



## **2) Digital Ads**

As news media expanded into the digital age, so did the advertising strategy of a political campaign. Marketing online offers you the ability to target certain demographics of people to engage with. These ads can be designed to be shown to people in a certain area, who have a history of visiting other sites, or fit into a desired user persona. They can be as simple as your print ad online, or it can be a video message, or even an interactive animation. The goal is always the same, to engage with the audience visually and direct them back to your website.

## **3) Social Media Messaging**

With the growth of social media, political marketing messages are now expanding to popular social networks as a way to gain support for candidates and causes. A social campaign can be defined by two philosophies: organic and paid advertisements. Organic advertising means that you are growing your following naturally. That you share your message through posts that connect with people on a personal level. These are the videos, text, and photos that excite followers to share, like, and comment on your posts.

Paid advertising helps you expand your reach faster and further than organic growth. You can pay to promote a particular post or page in a certain region, or to particular demographics.

## **4) Video Messages**

It wasn't too long ago producing a video message would have been a very expensive option for a candidate or cause. Thanks to the accessibility and affordability of high definition cameras and the popularity of online videos, sharing a video message has become easy and common. It doesn't have to be long or professionally produced, it just needs to connect with viewers and encourage them to learn more about your campaign.

As Election Day draws near, you'll be looking for the most effective ways to reach out and connect with voters. They need to be designed to engage with an audience and inspire them to take a desired action. Your marketing strategy needs to find a balance between new and traditional media in order to engage with as many registered and likely voters as possible.