



## **Strategies of Joe Biden and Kamala Harris's campaign for the 2020 United States presidential election**

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**Abstract.** The 2020 US Presidential campaign between Joe Biden and Kamala Harris showed the implementation of a clever strategy to attract public attention and win support. The study analyzes how they leverage the key issues to achieve their goals and what strategies Biden and Harris used to strengthen their image of trust and stability by using the strategies to win the 2020 presidential election. They emphasized Biden's experience in the administration as well as Harris' diverse leadership, appealing to voters seeking stability in uncertain times. Biden and Harris have publicly responded to the Black Lives Matter movement, appealing to young voters and marginalized minority groups. They offer a concrete plan to deal with this health crisis, differentiating themselves from the policies of previous administrations. Biden and Harris leverage the social media and technology to reach a wider audience. They are active on platforms like Twitter and Instagram, building a strong narrative and educating potential voters about their vision for the future. The results of the analysis show that this strategy has succeeded in attracting the attention of voters from all walks of life, creating a strong coalition to win the presidential election. The implication of this study is the importance of adapting campaign strategies to socially and politically relevant issues to achieve success in modern political contests.

**Keywords:** political campaign, Joe Biden, Kamala Harris, campaign strategy, social issues



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