

# Survey & Ballot Systems: Digital Strategy Audit

Audit and strategy for Survey & Ballot Systems (SBS), a leader in providing secure, compliant voting solutions for member-based organisations. This presentation examines SBS's current digital presence and offers strategic recommendations to enhance visibility, engagement, and lead generation.

I'll explore website offerings, social media performance, content strategy recommendations, and identify key areas where our expertise can drive meaningful results for your business.

 by Erica Ogbebor





# Website & Offering Audit

## Full-service Voting Solutions

Online, paper, hybrid, real-time voting, and DIY software options (self-managed or fully managed)

## Security & Compliance

SOC-2-level infrastructure, routine penetration testing, disaster recovery, and co-located data centers

## Chain-of-custody & Audit

On-staff statistician, mail tracking, and comprehensive project audits

## Industry-specific Suites

Tailored solutions for unions, cooperatives, credit unions, HOAs, government, education, healthcare, and more

The website audit reveals strong messaging around security and compliance, with opportunities to enhance case studies and visual success metrics. While the user experience is clean and well-structured, CTAs could be improved with more interactive content. The resource library is comprehensive but could be more prominently featured.



# Social Media Audit



## LinkedIn

Professional relevancy excellent for B2B targeting, but refresh rate appears low with posts largely limited to blogs and webinars showing low engagement metrics.



## Facebook

Appeals to broad demographic and ideal for community engagement, but suffers from low posting frequency and limited content variety (mostly service promos with limited visuals).



## X (Twitter)

Ideal platform for real-time updates and thought leadership, but currently shows low volume with no consistent hashtag strategy and minimal engagement.



## YouTube

Has established channel with recorded webinars, but low subscriber count and lacks consistent series or shorter content formats.

# Content Strategy Recommendations



I recommend building content around four core pillars: Education (tutorials, explainers), Thought Leadership (expert positioning), Case Studies (success metrics), and Community Engagement (Q&As, polls). Each platform requires specific tactics, from LinkedIn's professional focus to YouTube's "QuickCast" series potential.



# Where I Can Help



## Content Execution

Design visuals, video clips, and infographics to amplify existing educational assets



## Community Engagement

Monitor channels, respond quickly, seed conversations, and convert engagement into leads



## Strategy & Analytics

Set up A/B testing, track performance metrics, and adjust strategy based on data



## Thought Leadership

Coordinate expert interviews and position SBS leaders in industry publications

My expertise spans content creation, community management, data analysis, and thought leadership development. I can help bridge the gap between SBS's comprehensive offerings and its digital presence, ensuring consistent messaging that drives engagement and generates qualified leads.

# Summary & Next Steps

100%

Secure Voting

Comprehensive, highly secure voting portfolio

4

Content Pillars

Education, Thought Leadership, Case Studies, Community

3-4x

Weekly Posts

Recommended LinkedIn/X posting frequency

SBS offers a comprehensive, highly secure, audited voting portfolio tailored for member-based organisations. While current social activity is low, there's strong potential in optimising presence across platforms through structured content pillars and platform-specific tactics.

The primary gap lies in design and execution across formats, active community management, and data-driven optimisation areas where my expertise can deliver significant value to elevate SBS's digital presence and drive business results.

