

Digital Marketing for Virtual Campaigns

We Design

Compelling Visuals







342 Varick Street Jersey City, New Jersey



taradowdellgroup.com



Today's Topics

Remember the Basics Messaging & Strategy Website Email 🗸 🖌 Social Media Video Conferencing Ads



Remember the Basics

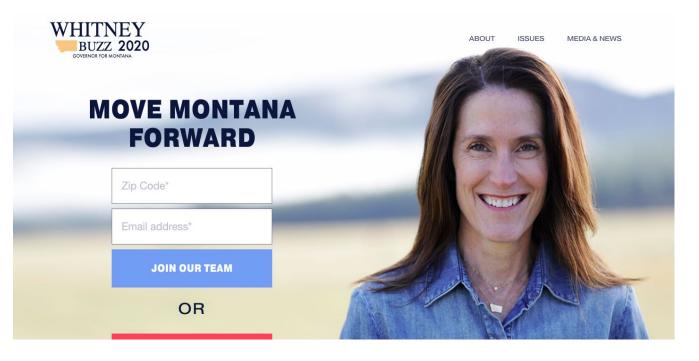
- ✓ A Message
- 🖌 A Plan
- ✓ Consistency
- ✓ Engagement/Interactivity
- ✓ Authenticity
- ✓ A Mechanism for Measuring Results



"If you don't tell your story someone else will." Tara Dowdell

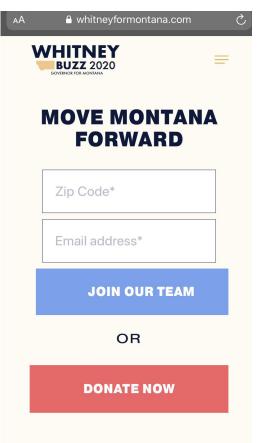


Website





Website







Menu

Coronavirus Relief Resources

If you are struggling with the impacts of this crisis financially, emotionally, or physically, **you are not alone**. First, we recommend checking your state government and local municipality websites for resources; many are updating their websites with information about accessing various forms of support – including unemployment applications, updates on mortgage or rent relief, mental health resources and more.

- You can also find information about applying for unemployment, healthcare extension, disability, and more here: <u>https://www.usa.gov/unemployment</u>
- Information on applying for and accessing Supplemental Nutrition Assistance Program (SNAP) here: <u>https://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program</u>

Here are other national resources for support:

- National Food Bank Search
- Meals on Wheels meal delivery for older community members
- Search for local mutual aid networks here neighbors providing support to neighbors: <u>https://www.mutualaidhub.org/</u>
- <u>CDC's resource hub</u> for learning how to protect yourself and others from coronavirus including the CDC page on <u>Mental Health & Coping</u>





se it is of any help to you or your community, we also wanted to share resources from incredible nizations that our campaign has been raising funds for recently in response to this crisis.

Email

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



Lauren Underwood 🤣 @LaurenUnderwood · May 16, 2019

💾 US House candidate, IL-14

My first bill just passed the House! + + An essential part of improving our health care system: banning junk plans that don't actually cover preexisting conditions or vital services. H.R. 1010 does just that. Onward!

NURSES GET RESULTS.

Lauren's ready to keep up the fight for our health care.

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LAUREN UNDERWOOD ---

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Social Media

<u>Video</u> 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 Town Halls



Video Conferencing

Options: Zoom, 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

