

Analysis and evaluation of political campaign management strategies

	Description	Examples of the strategy in use	Link to electoral performance (% vote share/seats lost and won in general elections)	Is this an effective campaign management strategy? Rank 1-3. (1= most effective, 3=least effective)	Justify your judgement.
Traditional grassroots campaign strategies (the 'ground game': canvassing, leaflets etc)					
Media strategies (TV, newspapers)					
The use of new technology					

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