

Digital Marketing for Virtual Campaigns

We Design

Compelling Visuals

We Raise

The Profiles of Our Clients

We Build

Sustainable Brands



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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

WHITNEY
BUZZ 2020
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FORWARD**

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WATCH: The effect of the pandemic on Americans in our prison system >

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**: <https://www.usa.gov/unemployment>
- Information on applying for and accessing **Supplemental Nutrition Assistance Program (SNAP)** here: <https://www.fns.usda.gov/snap/supplemental-nutrition-assistance-program>

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: <https://www.mutualaidhub.org/>
- [CDC's resource hub](#) for learning how to protect yourself and others from coronavirus – including the CDC page on [Mental Health & Coping](#)

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



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 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