

# Microinfluencers are the key to the 2024 elections.

People are a campaign's most powerful storytellers.

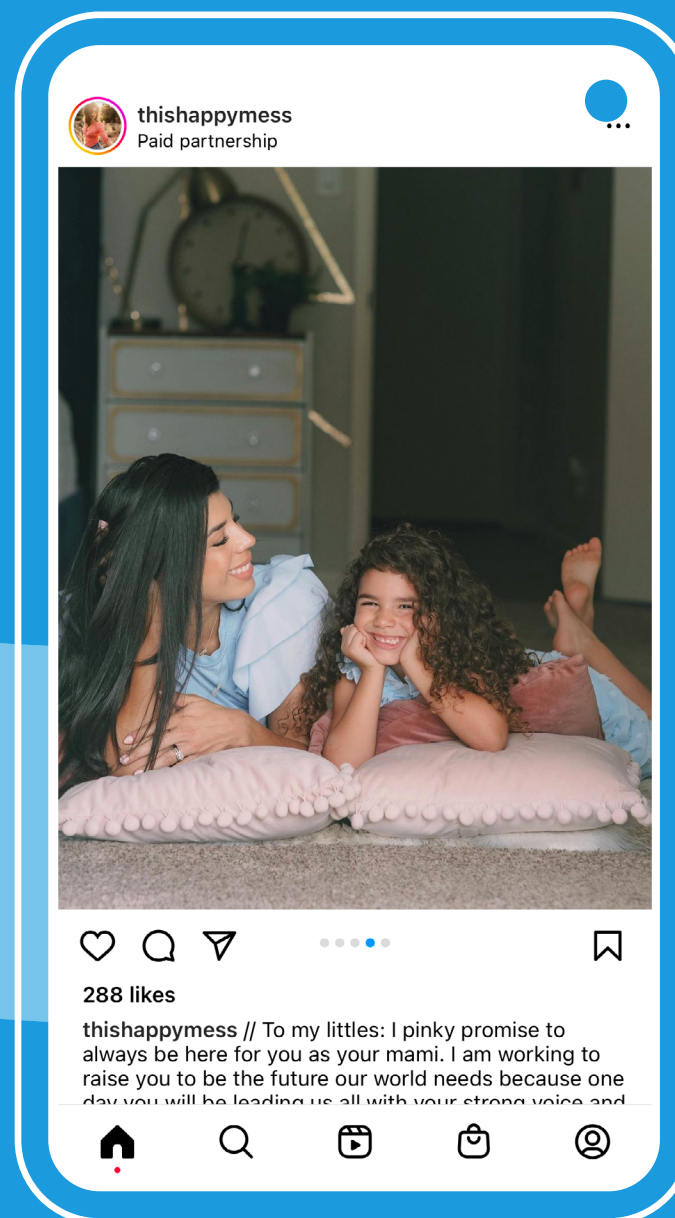
**people first**

*a Higher Ground Labs company*



**We pioneered microinfluencer campaigns for political campaigns.**

**Latina moms in  
Nevada, Arizona,  
and Colorado  
promising to  
protect the  
environment for  
their kids**



**Voters sharing personal experiences  
is campaign persuasion at its best.**

Microinfluencer content will be a deciding factor in the 2024 election. Spending on influencer content is expected to at least double in 2024 elections.

***“Turning out young voters has never been easy ... a winning strategy for marshaling Gen Z: microinfluencers.”***

— Campaigns & Elections

Commissioned  
**15,000**

posts and videos in  
recent elections.

