagement with the campaign.

3 - Using its proprietary search and facial recognition technology, Smartcheckr will develop highly refined data and analysis of Nehlen's e-mail list and the L2 database unavailable through conventional research. For example, Smartcheckr will analyze each voter's social media and other data to gauge their views regarding:

- Jobs & the Economy
- Social & Cultural Issues & Immigration
- Education
- Crime
- Corruption and Outsider Messaging (Drain the Swamp, Term Limits, et cetera)

4 - From this highly granular data, Smartcheckr will identify donor subgroups (based on demographics, socio-economics, issues, etc.) that the campaign can then micro-target through its social-media and conventional advertising.

5 - Initial ad campaign test on Facebook to test the efficacy of different messages and images targeting different subgroups.

6 - The campaign will also be provided with analysis detailing the following:

- Likely contributors
- Likely repeat contributors
- Likely volunteers

**Fee: \$500 for One Month Plus Initial Trial Ad Spend (\$5000 ad spend highly recommended)**

**GOAL: Raise additional money with a positive ROI from new donor sources**

## **Additional Services**

### **Smartcheckr Consulting Group proposes to provide the following social-media, polling, voter-engagement & opposition research services for Paul Nehlen's 2018 congressional campaign**

Voter List Development, Voter Analysis & Longitudinal Polling

1 - Development of district-wide database of likely Paul Nehlen voters.

2 - From this database, Smartcheckr will create a community of engaged voters with whom the campaign can communicate on a virtual daily basis. This communications platform would function as an interactive, continuously updated/longitudinal, real-time poll that elicits voter views on issues of the moment.

3 - Using its proprietary search and facial recognition technology, Smartcheckr will develop highly refined data and analysis of the district's voter population unavailable through conventional polling research. For example, Smartcheckr will analyze each voter's social media and other data to gauge their views regarding:

- Jobs & the Economy
- Social & Cultural Issues & Immigration
- Education
- Crime
- Corruption and Outsider Messaging (Drain the Swamp, Term Limits, et cetera)

4 - From this highly granular data, Smartcheckr will identify voter subgroups (based on demographics, socio-economics, issues, etc.) that the campaign can then micro-target through its social-media and conventional advertising.

5 - The campaign will also be provided with analysis of voter lists detailing the following:

- Likely volunteers
- Prime voters for Primary Day
- Prime voters for Election Day

6 - All of this is in addition to the ongoing fundraising effort as described in the Initial Trial.

Note: Since people tend to reveal their true selves through social media, Smartcheckr's unique analytical model will produce a far more accurate assessment of voter concerns, values and beliefs than can be determined through traditional polling.

Opposition Research Through its social-media search technology and its ability to access unconventional databases, Smartcheckr will produce research on Paul Nehlen's opponents, their staffs, consultants and key contributors, including the following:

- Criminal History
- Financial History/Responsibility
- Work History
- Legal/Litigation History
- Residential & Travel history
- Political History (including past political donations and voting record)
- Evidence of Fraud
- Affiliation with Violence

**Fee: \$2,500/Month**