



MAKING A DIGITAL IMPACT & WINNING

WHY DIGITAL?

BUILDING YOUR
STOREFRONT

SOCIAL
MEDIA

EMAIL
CAMPAIGNS

DIGITAL
ADVERTISING

KEY
TAKEAWAYS



DIGITAL
IMPACT &

Why digital?

- Digital has played a big role in past elections, and its power will continue to grow.
- Reach people where they are.
- 65% of U.S. adults turn to digital channels to gather information about the election.

Examples

- In 2016, Donald Trump spent 44% of his media budget on digital ads.



- In 2018, Beto O'Rourke ran a digital first Senate campaign. He spent at least \$8 million on Facebook and another \$2 million on Google. That was about 34% of his advertising budget.



- Alexandria Ocasio-Cortez's authentic "my story" campaign video has been seen by over a million people.



Website

- Your website is your storefront, that's where you direct all your traffic
- Most people use Google to find your website
- Make sure your website is SEO optimized
- Check to see do you have a sitemap that search engines can crawl
- Think mobile first
- Pay attention to the load speed
- Make your website engaging and easy to understand
- Create clear call-to-actions

Do this

BREAKING: Tulsi qualifies for November debate

TULSI
2020

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Join us

Join us in bringing back a government that is truly of, by, and for the people!

[JOIN US](#) →

We need your help to stay competitive in this race... **27**

[DONATE NOW](#)

We need about 1000 new donors a week to stay competitive.

Facebook

Search

MEET ELIZABETH PLANS EVENTS **WARREN** SHOP JOIN US [DONATE](#)

TOGETHER, WE WILL DREAM BIG AND FIGHT HARD

We're building a grassroots movement to fight for big, structural change and put power in the hands of the people.

STAY IN TOUCH

Get the latest from the team straight to your inbox.

Email

Zip

[SIGN UP](#)



Not this...

DR SUE SAVARY
For Congress - CA 48

Meet Suzanne • Media Center • How We Win • Our Opponent • Issues • Events • Get Involved • DONATE

Meet Suzanne • Contact a Suzanne • Sign up with Suzanne • Photo/Video • Contact

OC Register says she is running against all odds

Suzanne Joyce Savary's run for Congress began a year ago with something she read in the newspaper. An unidentified group commissioned a poll suggesting voters were weary of longtime Congressman Steve Hobbs and that they might be open to new representation. Savary, a 67-year-old retired business consultant and professor, decided to take aim at Hobbs.

Savary's great uncle, a former chief justice of the New York State Supreme Court, fought organized crime in the '30s and '40s. Her father fought with the Third Marine Division in Iwo Jima. Her uncle helped Bobby Kennedy write the NCO laws that toppled modern organized crime. So she wasn't worried about an uphill battle.

Elect Suzanne Savary for Congress - CA 48

Sign up

Dr. Sue Savary for Congress

Dr. Sue Savary for Congress

Janet Garrett for Congress
Democrat
Ohio 4th District

Janet Will Represent Our Interests

- Effective Education
- Economic Security
- Environmentally Responsible

We Need Janet Garrett

- For Our Farmers
- For Our Children & Teachers
- For Our Workers & Small Businesses
- For Our Economy & Infrastructures
- For Our Veterans

Contact

Volunteer

Contribute

Share

Events

News

Vote!

Paid for by the Janet Garrett for Congress Committee
Problems viewing, web suggestions, email Webmaster

Garrett for Congress

Will Bronson for U.S. Congress
Florida 17th District

Welcome to the Website of Bronson for Congress

The 17th Congressional District of Florida includes all of Charlotte, Okaloosa, Highlands, Glades, DeSoto, and Hardee counties, and parts of Hillsborough, Polk, Lee, and Manatee counties.

0 8 9 . 7 2 0

REGISTER TO VOTE

Please click in the box above to begin registration process.

In 2012 we won 41.4% of the vote. With your help, we can win in 2014.

After graduating from college in 1961 with a BA in Economics, Bronson joined the US Navy at Pensacola where he was trained as a naval aviator. After five years of service he began a 25 year career as a pilot for Delta Airlines.

Will Bronson

For more information call Will Bronson at 720 842 8888 or write at will@willbronson.com or PO Box 1507, Largo, FL 33775.

Bronson for Congress

- HOME
- ABOUT WILL
- ELECTION REFORM
- MAP OF DISTRICT
- DONATIONS
- WOMEN'S RIGHTS
- MEDICAL MARIJUANA
- EVENTS
- MR. RODNEY'S VOTING RECORD
- INFORMATIVE READING AND VIEWING
- EDUCATION
- IMMIGRATION REFORM
- HEALTHY FOODS
- ANIMAL RIGHTS
- ON THE ISSUES
- FEEDBACK
- NEWS

