



GPOL is Grayling's proprietary political social media monitoring and digital advocacy service.

It combines:

The social listening capabilities of Linkfluence



The local market knowledge of Grayling's unrivalled European Public Affairs network

We can monitor politicians' activity on:



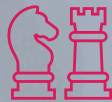
GPOL is fully flexible in terms of the range of policy-makers and other stakeholders it can cover. Datasets can be fully tailored to clients' interests and can cover as many European countries as they need.

How can GPOL enrich Public Affairs campaigns?



Prioritising stakeholders

- Mapping influence online
- Assessing stances on priority topics
- Evaluating objectives



Informing strategy

- Shaping arguments
- Micro targeting of individual stakeholders
- Identifying potential advocates



Enhancing advocacy

- Direct engagement through compelling content
- Informing face-to-face advocacy
- Grassroots campaigning



Flexing campaigns

- Tracking the dynamic patterns of stakeholder motivation
- Seeing issues develop in real time



Evaluating impact

- Quantifying how the debate around priority topics is evolving

Interested in an analysis of a priority topic for your business?

Analyses of simple topics, with a limited number of search terms, start from as little as € 2,000, depending on the exact scope of the brief and the number of countries that need to be covered.

For more details, please contact **Ben Petter**: ben.petter@grayling.com