

# Hogan Lovells

Strategic Communications.

## Two best ways to reach decision makers during COVID-19

Digital Advocacy and Earned Media effectively reach and influence government decision makers

[Click here to contact us and discuss how we can help](#)

Hogan Lovells Strategic Communications helps you advocate when face-to-face and voice-to-voice is challenging.

### 1. Digital Advocacy

- Short explainer videos hyper-targeted via social channels or email
- Infographics that don't just say it, but show it
- Digital ads to aggregate and activate grassroots support
- Engaging Members and other leaders on their social channels

### 2. Earned Media

In a period when even Congress isn't sure what's next, now's a perfect time to use earned media to frame up the contours of the debate with your point of view. This includes writing and placing op-eds and interviews on news broadcasts and with digital and print publications.



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