How Sibyl Helps Political Campaigns
Use Case Story

The Story

Running a political campaign can be a time consuming and costly investment. With a voting population across many different walks of life it's difficult to know how to reach them. Smaller, local campaigns face an additional hurdle. **Finding the right content** for your audience can be tricky in a very noisy social media, where relevant content are key.

The Sibyl Advantage

Sibyl is able to cut through the noise and target specific audiences with perfect, compelling content. Uncover content that's specific to your area and meaningful to your audience's interests and concerns. Quickly and efficiently, you can scope multiple area and amplify your message with relevant content.

"We were able to find the right audiences and identify the most fitting content to amplify our message."

Better Engagements with Relevant Content

19.5% Follower Growth

118
Before Sibyl

141
1-month on Sibyl

Increased Active Support

50% Less
Negative Sentiment

41% More
Positive Sentiment

Quality Social Media Support

The Sibyl platform was set up for a local City Council candidate. Over the course of the campaign, Sibyl was valuable in gaining followers and improving active support. Since Sibyl was able to find similar content to the Candidate's existing account, it saved on time in finding relevant content to local audience that drives votes. Sibyl was able to integrate easily into the already established workflow for the campaign and deliver better engagements and more followers.

The Final Word

Campaigns looking to fully leverage social media to drive awareness to issues and candidates will need to utilize advanced platforms. The complex nature of politics, with so much competing information vying for attention is an environment where Sibyl's unique ability to build support through compelling content is truly valuable.

"Sibyl allowed us to target our social listening without wasting time. We were able to isolate the most pertinent social media content without all the noise. It is possible to do this manually, but Sibyl allowed us to save 75% search time." VP of Campaign Marketing Strategy

For a live demo of Sibyl email us at *info@meetsibyl.com*