

WHERE POLITICS MEETS PRECISION



**BLACK RAM
MEDIA GROUP INC**

**COMPELLING.
STRATEGIC.
EFFECTIVE.**

Introducing

DANIELA S BEASANT

Cofounder, Black Ram Media

Daniela S Beasant stands as a beacon of strategic precision in the tumultuous realm of political communication. With a proven track record of compelling, strategic, and effective strategies,

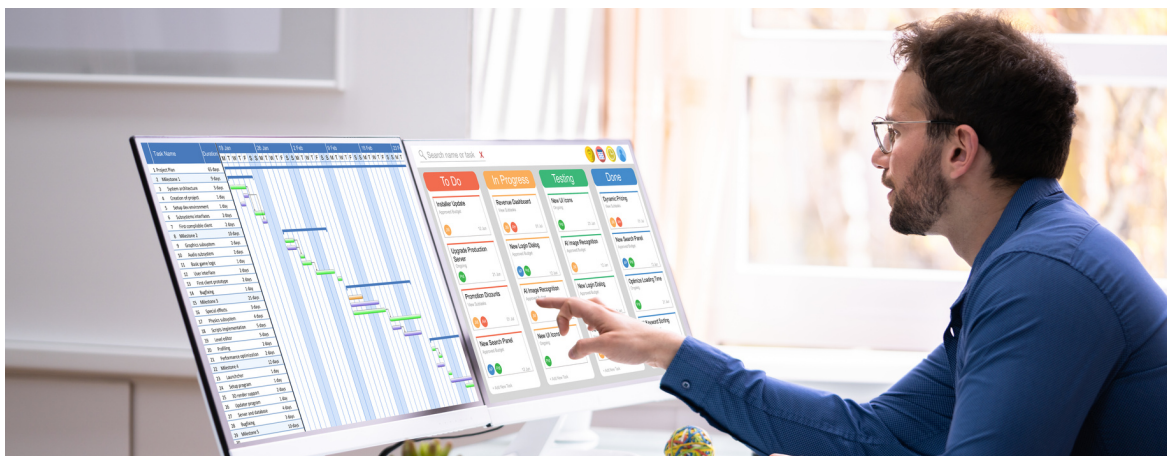
Daniela's expertise has reshaped political campaigns, ensuring their narratives don't just reach ears but also hearts. The emblematic 'Ram' symbol for her enterprise, Black Ram Media Group Inc, isn't just a choice but a statement. Just as a ram thrives in landscapes others find treacherous, Daniela navigates the intricate corridors of politics with unmatched prowess, ensuring her clients not only survive but thrive.



In the Machiavellian maze of politics, a strategic consigliere is not just an advisor, but the compass guiding through shadows, ensuring that every maneuver is not only seen but also felt, turning ambitions into lasting legacies

Service Offerings

In the intricate dance of politics, every step counts. With a seasoned team of professionals by my side, I offer strategic insights and tailored solutions that ensure your political narrative isn't just heard but resonates powerfully. Dive into our array of services, and let's co-create your political legacy.



Campaign Strategy

Charting a clear, strategic path to victory. Our unique understanding of political nuances makes us second to none.



Speech Writing

Craft powerful narratives that resonate and captivate audiences. Your speech won't just be heard; it'll be remembered

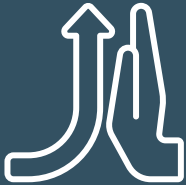


Public Relations

Crafting your image and ensuring your message is consistent, compelling, and reaches the masses effectively.

Service Offerings

- We provide tailored packages and retainer services, billed hourly, to best suit your campaign needs. For a customized quote, please book a consultation.



Crisis Management

Navigating the rough waters of politics with tact and precision. Your reputation is safe with us.



Opposition Research

Our opposition research gives you the insights to anticipate and counteract political moves swiftly.



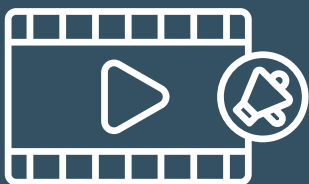
Social Media Content Creation

Tailored content with outstanding organic reach potential. We not just engage but emotionally impact your audience.



Campaign Media

In the dynamic arena of politics, a strong visual narrative is essential. Through meticulously crafted media, create an impactful and memorable connection with your audience. Position yourself with precision, authenticity, and resonance.



Campaign Videos

Captivate your electorate with compelling visuals and narratives. Our campaign videos are tailored to amplify your message, resonate with your base, and engage the undecided.



Political Photography

Nuanced photography tailored for politics – our specialized approach captures the intricate essence of your political journey. Beyond standard imagery, we understand the subtleties unique to the political realm.



Website Design & Hosting

Your digital headquarters should be as compelling as your message. We create seamless, user-friendly, and impactful websites that serve as a beacon for your campaign's online presence.

Noteable Success



Niagara Centre was once an electoral region largely overlooked by its party, its political identity dominated by four decades of either Liberal or NDP leadership. The riding faced a myriad of challenges: stagnant membership, rudimentary growth strategies, fractured inter-riding relationships, and a prevailing hesitancy among the public to identify as Conservatives.

My vision was clear: transform Niagara Centre into a target riding, especially given its proximity to a known bellwether riding. Key to this transformation was a robust social media strategy, rejuvenating the spirit of existing members, and coaching newcomers.

Fostering collaborations with other EDAs and maintaining a steadfast commitment to party-aligned messaging played a pivotal role. During the campaigns, especially under the tenures of Scheer & O'Toole, challenges were inevitable. However, our tailored, dynamic social media outreach resonated, marking a distinct shift in the riding's political trajectory.

Collaboration was instrumental. By actively engaging with party leadership, trainers, and organizers, a cohesive strategy emerged. The tangible outcomes of this approach were evident. Niagara Centre, once an afterthought for Party Leaders' visits, became a central hub for their rallies and announcements. This shift did not escape the media's attention. For several weeks during the last federal election, Niagara Centre led consistently, capturing the attention of major media outlets, even receiving a feature on CBC on election night.

While the transformation story of Niagara Centre remains primarily an insider's tale, its transformation is an undeniable testament to strategic vision, collaborative effort, and unwavering commitment. This legacy now sets the stage for the riding's future and offers a blueprint for similar political transformations elsewhere.

Training

Equip your team with the knowledge and skills needed to excel in the world of politics. Our workshops are designed to be interactive, informative, and our audio classes & digital training products immensely valuable.



Mindset

Equip your campaign team with a growth-oriented mindset. Move beyond mere political ideology and delve deep into the core principles of effective political strategy.



Strategy

Understand the intricate landscape of political campaigning. Harness proven strategies tailored to resonate with voters and drive tangible results.



Practicalities

Dive into the nuts and bolts of campaign execution. Seamlessly manage logistics, mobilize resources, and maximize reach for a winning edge.



Engage & Collaborate



While we've predominantly served Canadian Conservatives, we believe in the power of strategy and effective communication irrespective of party lines. We're open to exploring collaborations across affiliations, all the while upholding our core values and expertise.



Ready to transform your political journey? Book a Consultation with us.

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This brochure is updated as of September 2023. Due to the dynamic nature of politics, our offerings and strategies evolve. We recommend checking in regularly or contacting us directly for the most recent updates.



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