



Voter Modeling & Targeting Services for U.S. Congressional Democratic Campaigns powered by Ken Christensen

Ken Christensen, CEO of The Politics Company Inc., announces Voter Modeling & Targeting services for U.S. Congressional Democratic Campaigns

WASHINGTON, DC, UNITED STATES, November 23, 2017 /EINPresswire.com/ -- [Ken Christensen](#) stated, "Voter modeling and targeting will be an essential tool in a Democratic congressional candidate's campaign toolbox. Developing a targeted universe of likely persuadable voters with demographics and contact information is key to a voter data driven campaign and absolutely essential to helping make Democratic congressional campaigns competitive in the 2018 election cycle."

The Politics Company Inc. now offers voter modeling and targeting services to U.S. Congressional Democratic campaigns for the 2018 Democratic primaries and the general election.

It is important for a Democratic congressional campaign to have an experienced voter modeling and targeting strategist so the creation of the universe of persuadable voters is done professionally.

Once the targeted universe of persuadable voters has been chosen the campaign can start to market and brand the candidate using various micro marketing mediums. The campaign should engage the targeted voters through an early direct voter contact grassroots volunteer door-to-door and phone banking outreach effort as well as using social media, targeted digital advertising and direct mail to connect with voters.

Ken Christensen is the CEO of The Politics Company Inc., a Washington, D.C. based Democratic political and fundraising consulting firm.

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