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Mandate Media
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A full service digital political consulting firm

A few select clients
Jeff Merkley for US Senate
Joe Kennedy III for Congress
Cathy Glasson for Governor (IA)
Yes on CCC Bond, 2014
Overview

• Who we are
• Some historical perspective
• Big Picture: the Net Effect
• Internet Organizing 101
• Survive & Succeed
The Past is Prologue

• 1862: Telegraph
The Past is Prologue

- 1933: Radio
The Past is Prologue

• 1960: Television
The Past is Prologue

• 1970s - 1980s: Direct mail fundraising
The Past is Prologue

- The 2000s: Campaigns go digital

John McCain
In 2000, the first million-dollar night

Howard Dean
$51 million
625,000 donations
61% under $200

Barack Obama
2008: $500 million
2012: $525 million
92% under $100
The Past is Prologue
The Net Effect

• Bad Old Days - one-way communication

• Voters Talk Back - the impact of email
The Net Effect

- Networked Communities of Interest
The Net Effect

• Who are your friends?
  - They share your values and interests.
  - Often, they share your geography and age.
  - It’s the cause of *The Big Sort.*
The Net Effect

• The rise of “people like me”
  - Trust in institutions is collapsing
  - But “people like me” winning trust
The Net Effect

- It’s all about the network.
  - People can talk to each faster and easier than ever.
  - Ideas move like wildfire. (Even bad ones.)
  - The networks are ad hoc & independent.
The Net Effect

• Politics *is* social networking.
  - Victory, as always, goes to the team that organizes and communicates best.

• Your job: Activate the networks
Internet Organizing 101

• Tools
  - Email broadcasting
  - Social media
  - Digital advertising
Internet Organizing 101

• What the internet isn’t...
  - a magic ATM
  - a one-way message machine

• What the internet is...
  - old-fashioned organizing
Email Broadcasting
Reach out and touch someone

- **audience**
  - active supporters
  - **not** undecided voters

- **voice**
  - personal, one-on-one
  - **not** brochure-ese

- **message**
  - get involved
  - **not** “vote for me!”

- **fresh & timely**
  - daily/weekly updates
  - **not** build-and-forget

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Email Broadcasting
Reach out and touch someone

• Effective email
  - campaigns; not one-shot emails
  - short is sweet; be compelling & personal
    • subject lines are critical
    • say one thing, ask one thing
    • email is one-to-one
Email Broadcasting
Reach out and touch someone

• *Don’t* send regularly
  - abolish "newsletters"
  - be sporadic
  - be timely
  - be meaningful
Email Broadcasting
Reach out and touch someone

• List management and growth
  - use an email broadcasting provider
  - don’t be a spammer
  - focus on organic growth
    • capture everywhere
    • use petitions
    • don’t forget paid opt-in acquisition
Social media

- **Facebook**: chat with my friends
  - trusted, non-anonymous, semi-private
  - mostly two-way relationships
  - ~91% market share

- **Twitter**: talk to the world
  - anonymity, celebrity, spam
  - mostly one-way relationships
  - ~24% market share

(Rank: FB, Instagram, Pinterest, LinkedIn, Twitter)
It’s a Facebook World

• 2.2 billion active global users.
• 230 million adults in the USA.
  - That’s 91% of all adult Americans.
• 3.0 million adults in Oregon (91%)
  - 2.1m over 30, 920k over 50
• Half use Facebook every day.
Twitter vs. Facebook

"Twitter is how he talked to the people, Facebook was going to be how he won."

Brad Parscale
Donald Trump’s Digital Director
Facebook: Profiles vs. Groups vs. Pages

- A profile is a person.
- A group is an informal gathering.
- A page is a brand or organization.
Relevancy & the News Feed

- News feed surfaces relevant stuff
  - special people & major life changes
  - people & pages you interact with
  - posts that your friends interact with
Relevancy & the News Feed

• Consider the implications!
  - interaction is critical
  - continuous feeding is critical
  - conflict is good
  - (jumpstart with paid promotion)
Facebook insights

• Metrics
  - Shares (per post)
  - Engagement
  - Reach

• Pay attention to what works
  - And do more of that!
Communicate like a human

• What are you thinking?
  - (not just: what are you doing?)
• Ask questions.
• Post photos - smiles earn likes!
• Ask for the share, like, or comment
• Post outside 9-5 work hours.
  - When are you on Facebook?
• Engage, don’t do drive-by posting.
How many Facebook fans?

• It’s about reach.
  - How many friends do your fans have?
  - Your goal: 100% second-degree reach.
  - This usually means 1-3% of the electorate.
  - *Sharing is everything*...
How many Facebook fans?

- It’s about reach - your fans’ friends.
Digital Advertising

• Acquisition & Fundraising vs. Branding & Voter Contact

• Types of ads
  - Facebook ads
  - search ads (Google)
  - display ads (Google, direct)
Digital Advertising: Facebook

- Display + text.
  - Deliver persuasion messages
  - Win new fans
Digital Advertising: Facebook

- Display + text.
  - Deliver persuasion messages
  - Win new fans
Digital Advertising: Facebook

• Targeting
  - by geography, age, gender
  - by interests, workplaces, colleges
  - your fans and friends-of-fans

• Ads are actionable and clickable.

• Goal: Find fans and acquire emails.
  - Also, boosting interaction and giving your message big reach
Digital Advertising: Facebook

• **Key content tactics**
  - Be relevant, timely, and specific
  - Big, bold colors and faces
  - Use “like”-able text
  - Promoted posts can pop interaction levels
Digital Advertising: Google

• Google Adwords, Search
  - On the search engine
  - Text only
  - Keyword-based targeting
  - Pay-per-click (CPC)
  - Small volume, high clickthrough
  - For the “homework doers”
Digital Advertising: Google
Digital Advertising: Google
Digital Advertising: Google

• **Key tactics for Adwords**
  - Pay per impression (CPM)
  - Big, bold colors and text
  - Big photos (smiles!)
  - Clear call-to-action
  - Target by geography
Digital Advertising: Other

- **Direct Purchase of Display Ads**
  - Target specific sites (esp. non-Google)
  - Very expensive - $10-20 CPM
  - Very little ad rotation
  - Poor reporting
  - In some local areas, the only option
  - New: voter-file targeting (?!)

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Digital Advertising: YouTube
Digital Advertising: YouTube

- **YouTube video**
  - Geo-targeted (better than cable/broadcast)
  - Lean-forward, not sit-back
  - Consider the SKIP button
  - Make YouTube videos, not TV ads

- **Facebook video**
  - Muted, so use text on screen
  - Make it “like”-able.
Survive & Succeed

- Be authentic.
  - Be yourself. Be human.
    - (don’t be the organization)
  - Be real-time.
  - Don’t be afraid of taking a stand.
  - Grow and empower the network
  - Have a plan, but don’t wait until it’s perfect.

- Above all else:
  Act online like you act off-line.
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