



# Digital Marketing for Campaigns

[www.taradowdellgroup.com](http://www.taradowdellgroup.com)

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Marketing is a contact sport

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# 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**

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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.

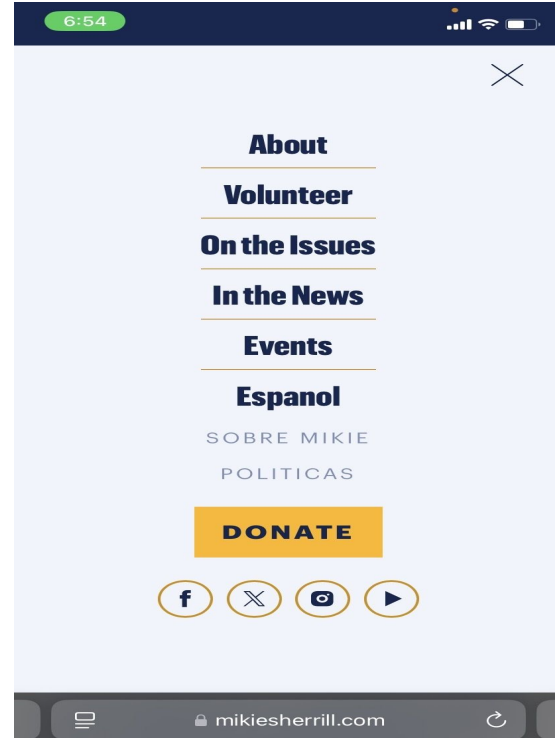
**Page-Load Speed:** Ideally, a page should load in 3 seconds

**Mobile Friendliness:** The site is designed for phones


**Secure URL:** Make sure your 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.**

**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** 

 mikiesherrill.com 

# 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	CAMPAIGN	IMAGE
MONDAY						
	1/2/20	9:00:00	Don't batch and blast. HubSpot's social media	<a href="http://www.hubspot.com/produ">http://www.hubspot.com/produ</a>	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	<a href="https://blog.hubspot.com/marke">https://blog.hubspot.com/marke</a>	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

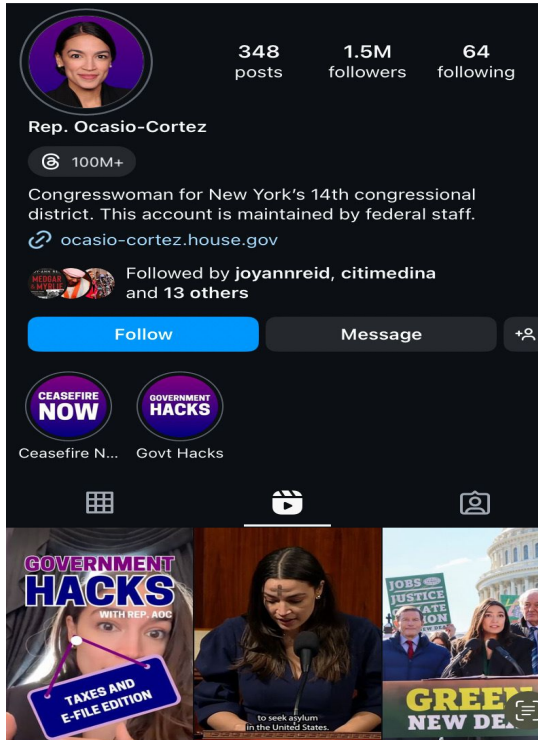
Holiday Wishes

# Video Content Is Queen

- ❑ Campaign Updates
- ❑ Policy Breakdowns
- ❑ How To Videos
- ❑ Sneak Peaks
- ❑ Countering 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](https://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](https://ads.google.com)

# Artificial Intelligence

## Top Resources

- ❏ ChatGPT
- ❏ Perplexity
- ❏ Capcut

# Resources

[pewresearch.org](https://pewresearch.org)

[help.instagram.com](https://help.instagram.com)

[hubspot.com](https://hubspot.com)

YouTube