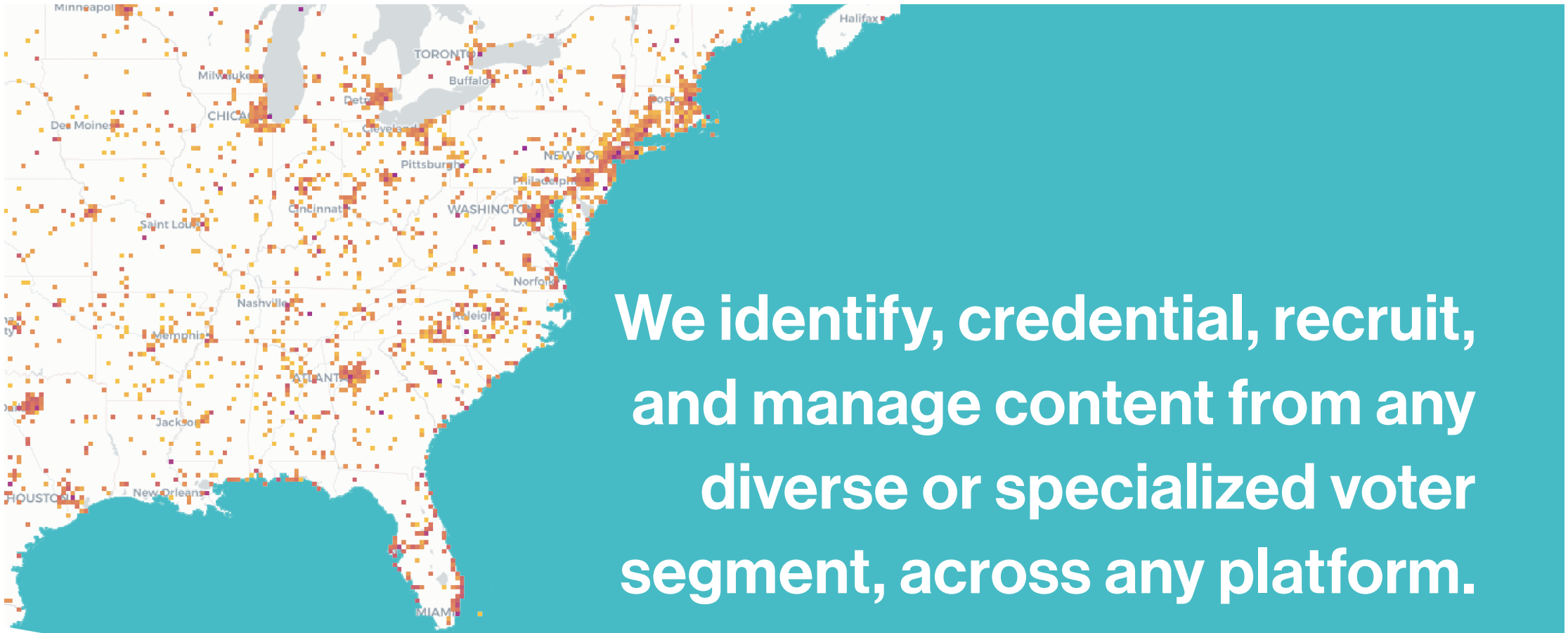
College athletes  
getting out the  
vote for Governor  
Tony Evers





**Our approach to digital  
relational organizing is simple.**

We recruit the longtail beyond the  
usual suspects.



We identify, credential, recruit,  
and manage content from any  
diverse or specialized voter  
segment, across any platform.



These personal and local narratives can win more votes than traditional campaign content.



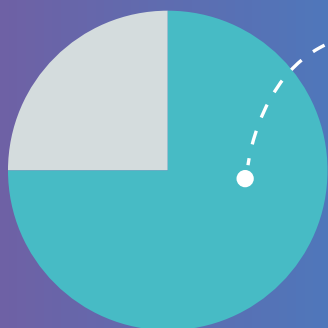
People don't trust politicians, the media, or ads — they trust each other.

# Voters have the power to change the narrative.

During the 2022 midterms, creators shared messages of support for seven incumbent Congresswomen with their local communities. Our post-campaign study found:



**Microinfluencer content can reach undecided voters, with 55% of respondents initially having a neutral opinion of the candidate.**



**75% of voters that had a neutral opinion of the candidate prior to seeing the content said they learned something new about the candidate.**



