people first

Real People are 2024's best campaign messengers.

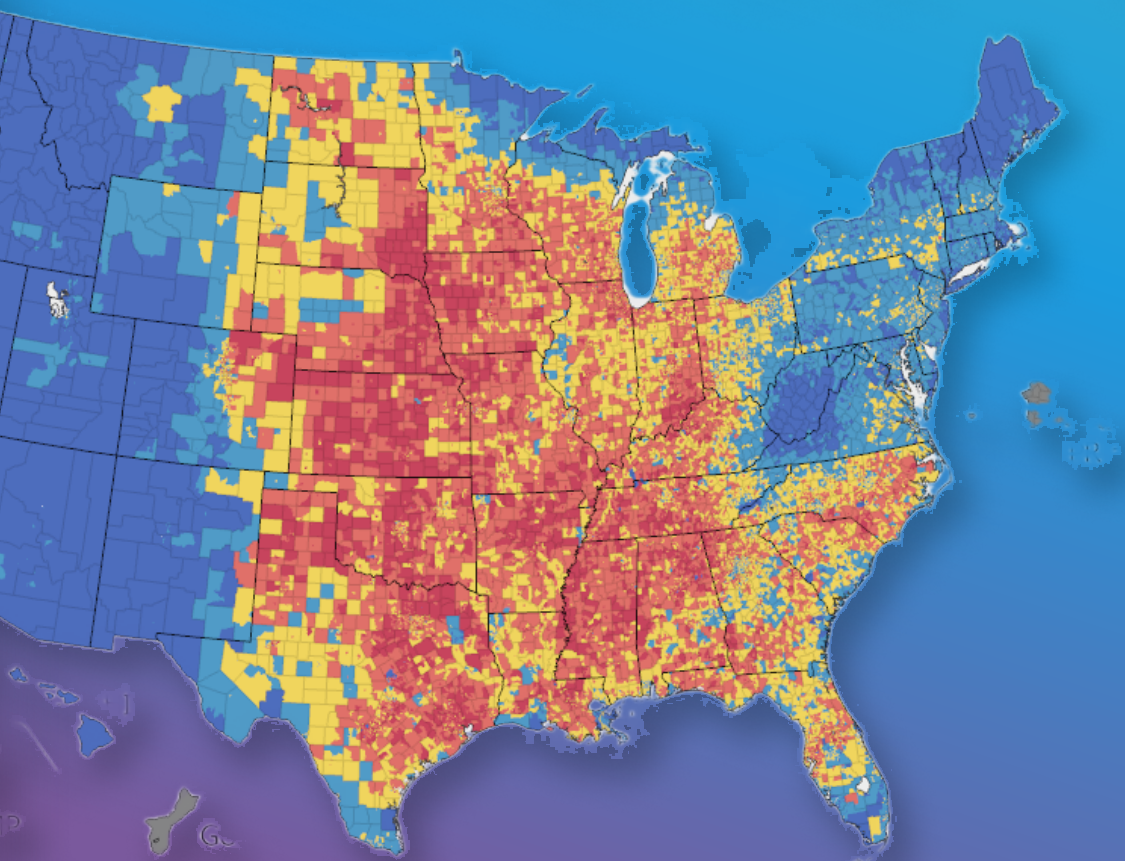# We are reaching beyond influencer marketing to *connect with voters.*

When we hand over the mic to real people, we establish authentic means of connection with your target audiences. This is campaign persuasion at its best.

People First are the trailblazers of influencer campaigns for politics. We employ digital relational organizing and cutting-edge technology to produce precise voter connected messages.

We identify, authenticate, and source messages from diverse or specialized voter segments across all geographies and platforms, coming from creators with audiences ranging from 2,000 to millions.

These *personal, local narratives* win more votes than traditional campaign content.

	Industry Standard	people first
Cost per engagement	$.70	$.41
Engagement Rate	1.42%	6.4%
Clickthrough Rate	0.9%	2.77%

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

Make sure people are a part of your 2024 campaign strategy.
Let's win what's next together.

info@peoplefirst.cc

ASIAN TEXANS FOR JUSTICE

A BETTER WISCONSIN * TOGETHER *

DEMOCRATIC ATTORNEYS GENERAL ASSOCIATION

THE HUB PROJECT

BIDEN HARRIS

CAP

FAIR FIGHT

WELCOME PAC

PROGRESS GEORGIA

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LATINO VICTORY

TONY FOR WISCONSIN