

2024 U.S. Election Content Campaign

Multinational Content-Driven Technology Conglomerate | Content
Strategy & Campaign Marketing | Tax & Accounting

•Role: Content Strategist & Lead

—Overview

In the lead-up to the 2024 U.S. presidential election, tax and accounting professionals faced mounting uncertainty about potential legislative changes that could significantly affect how they serve their clients. A critical opportunity emerged: become the definitive, trusted resource for professionals navigating this uncertainty—and be first to market with analysis the moment results were in.

This campaign spanned the full content ecosystem, from ungated thought leadership to gated premium assets, and required coordinating strategy across product, SEO, design, demand generation, and external partners.

—The Challenge

Tax and accounting professionals needed clarity amid ambiguity. With multiple possible election outcomes, each carrying different legislative implications, the standard content playbook—publish after the fact—wasn't good enough. The audience needed:

- ◆ Timely, scenario-specific guidance they could act on immediately
- ◆ Trusted analysis from credible voices, not generic coverage
- ◆ A clear path from awareness and education to the tools that could help them advise their own clients

The internal challenge was equally complex: producing high-quality, outcome-specific content

before the outcome was known, across multiple formats, multiple teams, and a hard deadline set by election night.

—My Role & Strategy

I led the content strategy for this campaign and served as the connective tissue across every team involved. My responsibilities included:

- ◆ Defining the content architecture: what assets to create, in what format, for which audience segment, and at which stage of the funnel
 - ◆ Advocating for and architecting the **“three-version” pre-production model**, developing outcome-specific content for each likely election scenario in advance, ready to publish the moment results came in
 - ◆ Creating and editing content across formats, including blogs, landing page copy, and email nurtures
 - ◆ Managing a network of contributors: internal SMEs, editorial teams, product stakeholders, SEO, design, and external partners
 - ◆ Serving as project coordinator for the webcast, aligning internal presenters and external guests around a tight production timeline
 - ◆ Making strategic format decisions: determining what was gated vs. ungated, long-form vs. short, written vs. audio/visual, and why
 - ◆ Building a cohesive customer journey connecting top-of-funnel thought leadership to mid-funnel campaign assets and product touchpoints
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—Content Produced

The campaign produced a comprehensive, multi-format content ecosystem:

●PREMIUM ASSETS

- ◆ White paper: In-depth legislative analysis for senior tax and accounting leaders
- ◆ Special report: Scenario-based guidance for practitioners advising business clients
- ◆ Webcast featuring internal subject matter experts and external partners

●FIRST-TO-MARKET ASSETS (PRE-PRODUCED, 3 VERSIONS EACH)

- ◆ Election-outcome-specific podcast episodes: Three fully produced versions ready to publish immediately upon results—one per likely outcome
- ◆ Election-outcome-specific blog posts: Three written analyses developed in advance, tailored to each scenario, published within hours of the election being called

●SUPPORTING CAMPAIGN CONTENT

- ◆ Additional topical blogs published throughout the campaign period
- ◆ Landing pages designed to convert and guide the audience journey
- ◆ Email nurture sequences segmented by audience role and engagement level
- ◆ Organic social media campaign amplifying key content moments

—Results

The campaign delivered significant results across traffic, engagement, and pipeline metrics.

35% Organic Traffic Lift	1,500+ Net New Leads Generated
2,000+ Whitepaper Downloads	1,500+ Webcast Registrations

ADDITIONAL OUTCOMES

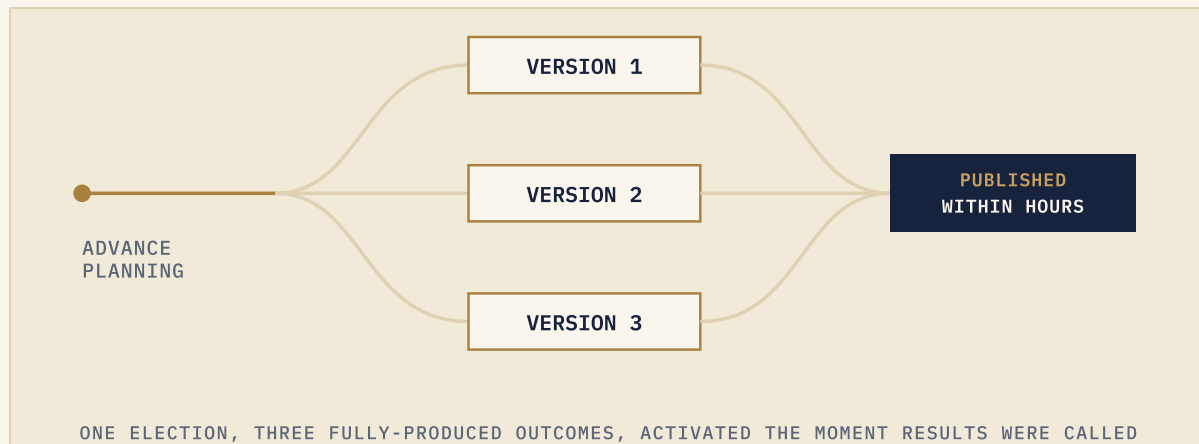
- ◆ Webcast drew 1,500+ live registrations with 65% attendance rate
- ◆ Podcast episodes ranked among top-performing content for the quarter
- ◆ Bounce rate of 40–60% vs. 80% site average
- ◆ Equipped sales and client-facing teams with campaign assets for client conversations
- ◆ Produced 25+ assets across 6 formats, including blogs, podcasts, a webcast, a special report, social media series, and landing pages—coordinated across multiple teams on a single campaign arc.

—Key Decisions & Challenges

The Three-Version Strategy

The most distinctive strategic decision of this campaign was pre-producing three complete versions of our most time-sensitive content assets before the election. Rather than scrambling to

produce analysis after results came in—when every other publisher would be doing the same—we ensured we could publish within hours of the election being called. This required extraordinary advance planning, tight alignment with SMEs who had to think through multiple scenarios, and a clear editorial decision tree for which version to activate and when.



Cross-Functional Coordination at Scale

This campaign touched more teams than almost any other initiative I had worked on: product, SEO, design, demand generation, campaign planning, editorial, and external partners for the webcast. I built the connective infrastructure (shared timelines, clear ownership, and content briefs) to keep everyone aligned without creating bottlenecks.

Format and Distribution Strategy

Every format decision was intentional. Ungated blogs and podcasts maximized reach and SEO value at the top of funnel; gated white paper and special report drove lead capture at mid-funnel; email nurtures guided engaged prospects toward product conversations. The webcast served as a high-credibility, high-engagement anchor for the campaign.

Building the Customer Journey End-to-End

Rather than treating each asset as a standalone piece, I mapped the full journey from initial awareness (social, organic search) through education (blogs, podcast, webcast) to consideration (white paper, special report) and conversion (landing pages, email nurtures, product CTAs). This ensured the campaign drove measurable pipeline impact, not just traffic.

—Reflection

The best content meets audiences where they are emotionally, not just informationally.

This campaign reinforced something I deeply believe about content strategy: the best content meets audiences where they are emotionally, not just informationally. Tax professionals weren't just looking for facts about the election—they were anxious about what it meant for their clients and their practice. Framing content around that underlying need made it resonate in a way that generic legislative analysis never would.

The pre-production model is something I'd advocate for again in any high-stakes, time-sensitive situation. The upfront investment in scenario planning paid off many times over in speed, quality, and competitive differentiation when it mattered most.

—CASE STUDY

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