# Warwickshire by election

## In person test

### **Leaflet Delivery**

 2000 receive a leaflet with a call to action QR code "Book a call with Cora." Need to set up a calenderly link with Cora's availability



 2000 receive a QR code call to action saying "SCAN HERE Join our whatsapp broadcast to stay up to date" <a href="https://form.typeform.com/to/BCNE7vvV">https://form.typeform.com/to/BCNE7vvV</a>



#### Community Distribution

 Bespoke QR Codes for with the link to the whatsapp group joining form to be added to Community placed leaflets: list of places to put leaflet up: list of notice boards, community centre, warwick town council.

# **Digital Test**

Created bespoke bit.ly tracking links to see who gets to the whatsapp group through this method.

#### Facebook advert

- Run in ward
- £50 -£100 until the election

#### Headline: Your local Labour councillors are delivering results

- 1 new bus shelter on Spinney Hill
- 2A grit bin to make scar bank bridge less slippy
- 3A new community defibrillator installed at The Gap 💖
- 4A new street light by the scout hut 4
- 5 new crash barrier by the traffic lights on Greville road
- CTA Join our whatsapp broadcast to stay up to date <a href="https://bit.ly/allsaintswoodloes1">https://bit.ly/allsaintswoodloes1</a>
- GIF:



#### Post in local facebook groups

- from local councillor Simon, Claire or Dave:
- USE simple whatsapp GIF
  - Hi all,

If you're interested in keeping up with local news and updates from the councillors in Woodlose we've got a whatsapp broadcast. Only relevant weekly updates! Click here to stay up to date.

https://bit.ly/allsaintswoodloes2

### Facebook page of the candidate

- From Cora
- Use picture of whatsapp
  - o Hi all,

If you're interested in keeping up with local news and updates from the councillors in Woodlose we've got a whatsapp broadcast. Only relevant weekly updates! Click here to sign up. <a href="https://bit.ly/allsaintswoodloes3">https://bit.ly/allsaintswoodloes3</a>

#### Instagram

• Either run ad or post from a page with a following

Headline: Your local Labour councillors are delivering results

1A new bus shelter on Spinney Hill
2A grit bin to make scar bank bridge less slippy
3A new community defibrillator installed at The Gap
4A new street light by the scout hut
5A new crash barrier by the traffic lights on Greville road

 CTA Join our whatsapp broadcast to stay up to date <a href="https://bit.ly/allsaintswoodloes4">https://bit.ly/allsaintswoodloes4</a>

GIF:



#### TikTok

- Explainer content this is what your local councillor does
- cut to being outside each thing...
  - 1 A new bus shelter on Spinney Hill
  - 2A grit bin to make scar bank bridge less slippy
  - 3A new community defibrillator installed at The Gap
  - 4A new street light by the scout hut
  - 5A new crash barrier by the traffic lights on Greville road
- end with sign up to our broadcast group to get updates
- https://bit.ly/allsaintswoodloes5

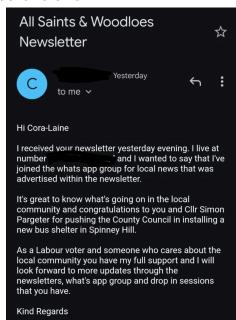
### Results

- Out of all 3500 leaflets with a Whatsapp QR code distributed, both to addresses and publicly there have been:
  - o 35 views of the form
  - o 25 individual scans of the QR code
  - o 18 starts of the form
  - o 16 completed forms
    - Out of the 16 completed forms, 9 were test forms and 7 were constituents

Out of the 7 constituent forms, 4 of them joined via a public leaflet and
 3 joined through a leaflet sent to their address

Individual scans of the QR code	25
Total views of the form	35
Started forms	18
Total completed forms	16
Test completed forms	9
Constituent completed forms	7
Constituent forms scanned from a public leaflet	4
Constituent forms scanned from an address leaflet	3

• There has been a registered positive result to the whatsapp group initiative from a constituent via email



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