



Level 1: Digital Strategy Essentials

# Course Outline

- Introduction
- **Digital Strategy Essentials**
- Campaign Infrastructure
- Content Essentials
- Facebook Essentials
- Advertising Essentials

# Learning Objectives

- What are the three components will determine your results?
- How should you divide your campaign timeline into phases?
- What are the three types of audiences and how can you target them?
- How can you craft effective messages?



## Course Resources

**[bit.ly/DigitalActivismCourse](https://bit.ly/DigitalActivismCourse)**

**Slide Decks**

**Newsletter Signup**

**Links and Downloads**

**Course Discount Code**

# Overview

# Systems vs. Goals



vs.



# Plan Components



# Set a Goal

**S**pecific  
**M**easurable  
**A**chievable  
**R**elevant  
**T**ime bound

## Examples

- Win election on [date]
- Get committee to vote ITL on House Bill xxxx by [date]
- Raise \$xxxx by end of 2020
- Raise public support for [issue] from x% to y% by [date]
- Recruit x new members by end of 2020



# How to Get Results

**MESSAGE + AUDIENCE + TIMING = RESULT**



# 1) Timing Phases

Awareness

Identification

Conversion

Action

## 2) Audience

Geographic

Demographic

Identified

### 3) Messaging

Core

Medium

Headline

Content

Call to Action

# Planning Process

1. Set a goal
2. Figure out your strategy
3. Map out timeline, audience(s), and message(s)
4. Decide on tactics
5. Execute

# Digital Strategy: Timeline

# How to Get Results

**MESSAGE + AUDIENCE + TIMING = RESULT**

# Awareness Phase

## Name/brand Recognition

What:

- Maximize familiarity and recall

How:

- Reach/impressions
- Brand lift

Where:

- Facebook
- YouTube
- Google (display, search)



# Identification Phase (**Secret Sauce**)

## Audience Development and Segmentation

What:

- Fill buckets with names by getting people to **self-segment**

How:

- Content engagement
- Surveys
- Petitions

Where:

- Facebook
- YouTube
- Email
- Website

# Conversion Phase (Election Goal)

Endorsements  
Sign Locations  
Volunteers  
Donations

What:

- Move people through the Constituent's Journey

How:

- Signups (website, third party)
- Donations

Where:

- Email
- Facebook

# Action Phase (Election Goal)

**Vote**

What:

- Convince/remind people to take action

How:

- Event responses
- Reach/impressions

Where:

- Email
- Facebook
- SMS

# Map Out a Timeline

Phase	Timing										Budget
<b>Awareness</b>											\$100
<b>Identification</b>											
Topic 1											\$100
Topic 2											\$100
...											
Topic x											\$100
<b>Conversion</b>											
Endorsements											\$50
Signs											\$200
Volunteers											\$200
Donations											\$500
<b>GOTV</b>											\$1,000
											<b>\$2,350</b>



