



Digital Marketing for Campaigns

www.taradowdellgroup.com

Marketing is a contact sport



Today's Topics

1. Brand Strategy
2. Website
3. SEO vs GEO
4. Email
5. Social Media
6. Digital Ads
7. Resources

**If you don't tell
your story
someone else will
and it won't be
your story.**

- Tara Dowdell

1. Why are you running?
2. What differentiates you?
3. How will you measurably make my life better?

Branding Is the Art of Differentiation

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, what makes you different, your why - and consistently communicate it.

The Foundation

- Knowing Your Voters
- A Clear Message
- A Slogan or Tagline
- A Plan
- Consistency
- Engagement/Interactivity
- Authenticity
- Measuring Results

Short Simple Sticky

BRING U.S. TOGETHER



VOTE CHISHOLM 1972
UNBOUGHT AND UNBOSSSED

© 1972 Shirley Chisholm

LABOUR ISN'T WORKING.

UNEMPLOYMENT OFFICE



BRITAIN'S BETTER OFF WITH THE CONSERVATIVES.



Sources of Discovery

OCT
2025

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



| AGE 16 TO 24 | | AGE 25 TO 34 | | AGE 35 TO 44 | | AGE 45 TO 54 | | AGE 55 TO 64 | | AGE 65+* | |
|-----------------------|-------|-----------------------|-------|-----------------------|-------|-----------------------|-------|-----------------------|-------|-------------------------|-------|
| SOCIAL MEDIA ADS | 34.2% | SOCIAL MEDIA ADS | 32.1% | SEARCH ENGINES | 32.7% | SEARCH ENGINES | 35.9% | SEARCH ENGINES | 37.7% | TV ADS | 47.9% |
| SEARCH ENGINES | 28.9% | SEARCH ENGINES | 31.4% | SOCIAL MEDIA ADS | 31.3% | TV ADS | 34.3% | TV ADS | 37.3% | WORD OF MOUTH | 41.7% |
| TV ADS | 28.2% | TV ADS | 28.5% | TV ADS | 30.6% | WORD OF MOUTH | 31.6% | WORD OF MOUTH | 34.1% | SEARCH ENGINES | 38.1% |
| WORD OF MOUTH | 26.0% | WORD OF MOUTH | 26.2% | WORD OF MOUTH | 28.1% | SOCIAL MEDIA ADS | 29.4% | SOCIAL MEDIA ADS | 26.0% | RETAIL WEBSITES | 28.3% |
| TV SHOWS AND FILMS | 24.9% | TV SHOWS AND FILMS | 25.2% | BRAND WEBSITES | 25.7% | BRAND WEBSITES | 25.5% | TV SHOWS AND FILMS | 25.3% | IN-STORE PROMOS | 25.6% |
| SOCIAL MEDIA COMMENTS | 23.9% | SOCIAL MEDIA COMMENTS | 24.8% | SOCIAL MEDIA COMMENTS | 24.3% | TV SHOWS AND FILMS | 25.4% | BRAND WEBSITES | 25.0% | TV SHOWS AND FILMS | 25.5% |
| ADS IN MOBILE APPS | 23.7% | BRAND WEBSITES | 24.5% | TV SHOWS AND FILMS | 24.3% | ADS ON WEBSITES | 23.5% | RETAIL WEBSITES | 23.9% | PRINT PRESS ADS | 23.3% |
| ADS ON WEBSITES | 23.0% | ADS ON WEBSITES | 22.7% | CONSUMER REVIEW SITES | 23.3% | CONSUMER REVIEW SITES | 23.2% | CONSUMER REVIEW SITES | 23.7% | EMAILS OR PHYSICAL MAIL | 22.7% |
| BRAND WEBSITES | 22.7% | ADS IN MOBILE APPS | 22.6% | RETAIL WEBSITES | 23.3% | RETAIL WEBSITES | 23.2% | IN-STORE PROMOS | 22.6% | BRAND WEBSITES | 22.0% |
| RETAIL WEBSITES | 20.7% | CONSUMER REVIEW SITES | 22.1% | ADS ON WEBSITES | 23.2% | SOCIAL MEDIA COMMENTS | 22.2% | ADS ON WEBSITES | 22.2% | PRODUCT BROCHURES | 20.9% |

Website Must Haves



Join Pramila Jayapal in fighting back

Standing up to Donald Trump, Elon Musk, and the entire extreme MAGA agenda takes ALL of us working together.

