

2025 Digital Case Study - Glenn Heights

Building Influence, Not Just Impressions



GLENN HEIGHTS:

SHOULDN'T WE BRING A GROCERY STORE TO GLENN HEIGHTS BEFORE PASSING COUNCIL PAYCHECKS?

SIGN THE PETITION TODAY!

EARLY VOTE: OCT 20TH-31ST, 2025
ELECTION DAY NOVEMBER 4, 2025

SIGN TODAY

PAID FOR BY GLENN HEIGHTS FUTURE, WILL BUSBY

↓



GLENN HEIGHTS

ISN'T IT TIME TO PUT RESIDENTS FIRST?

WHAT ABOUT HOMESTEAD EXEMPTIONS INSTEAD OF COUNCIL PAYCHECKS?

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EARLY VOTING

10 / 20 / 2025
TO
10 / 31 / 2025

LEARN MORE:

WWW.GLENNHEIGHTSFUTURE.COM

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The Challenge

Client

Glenn Heights was facing a high-stakes local election: bonds, charter amendments, and questions of trust in leadership. Voters were confused.

Messaging was one-sided. The goal: cut through the noise, give voters facts, and spark accountability without telling them how to vote.

Context

Glenn Heights is a small city of roughly 25k people, split between Dallas and Ellis County. It's always been small town politics. Propositions were pushed onto the November 2025 ballot, and only one side was being told.

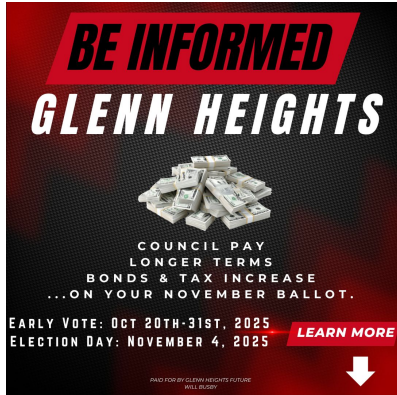
Glenn Heights Future was formed to give the facts on the other side.

Problem statement

How do we educate the public about the propositions and political climate in Glenn Heights without forming a specific pac and without specifically telling someone to vote for or against a candidate or ballot measure.

The Strategy

We Built A Conversation



The Approach:

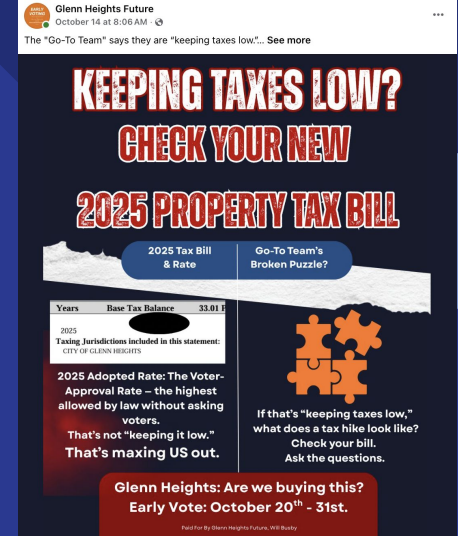
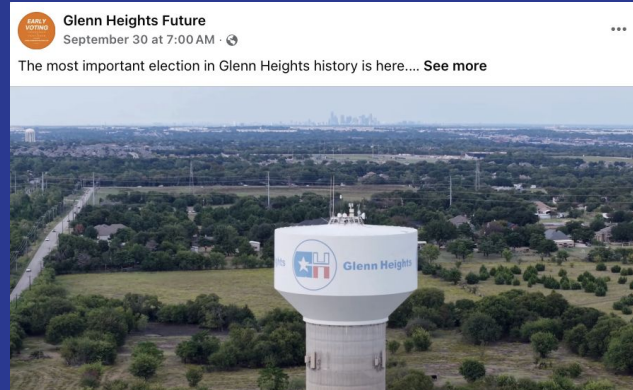
- Built *Glenn Heights Future* as a neutral, data-driven local info hub.
- Created a **multi-channel persuasion system**:
 - Facebook Reels & posts for storytelling
 - Website for deep-dive issue explainers
 - Email blasts to 4,000 registered voters
 - Nextdoor for community-level visibility
- Message tone: transparent, factual, and relatable.

