

Digital Marketing for Virtual Campaigns

Presented by:
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Marketing is a
contact sport



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Today's Topics

- ✓ Remember the Basics
- ✓ Messaging & Strategy
- ✓ Website
- ✓ Email
- ✓ Social Media
- ✓ Zoom, Teams, Webex
- ✓ Ads

Remember the Basics

- ✓ A Message
- ✓ Tagline
- ✓ A Plan
- ✓ Consistency
- ✓ Engagement/Interactivity
- ✓ Authenticity
- ✓ A Mechanism for Measuring Results

**“If you don’t tell your story
someone else will.”**

Tara Dowdell

Website

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Email

- ✓ Utilize an email marketing platform
- ✓ Brand your emails
- ✓ Offer value
- ✓ Include photos and videos
- ✓ Keep your content concise
- ✓ Send at the right times
- ✓ Balance and moderation

Social Media

1. Gifs & Memes
2. Pictures
3. Videos
4. Breaking News & Insider Information
5. Inspirational Quotes
6. Holiday Wishes
7. Celebrate Milestones & Say Thank You
8. Call to Action
9. Behind-the-Scenes
10. Polls or Questions
11. Shocking or Little Known Facts & Statistics
12. Share Funny Authentic Moments

Social Media



haswoodforks

Christina Haswood

Follow

159 Following 132.9K Followers 1.7M Likes

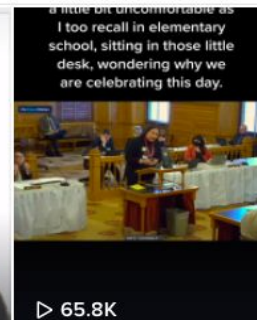
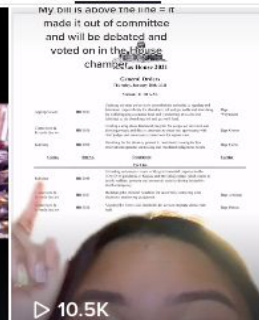
Representative for KS House in District 10

www.haswoodforkansas.com

www.rockthevote.org

Videos

Liked



Social Media

Video

Record brief videos speaking to supporters (no longer than 60-90 secs)

Allow your team and supporters to make videos for the campaign

Get creative or don't!

Live Streaming

Facebook and Instagram Live

Host Live Streamed Town Halls

Video Conferencing

Options: Zoom, Teams, Webex,
Google Meet

Train volunteers

Host campaign briefings and updates
for some of your top supporters

Host topical panels with experts

Social Ads

Key Resources

Facebook Business/Business Help Center
<https://www.facebook.com/business/help/>

YouTube videos

Thank You and Questions