

Bill Lanyon's Electoral Programme

The history of post WW2 peace and European cooperation is unique, but so are possibilities of cohesive Volt messaging cooperation across our 30 plus countries.

Sorry, but this is about marketing and communication, so I will try to keep it short and work with Simon Sinek's oldschool Why, How, What hierarchy.

To be clear, I know that Volt's communication leads and teams have been working hard on this from day one, creating guidelines and delivering lots of content. What is more, my only political marketing experience is with Volt and I have only been putting my shoulder to the wheel and observing for a couple of years.

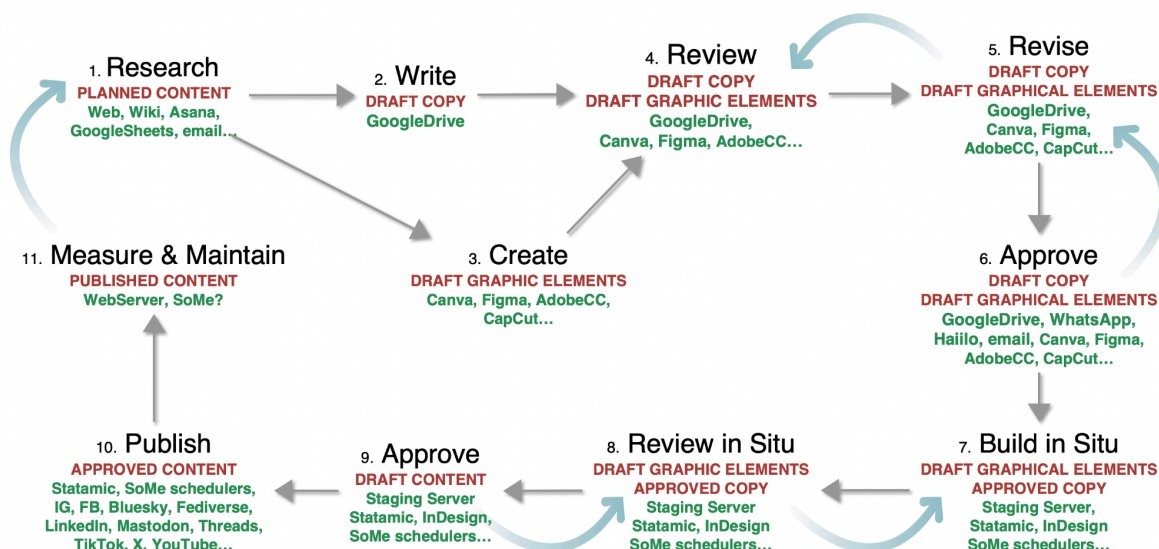
Why brands automate

Brand value is only ever built on a brand's cumulative positive customer experiences; every touchpoint, interaction, communication, conversation and peer recommendation really counts.

Smart brands today are talking to individuals, not just to markets or groups and segments of customers. To be relevant, we have to rise above the maddening noise, by actually delivering engaging content to the right targets, effectively.

The path to our movement's political success demands a targeted communication strategy paved with a lot of compelling content. But it only hangs together if you don't drop the ball at any point of our customer's experience that curtails their journey.

To properly leverage the value of our hundreds of web properties, we need a compelling multichannel customer experience that combines process logic and great creativity (that is the one aspect of communication that has not changed), with the ability to deliver quality content at scale. For Volt, with our policies, campaigns and languages this is impossible to achieve the old manual way mainly driven by volunteer teams alone:



The first critical step is designing and building a virtual production hub to leverage the economies of scale available to us today in digital content creation, translation, repurposing and distribution.

This kind of production machine will also help us harness the motivations of our existing Volters by making it easier for individuals and groups to convert their desire to help into productive communication action.

Guidelines are frequently only distributed as PDFs, making them hard to maintain, update and enforce. When communications are produced individually, especially by disparate suppliers, guidelines are easy to circumvent. When they are created using templates and taking advantage of digital automation, guidelines can be enforced, returning control to the brand.

To stand out, you must get relevant and compelling content to the right eyes at the right time. This customer experience has to be running 24/7, because the consumer now decides when they are ready to buy.

Many processes and inputs are required to create any piece of marketing collateral. Centralising content into variable templates helps reduce the need for repeated work. This eliminates redundancy, speeds time to market, slashes costs and guarantees brand consistency.

Experiences should be designed in advance to support the customer journeys, to trigger engagement and deliver us members and voters. This means centralised content control, driven by data and constant monitoring using a central Customer Relationship Management system (CiviCRM), to help optimise onboarding and retention.

How? Return on our intelligence (ROI) and knowing what to tackle first

Our organisational growth and success depend on our ability to change, because the environment that Volt competes in will never stop changing. And a roadmap is no use if you don't know where we are going.