Join our movement today and learn how you can make a difference!

DONATE

JOIN THE RESISTANCE LAB



ENTER SITE →



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
- Video
- SEO
- GEO

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 and tablets

Secure URL: Make sure your hosting includes and SSL certificate

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

The Rise of GEO

- Create pages that mirror how users interact with AI
- Structured content; outline clear policies not just messaging
- Avoid vague language and generalities
- Create an FAQ page
- Cite credible sources

Email Is Alive and Well

- Utilize an email marketing platform
- Brand your emails
- Offer value
- Segment your audiences
- Monitor analytics

Email Must Haves

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

Social Media Use By Party Affiliation

| | Rep/Lean Rep | Dem/Lean Dem |
|----------------------|---------------------|---------------------|
| YouTube | 84 | 85 |
| Facebook | 72 | 70 |
| Instagram | 49 | 53 |
| TikTok | 33 | 40 |
| WhatsApp | 25 | 38 |
| Reddit | 22 | 32 |
| Snapchat | 26 | 25 |
| X (formerly Twitter) | 24 | 19 |
| Threads | 6 | 10 |
| Bluesky | 1 | 8 |
| Truth Social | 6 | 1 |

Social Media Use By Age Groups

| | Ages 18-29 | 30-49 | 50-64 | 65+ |
|-------------------------|-------------------|--------------|--------------|------------|
| YouTube | 95 | 92 | 85 | 64 |
| Facebook | 68 | 80 | 74 | 57 |
| Instagram | 80 | 62 | 40 | 19 |
| TikTok | 63 | 44 | 30 | 12 |
| WhatsApp | 37 | 40 | 30 | 20 |
| Reddit | 48 | 35 | 16 | 6 |
| Snapchat | 58 | 31 | 13 | 4 |
| X (formerly Twitter) | 33 | 25 | 16 | 10 |
| Threads | 15 | 10 | 6 | 3 |
| Bluesky | 6 | 5 | 3 | 2 |
| Truth Social | 1 | 3 | 5 | 4 |

Social Media Use By Gender

| | Men | Women |
|----------------------|------------|--------------|
| YouTube | 86 | 83 |
| Facebook | 63 | 78 |
| Instagram | 44 | 55 |
| TikTok | 30 | 42 |
| WhatsApp | 30 | 34 |
| Reddit | 29 | 23 |
| Snapchat | 22 | 28 |
| X (formerly Twitter) | 25 | 16 |
| Threads | 8 | 9 |
| Bluesky | 4 | 3 |
| Truth Social | 4 | 3 |

Social Media Use By Income

| | Less than \$30,000 | \$30,000- \$69,999 | \$70,000- \$99,999 | \$100,000+ |
|-------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------|
| YouTube | 77 | 84 | 87 | 89 |
| Facebook | 71 | 72 | 72 | 71 |
| Instagram | 41 | 46 | 54 | 60 |
| TikTok | 42 | 40 | 39 | 30 |
| WhatsApp | 28 | 31 | 28 | 39 |
| Reddit | 17 | 22 | 29 | 37 |
| Snapchat | 26 | 26 | 31 | 23 |
| X (formerly Twitter) | 16 | 19 | 26 | 25 |
| Threads | 8 | 9 | 10 | 7 |
| Bluesky | 2 | 4 | 3 | 5 |
| Truth Social | 3 | 3 | 3 | 4 |

The Instagram Algorithm



SHARES



DMs



COLLABs

Engaging Content

Videos/Reels

Human Moments

Memes

Pictures

Breaking News & Insider Info

Share Real-Time Updates

Repost your best content

Celebrate Milestones & Say Thx

Call to Action

Fact Checking

Shocking Facts & Statistics

Holiday Wishes

Video Content Is Queen

- Human Moments
- Campaign Updates
- Policy Breakdowns
- How To Videos
- Sneak Peaks
- Countering Misinformation
- Thank You's

LinkedIn Is Not Facebook

- Posting Cadence: 3-5 posts a week
- Content:
 - Insight and leadership
 - Brief policy breakdowns
- Do:
 - Comment on the posts of others
- Don'ts:
 - Overly partisan content
 - Combative tone
 - Pure campaign messaging
 - Spam tagging

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 | 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 | | | | |

Digital Ads

Meta 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

Helpful Resources

- ChatGPT
- Claude
- Perplexity
- Capcut
- [pewresearch.org](https://www.pewresearch.org)
- YouTube
- ActBlue
- WinRed