Mckayla 2020 Digital Strategy

23rd May 2019

Audience

Progressive district 5 voters that would benefit from the policy differences between McKayla and opponent

GOALS

1. Grow Mckayla Wilkes name recognition and Election Day awareness among District 5 residents
2. Drive contributions to the "Mckayla 2020" campaign from target archetypes
3. Communicate Mckayla Wilkes's core issues that separate her from the incumbent

KPIs

*All KPI's will be used to guide digital decisions and investments on an on-going basis.

- Track the number of impressions both paid and organic social media content garners that is build for name recognition and Election Day awareness
- Track the email opens for each email with the intentions of garner name recognition and Election Day awareness
- Track the page visits to our about and issue pages and what platforms are visitors coming from
- Track the number of donations raised from various entry points on the website, email campaigns and social media platforms; monitoring supporter behaviors
- Track the number of engagements, specifically link clicks, on all social media platforms, email campaigns with the purpose of communicating Mckayla Wilkes' Core issues that separate her from the incumbent

Tactics/Execution

Organic Social media content

Develop organic social media content organized into three categories: Recognition, contribution, and Community. 50% of the monthly organic content will be Donate content. While the other 50% of the monthly organic content will be recognition and community content. The campaign will utilize Facebook, Instagram, Linkedin, Twitter, and Youtube to display organic content. The monthly organic content is described as follows.

*FB = Facebook TW = Twitter IG = Instagram YT = YouTube LI = LinkedIn

1. Recognition content - This content has the intent of increasing the face and name recognition of the candidate, as well as, election day awareness through the following post:

    a. Election day post (FB,TW,IG,LI) - this post will exclusively highlight the election day and time as well as a link to a landing page with election day content as well and a link to register to vote.

    b. "Get to know Mckayla" post (FB,TW,IG,LI)- this post will use highlight platform issues and candidate bio

    c. "Business Brunch" post (FB,IG.YT)- this post will consist of video content of the candidate and local business owners. The candidate will interview the business owners to discuss general business information and ways in which the state of Maryland can help small business owners.

2. Contribution content - This content has the intent of strategically growing small-donor contributions through the following post:

    a. Stories Sticker (IG) - Make a stories post on Instagram utilizing text that encourages contributions or repurposed content from other content types and encouraging followers to contribute via a link in the bio or an embedded link. This post will utilize Instagram's stories "Donation Sticker"

    b. Standard contribution post (FB,TW,IG,LI) - Make a standard post utilizing text that encourages contributions or repurposed content from other content types encouraging followers to contribute via a link in the bio or an embedded link.

    c.   Shoutout Content (FB,TW,IG,LI) - a post will be made either using an image or video highlight a small-dollar contributor while stating their motivation behind supporting the campaign

3. Community content - This content has an intent to grow community influence and involvement through the following post:

    a.   Presumptuous post (FB,TW,IG,LI) - a presumptuous post will be developed to help position the candidate in the community as a thought leader. These post will announce community updates, events, and holidays

    b.   Community discussions (FB,TW,IG.YT,LI) - a community discussions post would be done using video content to capture the candidate's interactions with constituents while canvassing.

Paid social media content

Develop paid social media content with a budget equaling 10% of the monthly contributions received. 80% of the monthly paid media budget will be spent on Contribution content. 20% of the monthly paid media budget will be spent on recognition content focusing name recognition and election day awareness. This paid campaign will be implemented on both Facebook and Instagram. These paid ads will target the following archetypes among district 5 residence :

1. Currently live (or go to school in) in MD-05, Politically engaged on the left, Black, Female, Aged 25-45
2. Currently live (or go to school in) in MD-05, politically engaged to the left Large follower count, any race, male, Aged 18-35
3. Currently live (or go to school in) in MD-05, Politically engaged on the center, Aged 35-55, Black, Female

Email outreach campaigns

Utilizing an email marketing platform, Mckayla 2020 will develop strategic email campaigns to grow the candidate's name and face recognition, as well as, our small-dollar contribution. Mckayla 2020 will develop the following campaigns to meet strategic goals:

1. Monthly Newsletter - the monthly newsletter will focus on Mckayla 2020 campaign updates and upcoming events. The newsletter will also be used to highlight high-performing social media content regardless of the content type.
2. Contribution emails - contribution emails will be sent weekly, and increasing to twice weekly starting 6 months from election day.

Measured Outcomes

Analytic reporting

Monthly analytics reports should be developed based on the previously set KPI's to dictate direction