

Cross-Channel Success

Torchlite is Proven Ideal Running Mate for Digital Marketing Success

CHALLENGE

In a turbulent election season, the media spotlight is focused on the national president hopefuls, leaving candidates at the local level in the shadows. [PoliticalBank](#) aims to bring these local candidates to the forefront through its platform that matches voters with local politicians running for office who share their ideologies. Their platform also serves as a campaign website creation tool for both incumbent elected officials and aspiring grassroots politicians.

SOLUTION

PoliticalBank partnered with Torchlite to gain access to their dedicated network of digital marketing and social media experts to establish and execute a strategy that would directly help PoliticalBank increase registrations and drive platform engagement.

RESULTS

PoliticalBank's digital marketing success has revealed Torchlite as an ideal running mate:

A DIGITAL TRANSFORMATION

"Torchlite completely transformed the way our company approached digital marketing. Since coming onboard, the combination of talent and technology has increased our web traffic and leads significantly. But what I like most about Torchlite is the sense of partnership—that we're in this together—and the Torchlite team is willing to do what is necessary to get the job done."

Adam Berry

Co-Founder & CEO, PoliticalBank

1200%

increase in
registrations

19%

increase in Facebook
page engagement

350,000

unique ad
impressions

55%

email open rate

1251%

increase in Twitter
followers

400%

increase in website
traffic growth

SUCCESS BY THE NUMBERS

Facebook

Torchlite has grown PoliticalBank's Facebook page by **19%** and drives fans back to the PoliticalBank website through a targeted posting strategy.

Website

In six months, PoliticalBank's website traffic has increased by **400%**, allowing them to retain, register and inform more voters. The increased website traffic is directly related to a spike in candidate profiles.

Candidate Registration

Torchlite's marketing tactics increased the geographic scope of political candidates using PoliticalBank's innovative platform by **1200%** - from two to 26 states in six months.

Paid Advertising

PoliticalBank garnered nearly **350,000** unique impressions through a strategic combination of Facebook and Twitter ads, as well as a Google Adwords campaign.

Blog

Tapping into political events and trends, Torchlite contributed engaging and informative posts to PoliticalBank's blog, promoting them through social media channels to lead visitors to the site and helping to increase web traffic by **400%**.

Enhancing Candidate Recognition

One of PoliticalBank's goals is to increase candidate's name identification among voters when they cast their votes. One relatively unknown Indiana state senate candidate garnered **40%** of the vote in his district's May primary election thanks in part to Torchlite managing a paid social ad campaign that leveraged PoliticalBank's unique "share" capabilities whereby candidates can share their profile and positions across social media. The popular incumbent's previous primary opponent mustered a paltry **19%**.

Twitter

In just over six months, PoliticalBank's Twitter account has grown from **74** to more than **1,000** meaningful, organic followers.

Email Campaigns

Capitalizing on the 2016 primary election schedule, Torchlite developed a targeted email marketing campaign aimed at candidates across the country. Through extensive research, personalization, and optimization, PoliticalBank achieved email open rates as high as **55%**.

Ready to discover how Torchlite can connect you to similar results?
Learn more at torchlite.com

ABOUT TORCHLITE

Torchlite's marketplace connects businesses to a network of highly qualified and vetted digital marketing experts. Our data-driven platform provides you with full visibility into your campaign success and helps you manage all of your content, data, and approvals in one place.