# Digital Strategy: Audiences

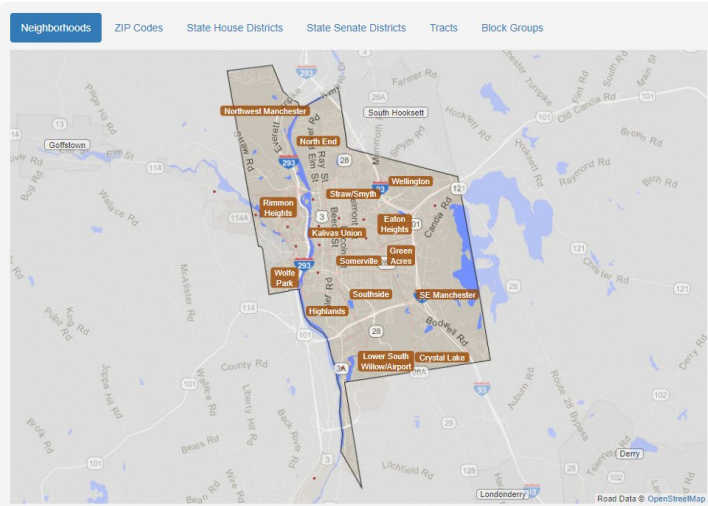
# How to Get Results

**MESSAGE + AUDIENCE + TIMING = RESULT**

# Geographic

StatisticalAtlas.com

## Overview of Manchester, New Hampshire (City)



<b>State:</b>	New Hampshire
<b>County:</b>	Hillsborough
<b>Metro Area:</b>	Manchester Area
<b>ZIP Codes:</b>	03045, 03101, 03102, 03103, 03104, 03109, 03110
<b>Unified School District:</b>	Manchester
<b>Neighborhoods:</b>	Bakersville, Corey Square, Crystal Lake, Downtown, Eaton Heights, Gaslight/Warehouse District, Goffs Falls, Green Acres, Hallsville, Hanover Hill, Highlands, Kalivas Union, Lower South Willow/Airport, North End, North of Bridge, Northwest Manchester, Notre Dame, Pinardville, Piscataquog, Rimmon Heights, Somerville, Southeast Manchester, Southside, Straw/Smyth, Wellington, Wolfe Park, Youngsville
<b>Congressional District:</b>	NH-1
<b>State Senate Districts:</b>	NH-16, NH-18, NH-20
<b>State House Districts:</b>	NH-Hillsborough County No. 8, NH-Hillsborough County No. 9, NH-Hillsborough County No. 10, NH-Hillsborough County No. 11, NH-Hillsborough County No. 12, NH-Hillsborough County No. 13, NH-Hillsborough County No. 14, NH-Hillsborough County No. 15, NH-Hillsborough County No. 16, NH-Hillsborough County No. 17, NH-Hillsborough County No. 18, NH-Hillsborough County No. 19
<b>Neighboring Towns:</b>	Bedford, Litchfield
<b>Neighboring Unincorporated Places:</b>	Pinardville, South Hooksett
<b>Nearby Unincorporated Places:</b>	Amherst, Derry, East Merrimack, Goffstown, Hooksett, Hudson, Londonderry, Milford, Raymond, Suncook

# Demographic

- Age and Gender
- Language
- Education
- Work
- Interests

## Demographic/Affinity/Issues

2017 Observations: Republicans outnumbered Democrats, Gatsas beat Craig, still lost (241 blanks). Swing voters only 4%. Retirees are 42% of voters. Millennials are 8%.

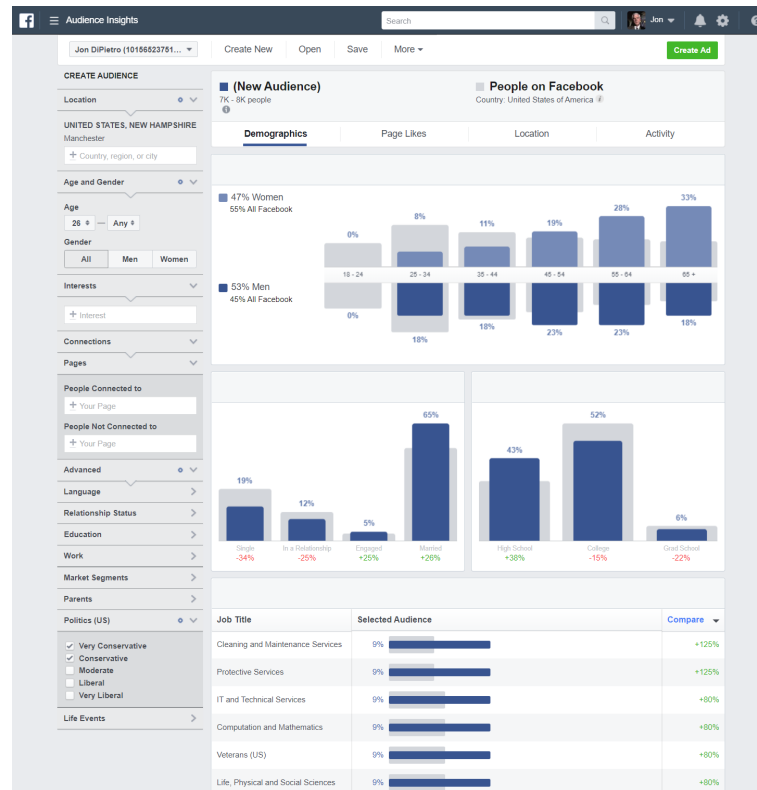
**Conclusion: Motivate Republicans to a) show up and b) vote for school board.**