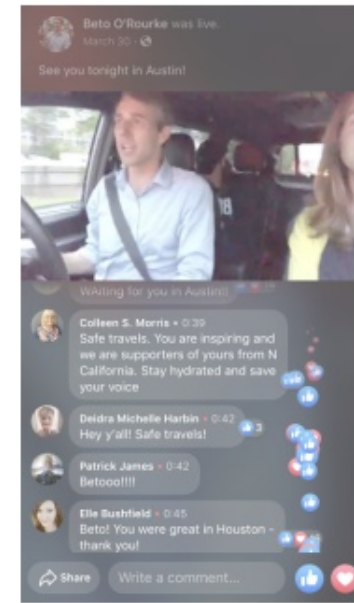


Social media best practices

- Pick the best social media platforms for your campaign
- Secure your handles
- Define your voice
- Create meaningful content
- Know your audience
- Post often, but strategically
- Be available and be authentic



Examples



The benefits of email marketing

- It's an effective way to reach your audience and create a database
- Personal and customizable
- People check their emails every day
- Measurable results

Dos & Don'ts

DO

- Keep the title and copy short and sweet
- Include social media platforms and donate button
- Include your disclaimer
- Make sure the email looks professional
- Test design, headline, audience, sent times etc.

DON'T

- Send emails every day
- Buy email lists
- Add people who haven't given you a permission
- Ask for only donations in every mail

**KAMALA
HARRIS FOR
THE PEOPLE**

FACT: As of today, Kamala hasn't yet qualified to be on the December debate stage with Joe Biden, Elizabeth Warren, Bernie Sanders, and Pete Buttigieg.

FACT: Yesterday, we reached out to break the important news -- and thousands of supporters stepped up to pitch in to show Kamala we're in her corner. It was one of our best end-of-month fundraising days so far.

FACT: But it didn't help us reach our goal of adding 2,500 brand-new donors to Team Kamala and we need to if we want to spread Kamala's vision to more undecided voters and boost Kamala's standing in the polls. Pitch in to help get there:

If you've saved your payment information with ActBlue Express, your donation will go through immediately.

CHIP IN \$10 NOW

CHIP IN \$25 NOW

CHIP IN \$50 NOW

CHIP IN \$100 NOW

CHIP IN \$250 NOW

ANOTHER AMOUNT

FACT: Ours is an inclusive, joyful grassroots campaign to elect Kamala and build up our America -- an America that works for all of us, not some of us. And we appreciate whatever you can do to keep our fight going strong.

—Team Kamala

[Bernie](#)

Donate

Menu

Not Me. Us.

No one candidate is capable of taking on Donald Trump and the billionaire class alone. There is only one way we win -- and that is together.

Add your name to tell Bernie you're in!

Email Address*

Zip Code*

Phone Number (optional)

Add Your Name!

Ready to join Team Bernie 2020? Please visit our [Bernie 2020 website](#) or call 1-877-875-8752 for more information. Data used for this email: [Bernie 2020 website](#) or call 1-877-875-8752 for more information. [Terms & Conditions](#)

Bernie beats Trump



Reach more people
and more targeted
people with digital ads

ATTENTION

Breaking through the noise

Break the Maze (Criminal Justice Reform)
Partners for Progress/ACLU - 2018



Goal: Education on the issue and branding

Dr. Akilah Weber for
La Mesa City Council 2018



Goal: Introducing the candidate

INTEREST

Understanding your targets
& what they care about



Why criminal justice reform matters in
San Diego



Goal: Give more context to the issue
and branding

Get to know Dr. Akilah Weber



Goal: Deepen interest and name
recognition

DESIRE

Why you? What makes you different?

What role District Attorney plays in criminal justice reform



Goal: give more context and a reason to vote

The community endorses Dr. Akilah Weber

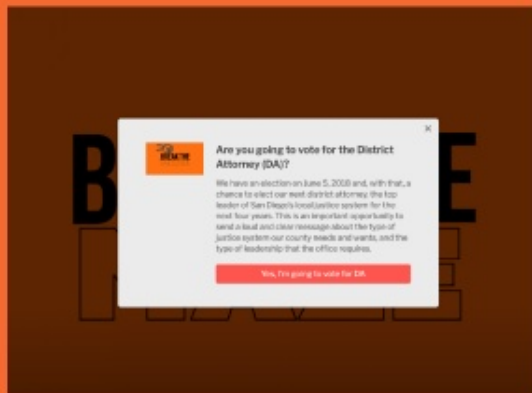


Goal: build trust and get to know the candidate better

ACTION

Time to take action & vote

Remember to vote for DA



Result: Increased awareness and pressure for the DA

Remember to vote for Dr. Akilah Weber



Result: Dr. Weber gets elected to La Mesa City Council and beats two incumbents

More examples

Mara Elliott for San Diego City Attorney



In 2016 election, we ran ads targeting Spanish-speaking residents in and saw 7% up ballot representation.

Vivian Moreno for San Diego City Council



In 2018 election, we ran digital ads and text message program for Vivian Moreno and saw the programs supporting each other and the canvassing efforts.

Paloma Aguirre for Imperial Beach City Council



In 2018 election, we designed Paloma Aguirre's campaign website, digital marketing materials, and email marketing program as well as her social media presence. As a result of our efforts, we helped Paloma become the first Latina Councilmember for the City of Imperial Beach.

Homework

- Google your name and see what comes up as the first result
- Create a LinkedIn profile and add campaign messaging on the profile
- Check your website on your mobile phone
- Check your website load time
- Study your analytics on social media, email campaigns and website





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