



Digital Marketing for Campaigns

www.taradowdellgroup.com

Marketing is a contact sport



Today's Topics

1. Brand Strategy
2. Website
3. Email
4. Social Media
5. Video, Live Streaming
6. Digital Ads
7. Artificial Intelligence (AI)

Your Brand

We all have a brand whether we think so or not.

Your job is to clearly define your brand - who you are, what you stand for, your values, your why - and consistently communicate it.

Your Brand

“Every interaction in any form is branding.”
-Seth Godin

“Branding is the art of differentiation” -David Brier

It's All About the Basics

- A Clear Message
- A Slogan
- A Plan
- Consistency
- Engagement/Interactivity
- Authenticity
- A Mechanism for Measuring Results

Your Story

If you don't tell your story
someone else, will and it won't be
your story. - Tara Dowdell

Key Question

Why are you running?

Messaging Must Haves

- Know your voters
- Goals
- Short, Simple, Sticky
- The Power of 3
- Call to Action
- Consistency & Discipline
- Authenticity

Short Simple Sticky



Website Must Haves

Prominently placed & floating **Donate** button

Prominently placed, simple sign-up form

Focus on user experience

- ❑ Clean, easy-to-navigate layout
- ❑ Concise content, imagery

Accessibility

Mobile friendly (responsive)

Efficient site speed

SEO

Video

SEO

Search Relevance: Your site needs to be very clear about what you do.

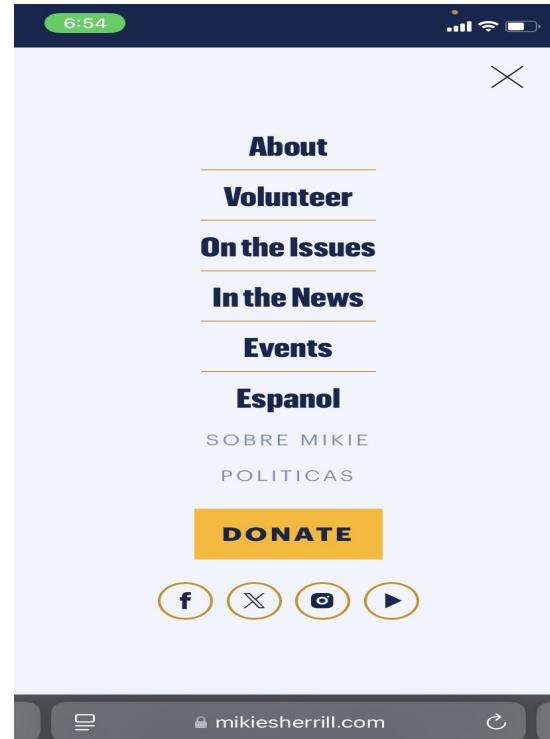
Page-Load Speed: Ideally, a page should load in 3 seconds

Mobile Friendliness: The site is designed for phones

Secure URL: Make sure you hosting includes and SSL certificate

Google Analytics: a service that measures, reports, and analyzes website traffic and engagement

Website Must Haves



Website Must Haves

**Fighting for
affordability,
opportunity, and
freedom in New Jersey.**

Email

Phone

ZIP Code

SUBMIT

By checking this box, you consent to receive recurring text message updates from Mikie Sherrill for Governor, including by automated text messages. Text HELP for help or STOP to end. Standard message and data rates may apply.

Become a Founding Donor!

Mikie is on a mission to get things done for New Jersey. Will you pitch in to become a Founding Donor of Mikie's campaign for Governor?

\$10	\$25
\$50	\$100
\$250	Other

service to her country and New Jersey.

LEARN MORE ➤

Email Must Haves

- Utilize an email marketing platform
 - **NGPVAN & Act Blue**: Democratic Campaigns
 - **Liberation Campaign**: Republican Campaigns
 - **MailChimp**: Generally a good platform
 - **iContact**: Recommended for Beginners
- Brand your emails
- Offer value

Email Must Haves

- Include photos, graphics, videos, funny gifs
- Keep your content concise
- Send at the right times
- Create a sense of urgency
- Maintain balance and moderation
- Set up automated *Welcome* emails
- Automate event reminders
- Segment your audiences

Social Media: The Big 8

Facebook

YouTube

Instagram

TikTok

LinkedIn

Twitter/X

Reddit

Bluesky

Social Media: The Big 6

Facebook - Still #1

YouTube - Massive and broad user base

Instagram - 70% under 35; high engagement (2 billion global monthly active users)

TikTok - 18- 29; high engagement (Nearly 2 billion global monthly active users)

LinkedIn - Higher-income business professionals; high engagement

X - Heavy media presence; breaking news

Bluesky - Emerging; 64% men, 36% women, 42% aged 18-24

To TikTok or Not To TikTok

Pros

- Large user base
- High level of engagement
- Easier to go “viral”
- Stitch feature
- Opportunity to reach younger voters
- Search engine
- Source of news

Cons

- Security concerns
- Governor Murphy’s state agency ban
- Pending federal ban

Work It

Plan Your Work and Work Your Plan

Create a Content Calendar

DAY	DATE	TIME	MESSAGE	LINK	CAMPAGN	IMAGE
MONDAY						
	1/2/20	9:00:00	Don't batch and blast. HubSpot's social media	http://www.hubspot.com/produ	Social Inbox	Paste a web link to your image (size: 1200 x 628 pixels)
	1/2/20	12:00:00	How to Use Facebook: A Beginner's Guide	https://blog.hubspot.com/marke	Facebook	
	1/2/20	15:00:00				
	1/2/20	17:00:00				
TUESDAY						
	1/3/20	9:00:00				
	1/3/20	12:00:00				
	1/3/20	15:00:00				
	1/3/20	17:00:00				
WEDNESDAY						
	1/4/20	9:00:00				
	1/4/20	12:00:00				
	1/4/20	15:00:00				
	1/4/20	17:00:00				
THURSDAY						
	1/5/20	9:00:00				
	1/5/20	12:00:00				
	1/5/20	15:00:00				
	1/5/20	17:00:00				
FRIDAY						
	1/6/20	9:00:00				
	1/6/20	12:00:00				
	1/6/20	15:00:00				
	1/6/20	17:00:00				

Get Engaged

Videos

Celebrate Milestones & Say Thx

Reels

Call to Action

Memes

Fact Checking

Pictures

Shocking Facts & Statistics

Breaking News & Insider Info

Share Authentic Moments

Share Real-Time Updates

Holiday Wishes

Video Content Is Queen

- ❑ Campaign Updates
- ❑ Policy Breakdowns
- ❑ How To Videos
- ❑ Sneak Peaks
- ❑ Counteracting Misinformation
- ❑ Thank You's

Instagram



Live Streaming

Host Live Streaming Town Halls

Live stream your in-person events

Facebook Live

Instagram

- Live
- Broadcast Channels

YouTube Live

LinkedIn Live

Zoom

Digital Ads

Facebook + Instagram Ads

- Effective and cost effective

Resource: facebook.com/business/ads

Google Ads

- Allows you to advertise and promote your campaign when users search relevant keywords.
- Strong AI support

YouTube Ads

- Effective

Resource: ads.google.com

Artificial Intelligence

Top Resources

- ❑ ChatGPT
- ❑ Perplexity
- ❑ Capcut

Resources

pewresearch.org

help.instagram.com

hubspot.com

YouTube