- Voters
  - Republicans who voted in 2017: “Vote down-ballot”
  - Republicans who voted in 2016 but not 2017: “Get out and vote”
- Demographics/Affinities
  - Parents of students: “You deserve better”
  - Educators: “You are not trusted to do your job”
  - Retirees: “You’re not getting your money’s worth”









# Demographic

## Facebook Audience Insights



# Identified

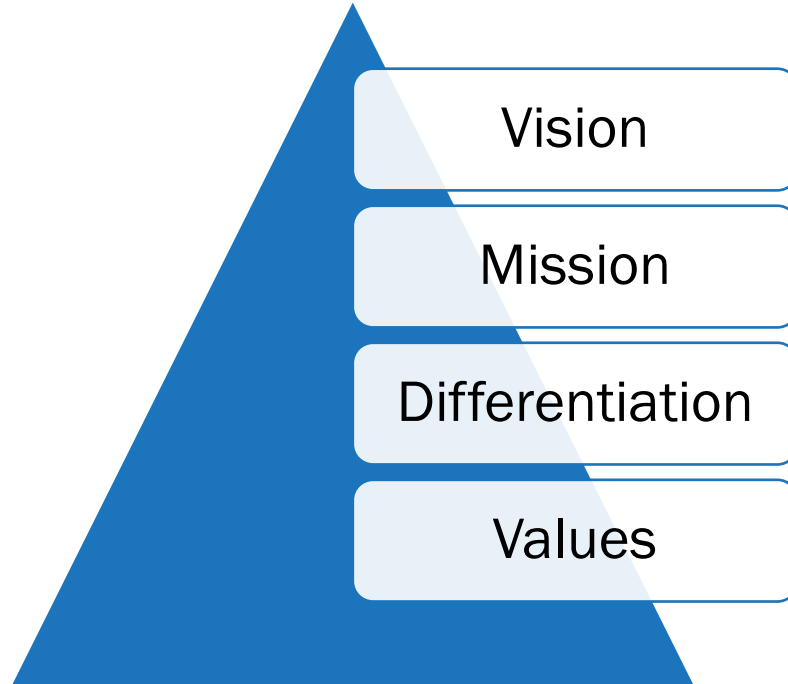
- Customer File   
  - Voter contact (phone banks, doors)
  - Attendees
  - Volunteers
  - Donors
  - ~~Voter lists?~~
- Content Engagement  
- Website Traffic 
  - General
  - Specific (issues, donate, volunteer)

# Digital Strategy: Messaging

# How to Get Results

**MESSAGE + AUDIENCE + TIMING = RESULT**

# Core Messaging



# Core Messaging (Example)

**Vision:** Close the Achievement Gap

**Mission (Why are you running?):** Improve Manchester schools by getting back to basics and supporting policies that are laser-focused on numeracy and literacy.

**Differentiation (Why you?):** I'm focused on improving life for students, taxpayers, parents, and teachers. My opponent is focused on the status quo: Funding the bureaucracy and empowering the system.

**Values:** Achievement that fulfills our responsibilities to students and taxpayers. Trust that honors our obligations to parents and teachers.

*We're failing students by handing out diplomas they haven't earned.*

*We're failing taxpayers by not delivering the quality services they're funding.*

*We're violating the trust with parents by blocking them from making choices.*

*We're violating the trust with teachers by not empowering them in their classrooms.*