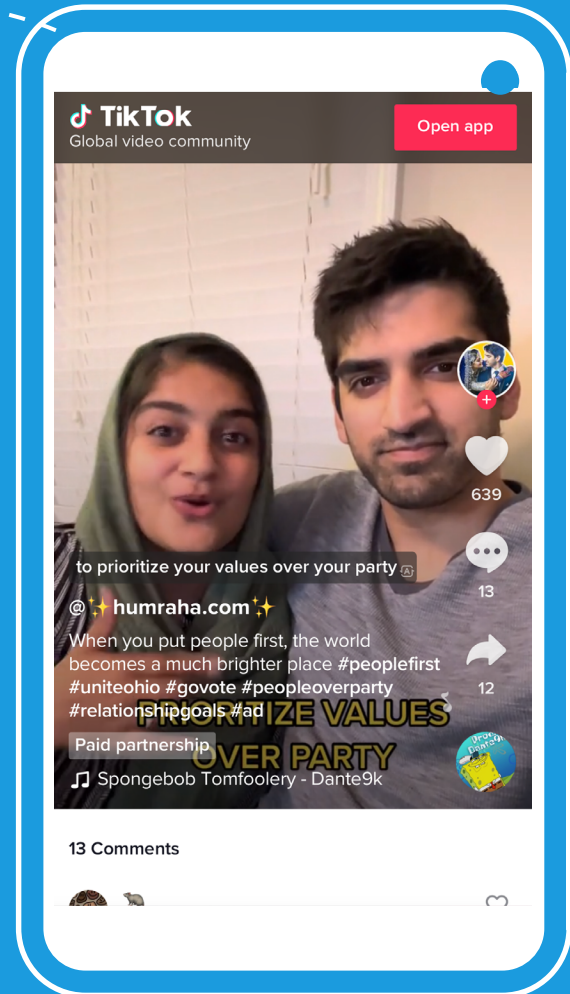
**Message recall was 46% higher for social media users that saw the peer-to-peer content.**



**Split ticket voters in Ohio**

**putting people**

**over party**



♡    💬    ↴

Liked by **thefashionadmin** and **others**

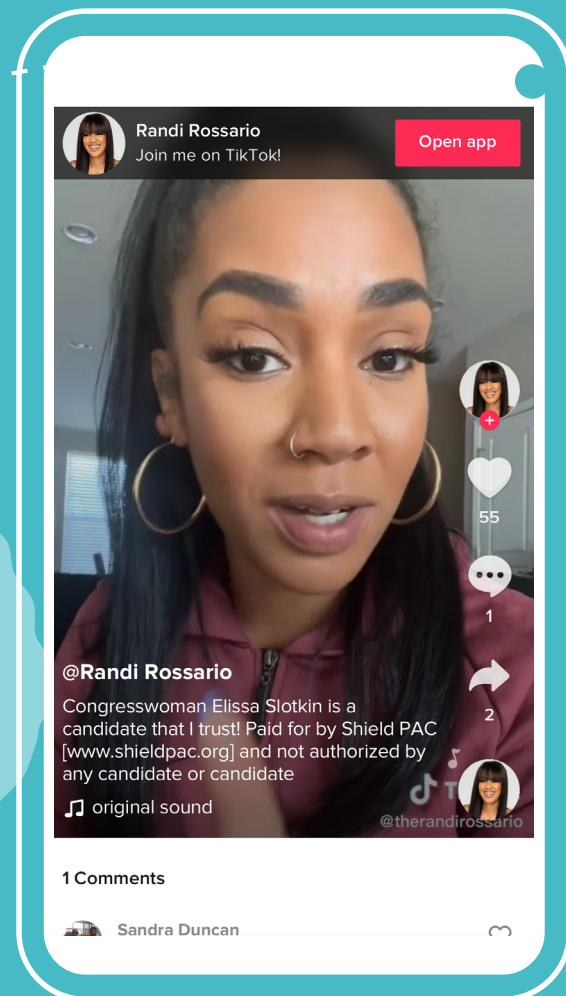
**bphillyphotography** Raising a family in Philadelphia has become increasingly more challenging as gun violence is at an all time high. There are days I fear taking my kids outside to play, I fear walking them through the city to a playground, I am scared to have them in crowded areas or at large events, because I fear for their safety. No matter where you are in the city of Philadelphia, you are at risk of being the victim of gun violence.

This city is in dire need of better gun reform, and we need a leader who wants better gun control. We need someone who wants to keep our families and children safe, and we need them now.

The elections coming up on November 8th are SO important. It's our chance to start making necessary changes for the people we love and for each other. As Attorney General, Josh Shapiro has made strides for gun safety laws. He has

Moms voting for  
**gun safety in  
Pennsylvania**

Michiganders share  
the importance  
of voting for  
community safety



Wisconsin voters  
defending  
women's rights  
in the Supreme  
Court race

Getting out the  
vote for change  
in Georgia



We can find  
the right voter  
segment to deliver  
your campaign  
message.



**“The perfect  
complement to our  
TV buys.”**

*– Village Square*



# Our partners:



Make sure people are a part  
of your campaign strategy.

**Let's win what's next together.**

**info@peoplefirst.cc**

**people first**