We need to define our objectives, then talk, collaborate, learn and document the issues & opportunities. And do all that as fast as possible. Understand the problems. Manage the logic, data and content. But delivering solutions quickly is what counts. So we need a prioritised roadmap that shows us the best route to where we want to be.

Agile marketing wisely takes its inspiration from Agile development and it values:

- Responding to change versus following a plan
- Experiments and rapid iterations versus a few large assumptions
- Empirical data versus theoretical opinions and conventional ideas
- Individuals and collaboration versus silos and hierarchy

We will need to decide how we handle renting the necessary SAAS technology and justify the budget we will need to pay for it and few key human resources to make it fly.

- User experience: easy on ramp; simple task performance and reporting.
- Scalability: cloud based; reliable; secure and actively maintained; easily integrated.
- Cost: relative cost vs. performance, e.g. not paying for features you won't use; cheap or free testing, followed by usage based fees.

What? It is a just a process and not rocket science, but gaps can mean failure

There are pretty much just three reasons to do anything in an organisation to really compete today. And communication automation can help with all three of them.

1. Minimising risk
 - a. Templating: brand, legal & regulatory compliance.
 - b. Controlling: enterprise-wide on-message communication.
 - c. Devolving: supporting an empowered channel with approved content.
2. Saving money
 - a. Centralising: managed, coherent & available content on & off-line.
 - b. Driving efficiency: self-service & redundancy elimination.
 - c. Optimising: faster time to market.
3. Reaching goals
 - a. Targeting: variable, data-driven and segmented.
 - b. Personalising & Customising: one:one engagement and variable content.
 - c. Localising: maximising international communications reach

And in summary the idea is just a 12 step programme ;)

1. Clarify value propositions
2. Make one message map
3. Identify buyer personas
4. Define your buyer journey
5. Stay one step ahead
6. Build touchpoint workflow
7. Follow leads like Sherlock
8. Run a dynamic funnel
9. Nurture all stalled leads
10. Collaborate & learn
11. Visualise to see the way
12. Take small steps & iterate

In conclusion, I think that these are just mainstream ideas, but that it might be crucial to apply them to our communication needs soon. At this stage of Volt's political evolution on our European stage and at this precise moment in the global geopolitical context, being able to make some big noise might make a big difference, right?

(956 words)

Addendum: Federating European Communication Projects

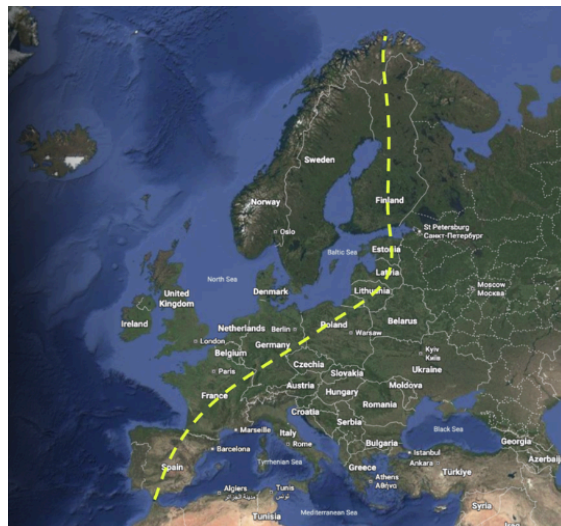
I think we might be seriously undervaluing the potential of well planned, produced, communicated and even mediatised Volt projects, and we are not resourcing them properly. Again, I have to say here that I'm not an expert in our finances and how we choose to allocate our Volt resources.

An interesting example I have come across would be the recently initiated Amine Kessaci & Davide D'Errico mafia-centred documentary project with interviews in Marseille and Naples and local association linking. Another would be a Volt France idea to connect with [Arte.tv](https://www.arte.tv) and explore a democracy supporting partnership with our French and German teams.

I see two other potential short term possibilities that I would like to highlight here please.

The first is the potential Volt sponsorship and activist engagement opportunity presented by [Sarah Ruggin](#)'s cycle challenge called [One way North](#). I learnt of her attempt starting in Tarifa on the 5th of June 2026 via a family connection to a member of her support crew, but have struggled to engage with her sponsorship team so far.

I see this as a useful way of driving a bunch of local Volt support and interaction on the whole route; while sourcing video rushes from day starts, nonexistent border crossings and day finishes surrounded by Volters. The engagement we could drive with a two week sequence of prepared Volt content streamed into our channels, from Spain, via France, Germany, Poland, Lithuania, Latvia, Estonia, Finland.. to arrive in Norway... might be an interesting idea, to try and act on quickly.



A second idea is a careful and agreed repackaging of Reiner van Lanschot's fine book 'We are Europe' into an step-by-step educational, web experience with evocative graphics, detailed interactive data visualisations and external links for further reading. Stages and excerpts could then be packaged as short text ads to drive traffic from Social Media.