Tagline:

“Don’t tell voters how to vote. Give them the information to decide for themselves.”

“We built trust by telling the truth and letting the numbers speak for themselves.” - Will Busby

Results



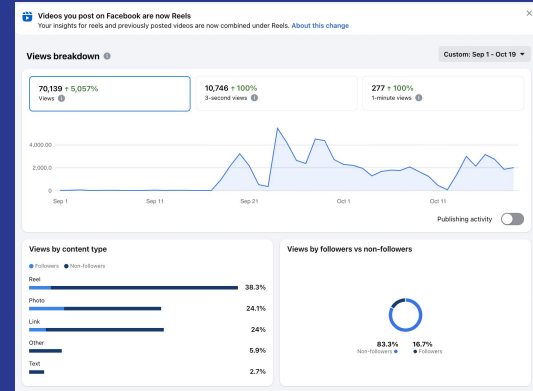
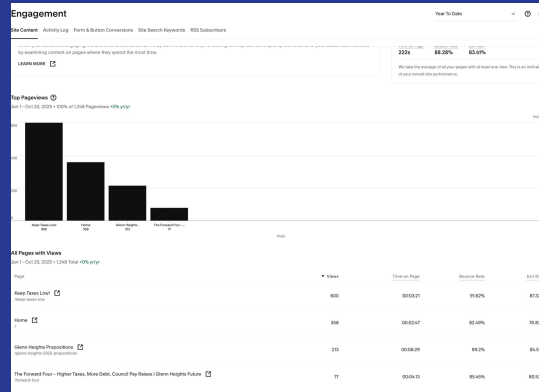
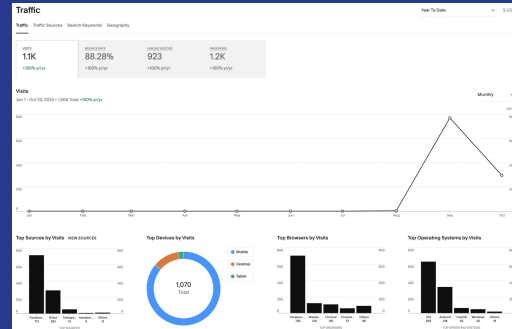
September 1, 2025 - October 19, 2025

Engagement Metrics (Sept 1 – Oct 20)

- 70,139 Facebook views in GEO Targeted Glenn Heights (+5,000%)
- 83% of viewers = non-followers
- 1.1K total website visits | 923 unique visitors
- 171 form submissions (28.9% conversion rate)
- Primary source: Facebook (68% of total traffic)
- Top content: “Keep Taxes Low” page — 600 views, 3:21 avg time on page

Total test spend: \$260 (pilot project)

Demonstrated model scalability for campaigns with budgets from \$2,500 to \$25,000.



Content Library

Item	Views	Likes	Shares
The importance of the address on Market Research...	1,000	10	5
Market news: 345.5M in new AI...	1,000	10	5
The Forward Year - Higher Taxes, More Debt, Council Report	1,000	10	5
Keep Taxes Low	600	6	3
Home	308	3	1.5
Glenn Heights Propositions	210	2	1
The Forward Year - Higher Taxes, More Debt, Council Report	17	0.17	0.085

The Takeaway

“In 45 days, one independent operator reached more voters and drove more engagement than campaigns spending thousands. That’s the power of smart, efficient digital strategy.”

Key Lesson:

Transparency + Accountability + Precision Targeting = Persuasion



Political Strategist | Consultant | Communicator

Will Busby is an experienced political consultant known for developing efficient, data-backed campaigns that connect message to movement. His work blends storytelling, analytics, and real-world strategy to help candidates, PACs, and causes achieve results that last beyond Election Day.

Phone: 214-886-5115 | Email: WilliamBusby2015@gmail.com