# Medium

Text

Graphics

Video

Web

Email

Print

Facebook

Instagram

Facebook

YouTube

# Message Components

## Headline

- Post/page title
- Video title
- Ad heading

## Copy

- Post/page narrative
- Video description

## Creative

- Image
- Video



# Call to Action

**Tell Them  
What to Do**

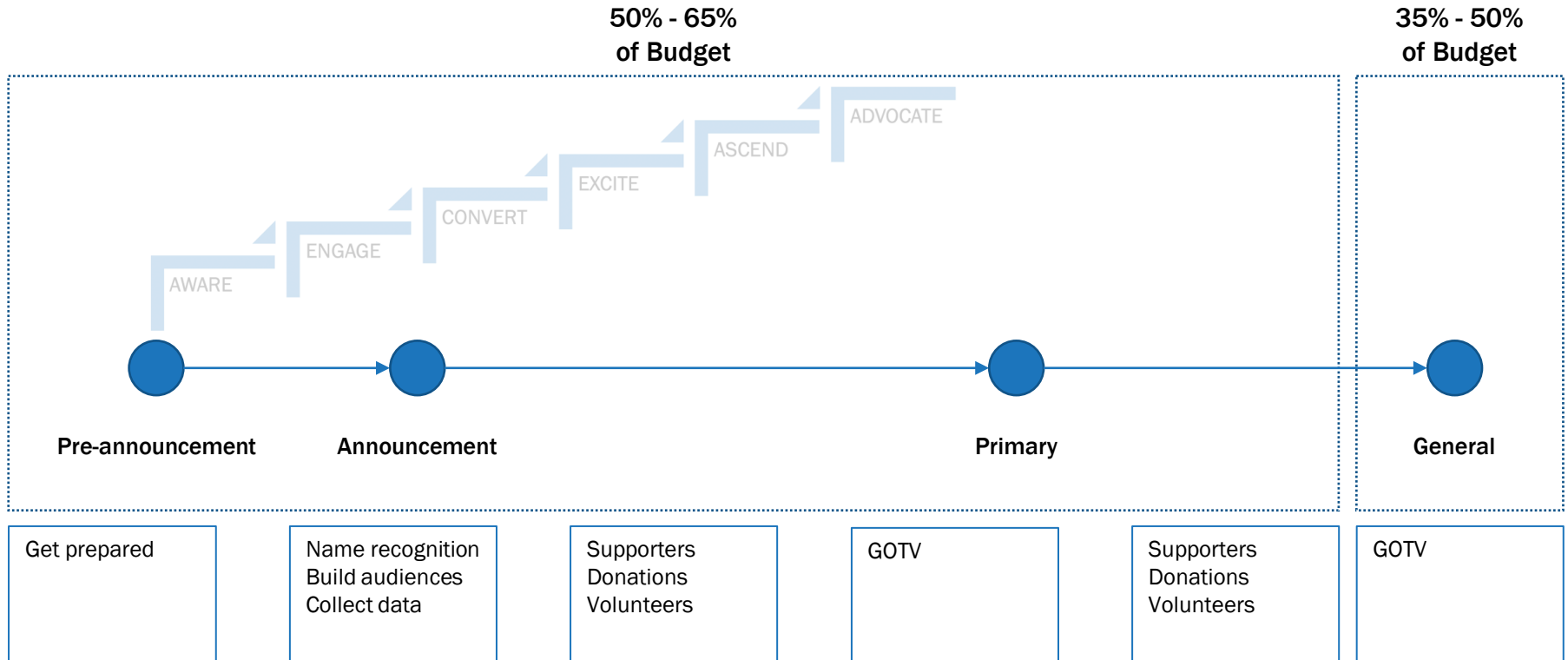
- Click
- Download
- Sign Up
- Learn More
- Message Us
- Register
- Donate

# The One Sentence Persuasion Course

People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.

# Bonus Slides

# Campaign Timeline



# Template #1: Short Time (60 days), Small Budget (< \$500)

## Phase 1 (65% budget): Exposure and BYO audience

- Campaign 1: Name and Office
  - Objective – Engagement
  - Audience – Cold (demographics)
  - Creative – Image (name, office, face)
  - Add to CA “Campaign Engaged”
- Campaign 2: Video Intro
  - Objective: Engagement
  - Audience – Cold (demographics)
  - Creative – Video (30-second captioned slideshow)
  - Add to CA “Campaign Engaged”

## Phase 2 (35% budget): GOTV

- Campaign 3: GOTV
  - Objective: Conversions
  - Ad Set 1
    - Budget 50%
    - Audience – Cold (demographics & affinity)
    - Creative – Event (Vote for Me)
  - Ad Set 2
    - Budget 50%
    - Audience – “Campaign Engaged”
    - Creative – Event (Vote for Me)

