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Digital and Advertising Training

State Voices

Fenton

INTRODUCTIONS

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AGENDA

→ Introductions and Objectives

→ Digital Organizing Strategy

→ Making the most of advertising

→ Establishing your online presence

→ Reflections & Questions

This training is intended to:

→ Teach you how digital advertising works and can accelerate your program goals

→ Cover best practices for digital organizing

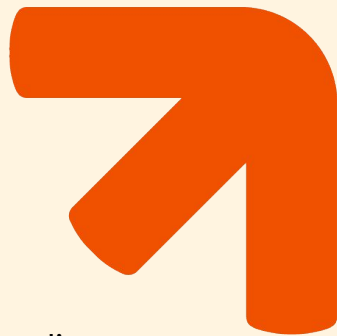→ Provide you with tips and tricks for establishing your online presence

Who has run an advertising campaign before?

Digital Organizing & Advertising

Engaging Supporters Online

➔ As organizers, our job is to **meet people where they are.** And increasingly, people are online.

➔ It's about ensuring your digital communications, from email to social media, are **intentional and strategic** so that you build relationships and trust with your supporters by offering opportunities to take meaningful action that drives real results.

➔ **Find people and ask them to do things** – whether that's at an event or the internet!

➔ With the amount of options of strategies, platforms and tools out there, it can feel overwhelming and be hard to prioritize. **You don't have to try to do everything!**

➔ Effective digital organizing will help turn casual supporters into **active advocates for your cause.**

Digital Ads in Action

How We Get People to Take Action
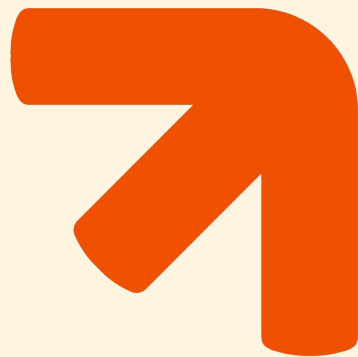
Digital organizing is the use of digital technology to **contact, inform, and mobilize** a group of concerned people around an issue or cause.

The purpose of digital organizing is to spur your audience to *take action.*

Calls to Action

Calls to Action (CTAs) allow supporters to get involved and help increase their personal investment in your organization or cause.

HIGH-BARRIER ACTIONS

CONVENE

ATTEND

PURCHASE / DONATE

MEDIUM-BARRIER ACTIONS

CREATE

SHARE

JOIN

LOW-BARRIER ACTIONS

LIKE

VIEW

LEVEL OF ENGAGEMENT
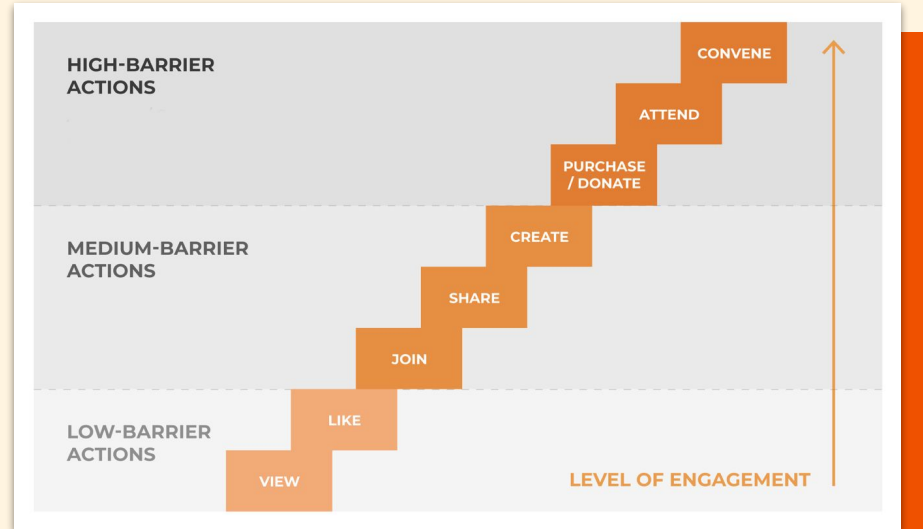
How Advertising Can Support Your Digital Organizing Efforts

→ Helps **increase awareness** for your cause, get more eyes on content, and build a following

→ Helps **drive clicks and engagement** with your email program, social platforms, and website

