

GOVERNMENT AND PUBLIC OFFICE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Can you name the capitals of these countries?
- Choose a rally you would participate in and we'll guess an issue you would be interested in.
- Poll: Which party will win the next elections?
- Which local office should you file XYZ complaint at?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Can you pass the US citizenship test](#)
- [State capitals quiz](#)
- [Are you ready for the NSW election?](#)
- [Election fake news quiz!](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which polling app should you use?
- Which Government initiative should you invest in based on the changes you want to see in the world.
- What are the best law firms to mount a legal challenge to a law?
- Which lobbying agency is best for you?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- Cost of your time invested in getting a passport.
- Which President's healthcare plan has the best ROI?
- How much money do you save by using the Govt. Money transfer app vs. the private ones eg. Paypal

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- What is the cost of studying at top Govt. institutions?
- How much do you save by traveling with public transportation rather than private vehicles?
- What is ROI of buying Government sanctioned land?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- How much money do you save after applying for a loan from a state owned bank vs. a private bank?
- What is the ROI difference between Government colleges and Private universities?



GROWING **MQL**