# Template #2: Medium Time (90 days), Medium Budget (\$500 - \$1,000)

Phase 1 (35% budget): Exposure and BYO audience	Phase 2 (35% budget): Recruit Support	Phase 3 (30% budget): GOTV
<ul style="list-style-type: none"><li>• Campaign 1: Name and Office<ul style="list-style-type: none"><li>• Objective – Engagement</li><li>• Audience – Cold (demographics)</li><li>• Creative – Image (name, office, face)</li><li>• Add to CA “Campaign Engaged”</li></ul></li><li>• Campaign 2: Video Intro<ul style="list-style-type: none"><li>• Objective: Engagement</li><li>• Audience – Cold (demographics)</li><li>• Creative – Video (30-second captioned slideshow)</li><li>• Add to CA “Campaign Engaged”</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Campaign 3: Lawn Signs<ul style="list-style-type: none"><li>• Objective – Conversions</li><li>• Audience – “Campaign Engaged”</li><li>• Creative – Messenger (request sign)</li><li>• Add to CA “Campaign Supporter”</li></ul></li><li>• Campaign 4: Donations<ul style="list-style-type: none"><li>• Objective – Traffic</li><li>• Audience – “Campaign Engaged”</li><li>• Creative – URL (donate landing page)</li><li>• Add to CA “Campaign Donor”</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Campaign 5: GOTV<ul style="list-style-type: none"><li>• Objective: Conversions</li><li>• Ad Set 1<ul style="list-style-type: none"><li>• Budget 50%</li><li>• Audience – Cold (demographics &amp; affinity) or LAA</li><li>• Creative – Event (Vote for Me)</li></ul></li><li>• Ad Set 2<ul style="list-style-type: none"><li>• Budget 50%</li><li>• Audience – “Campaign Engaged, Supporter, Donor”</li><li>• Creative – Event (Vote for Me)</li></ul></li></ul></li></ul>

# Template #3: Max Time (120+ days), Max Budget (> \$1,000)

Phase 1 (25% budget): Exposure and BYO audience	Phase 2 (25% budget): Segment Audience	Phase 3 (25% budget): Recruit Support	Phase 4 (25% budget): GOTV
<ul style="list-style-type: none"> <li>Campaign 1: Name and Office <ul style="list-style-type: none"> <li>Objective – Engagement</li> <li>Audience – Cold (demographics)</li> <li>Creative – Image (name, office, face)</li> <li>Add to CA “Campaign Engaged”</li> </ul> </li> <li>Campaign 2: Video Intro <ul style="list-style-type: none"> <li>Objective: Engagement</li> <li>Audience – Cold (demographics)</li> <li>Creative – Video (30-second captioned slideshow)</li> <li>Add to CA “Campaign Engaged”</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Campaign 3: Issues <ul style="list-style-type: none"> <li>Objective: Engagement</li> <li>Ad Set 1 <ul style="list-style-type: none"> <li>Audience – Cold (demographics)</li> <li>Creative – Issue #1 Video (30-second slideshow)</li> <li>Add to CA “Issue #1”</li> </ul> </li> <li>Ad Set 2 <ul style="list-style-type: none"> <li>Audience – Cold (demographics)</li> <li>Creative – Issue #2 Video (30-second slideshow)</li> <li>Add to CA “Issue #2”</li> </ul> </li> <li>Ad Set 3 <ul style="list-style-type: none"> <li>Audience – Cold (demographics)</li> <li>Creative – Issue #3 Video (30-second slideshow)</li> <li>Add to CA “Issue #3”</li> </ul> </li> </ul> </li> </ul>	<p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <ul style="list-style-type: none"> <li>Campaign 4: Lawn Signs <ul style="list-style-type: none"> <li>Objective – Conversions</li> <li>Audience – CA or LAA</li> <li>Creative – Messenger (request sign)</li> <li>Add to CA “Campaign Supporter”</li> </ul> </li> <li>Campaign 5: Donations <ul style="list-style-type: none"> <li>Objective – Traffic</li> <li>Audience – CA or LAA</li> <li>Creative – URL (donate landing page)</li> <li>Add to CA “Campaign Donor”</li> </ul> </li> </ul>	<p>For each campaign, create separate ad sets targeting CA for engaged and/or specific issues...</p> <ul style="list-style-type: none"> <li>Campaign 6: GOTV <ul style="list-style-type: none"> <li>Objective: Conversions</li> <li>Ad Set 1 <ul style="list-style-type: none"> <li>Budget 50%</li> <li>Audience – Cold (demographics &amp; affinity)</li> <li>Creative – Event (Vote for Me)</li> </ul> </li> <li>Ad Set 2 <ul style="list-style-type: none"> <li>Budget 50%</li> <li>Audience – CA</li> <li>Creative – Event (Vote for Me)</li> </ul> </li> </ul> </li> </ul>

# Q&A



# Review

Message + Audience + Timing = RESULT

Building a Basic Plan:

- Build a Campaign Timeline
- Identify audience segments
- Deliver targeted messaging