→ Inspires your community to **take action** on causes they care about

→ Plays a role in introducing your cause to a **new and wider audience**
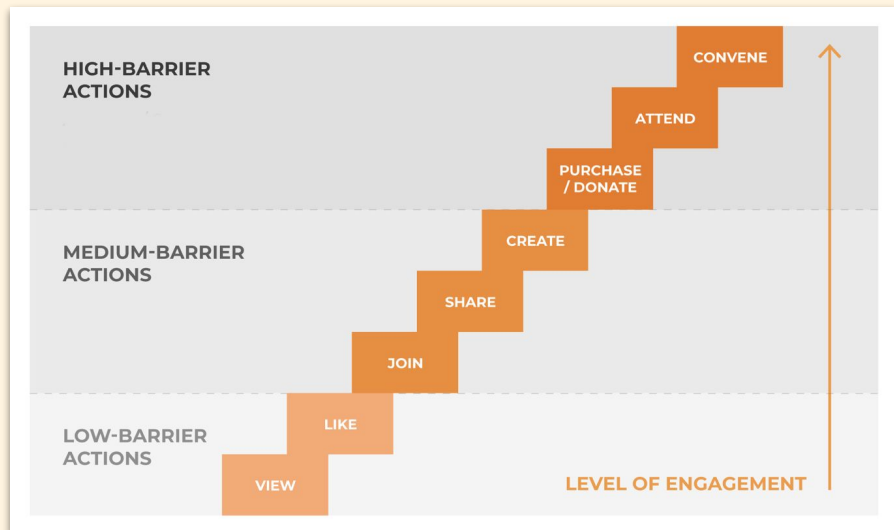
Ladder of Engagement

Where to start?

→ When talking to new or potential supporters, **start small**
  - ◆ Ads, social media posts, etc

→ **Engaged and dedicated supporters** can be asked high barrier actions
  - ◆ Emails, SMS, etc

→ Asks should be **customized and targeted** for each audience

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Audience Considerations

→ Think about your audiences.

- ◆ What do they care about?
- ◆ Where do they spend their time online?
- ◆ What devices do they use?
- ◆ What do you want them to do?
- ◆ What motivates them?

→ There are many different types of ads that serve **multiple audiences and distinct goals** when leveraged in a campaign

→ By correctly targeting the audience you want to reach, you can **reach people most likely to take action,** and to achieve the best results per dollar.

Making the Most of Advertising

Campaign Types

- ➜ **AWARENESS**
  A strategic approach to reach a **broad audience** about an issue, message, or initiative. The goal is to build brand / message recognition, foster a **positive perception**, and establish a foundation **for future engagement**. Digital platforms are limited in reaching broad audiences effectively; offline activations drive optimal reach of all target audiences.

- ➜ **ACQUISITION**
  This campaign strategy aims to **motivate** target audiences to register to vote, sign up for election reminders or petitions, or contribute donations. Effectiveness is **measured by** the number of registrations, sign-ups, **donations**, conversion rates, and cost per acquisition (CPA).

- ➜ **GOTV**
  This campaign operates in three phases: The Awareness Phase informs the target audience about an issue or election. The Engagement Phase educates voters on key issues and their implications through impactful advertising creatives. Finally, the Action Phase aims to motivate specific audiences to take the desired action.

Drive Awareness of Your Cause to Reach Potential Supporters

Maximize your cause's visibility by using platforms that offer broad reach to capture your desired audiences and expand message coverage.

AD PLATFORM TYPES	TARGETING
➡ **Social Media** ➡ **Online Video** ➡ **Billboard (digital and static)** ➡ **Traditional Radio** ➡ **Local TV** ➡ **Streaming Audio (Spotify, others)**	➡ **Demographic:** Age, Household Income, geography, and gender ➡ **Daypart: Key time periods** audiences are consuming media ➡ **LookaLike:** Able to use **your predefined list; match 1:1** or create a model people who share same attributes similar to your supporters

Turning Individuals into Active Supporters

Acquisition campaigns drive actions like **registrations** and **donations** to engage potential supporters to advocate for your cause.

AD PLATFORM TYPES	TARGETING
➜ **Social Media** ➜ **Display Banners** ➜ **Email**	➜ **Lookalike:** **Recreate** a similar audience of your **active email subscribers** ➜ **Behavioral:** Targets internet users based on their **past online behavior** ➜ **Retargeting:** **Re-engage** audiences who previously interacted with ads to convert them into registered voters, sign-ups, or donors

Activate and Motivate Your Supporters to GOTV

Raise awareness, mobilize, & persuade voters to become active participants in the voting process

AD PLATFORM TYPES	TARGETING
➜ **Social Media**	➜ **Geography:** Hone in on specific states (battleground) or markets (Atlanta)
➜ **Display Banners**	➜ **Voter Propensity:** target based on audience voting patterns by state or county
➜ **Local TV**	➜ **LookaLike:** Use predefined list; match 1:1 to voters who share same attributes similar to your supporters
➜ **Traditional Radio**	
➜ **Streaming Audio (Spotify, others)**	

Someone sees your ad.

Then what?

Establish Ways to Measure Your Success

➔ What success looks like to you may vary across programs. Whether you're seeking to **increase your engagement**, add more volunteers to your program, or just to stay consistent, make sure you set **clear goals that you can track.**

➔ **Some metrics to success to consider include:**

◆ Click rates

◆ Number of impressions (views)

◆ Engagement (likes, comments, follows)

◆ Number of action-takers and sign-ups (through your email program!)

Stay in Touch With Your Supporters

➡ Maintain active communication through **social posts, SMS and email.** Supporters value being kept in the loop of all of the exciting things happening and causes you're contributing to.

➡ Share communications that highlight wins, upcoming events, and engagement opportunities.

Fill out the survey!

toolkit.statevoices.org

Questions?