**Target influence analysis**

Your campaign target should be the person or people with the power to make the change you’re campaigning for. Getting a better understanding of who they are and what influences them will help you develop a strategic campaign plan. Use this table to explore how you can influence your target and their wider networks.

We’ve split the types of influence into 4 categories, and given some examples to help get you started.

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| **Public influences**MediaGeneral publicVotersSpecific regions or groupsOrganisational affiliations | **Financial influences**ExpertsElected officialsSpecial interest groupsGovernment agenciesImportant businesses |
| **Personal influences**FamilyFriendsInner circleValuesFuture ambitions | **VIP influences**Campaign contributionsInvestorsConsumersCompetitors |