Digital Marketing for Virtual Campaigns

Presented by:
Tara Dowdell
Tara Dowdell Group
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
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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

159 Following  132.9K Followers  1.7M Likes

Representative for KS House in District 10
www.haswoodforkansas.com
⇒ www.rockthevote.org

Videos

there are still Indigenous

Kansans missing.

10.9K

10.5K

65.8K
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/business/help/

YouTube videos
Thank You
and
Questions