Chapter 1 Introduction to Political Marketing
This chapter will introduce readers to what political marketing is about in terms of goals, product, market, tools and approaches. Readers will gain an understanding of the relationship of political marketing to its parent disciplines political science and marketing, and the opportunities as well as the barriers to studying and researching Political Marketing. They will also gain an appreciation of the value of teaching and studying political marketing. The benefits of learning about political marketing include for students enhancing employability by preparing them for an area of practice where there are many jobs in government, political and corporate organizations such as market research and strategic communications. For practitioners it ensure they are well informed as to what works in political marketing as well as the potential democratic implications and how they need to make careful choices.

Key words:
Political marketing
Political science
Marketing
Employability
Learning benefits

Chapter 2 Political Strategy
This chapter introduces students to the importance of devising a political strategy first to inform how all other aspects of marketing are used. Political marketing strategy is about how parties, candidates and governments think and plan in order to achieve their goals and requires consideration of many different factors such as the nature of the market, history, culture, governance, stakeholders, competitors, resources and goals. Readers will learn about a range of concepts include targeting, positioning strategies, attack and defence strategies, sales and market-orientations, populist strategies, strategy and the environment, measuring and implementing strategy. They will also understand the difficulties of implementing strategy and tools to overcome such barriers including leadership, teams, units and maintaining market research. The chapter also offers a best practice guide containing the key principles of effective strategizing in politics.

Key words:
Political strategy
Goals
Targeting
Positioning
Attack and defence
Sales-orientation
Market-orientation
Best practice

Chapter 3 Political Market Research
Political market research is fundamental to political marketing: it ensures that any decisions taken are well informed instead of relying on guess work. Firstly readers will learn about the challenging nature of the political market including the rise of consumerist attitudes towards political elites. Readers will then be guided through the range of political market research methods including polling, surveys, segmentation, voter profiling, big data (analytical and experimental marketing); and qualitative forms such as focus groups, co-creation and deliberative research; opposition, candidate and policy research; and informal tools including global knowledge transfer and use of public records. They will also come to appreciate how political market research is used to understand the attitudes, behaviour, needs and wants of stakeholders and informs decisions about the brand, internal political marketing, and communication of positions. The chapter also offers a best practice guide to understanding political consumers and carrying out political market research.

Key words:
Market research
Best practice
Polling
Surveys
Segmentation
voter profiling
big data
analytical marketing
experimental marketing
focus groups
co-creation
deliberative
opposition research
candidate research
global knowledge transfer

Chapter 4 Political Branding
Political branding is about how a political organisation or figure is perceived by the public. Readers will learn how a political brand is broader than the product; and is intangible and psychological. Political brands are more of an over-arching feeling, impression, association or image the public has towards a politician, political organization, or nation. They will explore what makes an effective political brand and the notion of brand personality and nodes. The chapter will go through the use of branding by political leaders; individual candidates; parties; policy, government and programme branding; city and nation branding. They will also learn about the importance of maintaining and rebranding political brands, and how political brands are hard to change because they made up of a brand heritage from past behaviour. The chapter ends by offering a best practice guide to creating effective political brands.

Key words:
Political branding
Political Leaders
Candidates
Parties
Policy branding
Government branding
Programme branding
City branding
Nation branding
Rebranding
Best practice

Chapter 5 Internal Political Marketing
In this chapter readers will learn how internal political marketing is crucial to the resourcing, organisation and implementation of marketing strategy. They will discuss marketing volunteers including understanding volunteer demands, creating volunteer-friendly organisations, communicating with members and viewing volunteers as part-time political marketers; creating unity; relationship marketing; fundraising; managing political marketing staff and resources; and the dilemma of central versus local versus volunteer control. Through this they will come to understand how ineffective internal political marketing could derail political marketing strategies, branding and communication efforts whereas successful internal activity ensures that volunteers become and remain effective activists for the party; recruits donors; ensures the right staff are in place and that new directions in the brand are accepted and complied with even if they challenge traditional party beliefs and ideals. The chapter also offers readers a best practice guide to doing internal political marketing in practice.

Key words:
Internal political marketing
Internal marketing
Volunteers
Part-time marketers
Relationship marketing
Unity
Staff
Resources
Best practice

Chapter 6 Static Political Marketing Communication
Political organizations and politicians use marketing communications all the time to achieve a wide range of goals, including improving the reputation of a government, launching a new brand, communicating a message, countering negative attacks from the opposition, educating voters, placing an issue on the agenda and increasing support for a politician or policy. Readers will learn how marketing can help ensure that politicians understand who they should communicate with, when, on what topic, and how by exploring concepts such as research led and market-oriented advertising, insights marketing, guerrilla marketing and celebrity marketing; tools such as get out the vote, direct marketing, targeted communication and mobile marketing; and examples of selling policy including government advertising, social marketing and war; as well as crisis and management. They will also understand the need to ensure different marketing communications tools are integrated with each other and principles of effective static communications in practice.

Key words:
Marketing communication
Candidates
Campaign
market-oriented advertising
insights marketing
guerrilla marketing
celebrity marketing
get out the vote
direct marketing
targeted communication
mobile marketing
government advertising,
social marketing
Crisis management
Integrated Marketing Communications.
Best practice

Chapter 7 Relational and Interactive Political Marketing Communication
In this chapter readers will learn how political marketing communication is rapidly developing to become more interactive and build relationships. Recent technological developments change communication from a means for elites to sell a product to the public to the opportunity for the public to provide input and feedback before, during and after a politician gets into power or a political product is designed and delivered. Readers will explore e-marketing; public relations; interactive and responsive leadership communication; voter responsibility communication and reputation management in government. They will come to understand that this type of communication seeks to build and maintain positive relationships between politicians and the public. It is also more interactive, as it enables the public to communicate with the politician, and can be used to stimulate face to face communication and volunteer participation. The chapter also offers a best practice guide to relational forms of political marketing communication.

Keywords:
e-marketing
public relations
interactive
responsive
leadership
voter responsibility
reputation management
government
relationships
best practice

Chapter 8 Political Delivery Marketing
Political marketing is most commonly associated with efforts to win an election, but if a politician wins power, they need to deliver if they want to implement promised changes and maintain public support. This chapter will ensure readers understand how crucial delivery marketing is to political marketing success, but that delivery marketing in government and getting credit from voters is not easy. Readers will learn about various tools and concepts to help politicians get credit for delivery including managing expectations pre-election through pledges and contracts; making delivery happen in power through delivery units and careful negotiation; managing problems in delivery and communicating progress and success. They will come to appreciate that
Keywords:
Delivery marketing
Delivery Challenges
Managing Expectations
Pledges
Contracts
Delivery Relationships
Delivery Units
Minority governments
Implementing
Managing Problems
Progress
Signature moments
Best practice

Chapter 9 Political Marketing and Democracy

Political marketing plays a substantial and significant role in democracies all around the world, impacting on policy, the behaviour and decisions of political leaders, opportunities for participation, citizenship, and representation in a broader sense. This chapter will ensure that readers understand that the democratic implications can be both positive and negative for democracy, and that the end impact depends on how practitioners choose to use political marketing. Political marketing raises many potential problems for political leadership, citizenship, participation, representation, policy and ethics, but it also creates opportunities to use marketing to help political elites respond more effectively to stakeholders. The chapter offers suggestions for how to use political marketing democratically, such as achieving important change which helps societal progress. It also ensures that students, scholars and practitioners should at least be aware of all and make informed and considered choices about how to view and use it.

Key words:
Democracy
Segmentation
Representation
Leadership
Policy
Ethnic minorities
seniors
gender