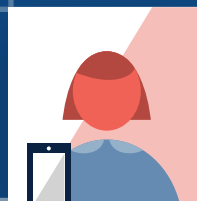
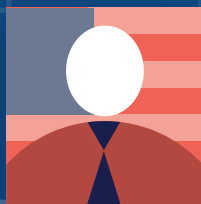


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Political Campaigning in the Time of Social Distancing

Reconfigure your campaign in a volatile
time to reach voters with digital.



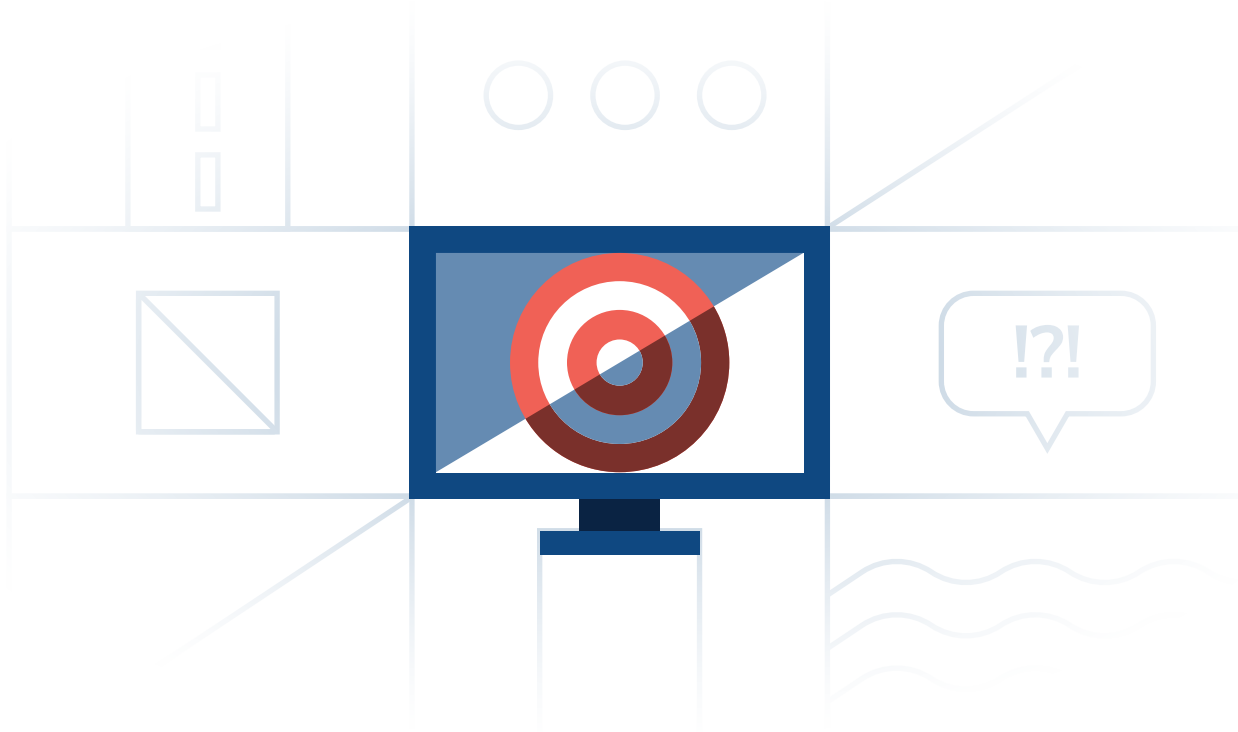


As cities and states lock down in the face of an unprecedented global pandemic, businesses, non-profits, and community organizations are scrambling to shift their operations online.

If you are a part of a political campaign, you're probably wondering what this means for you.

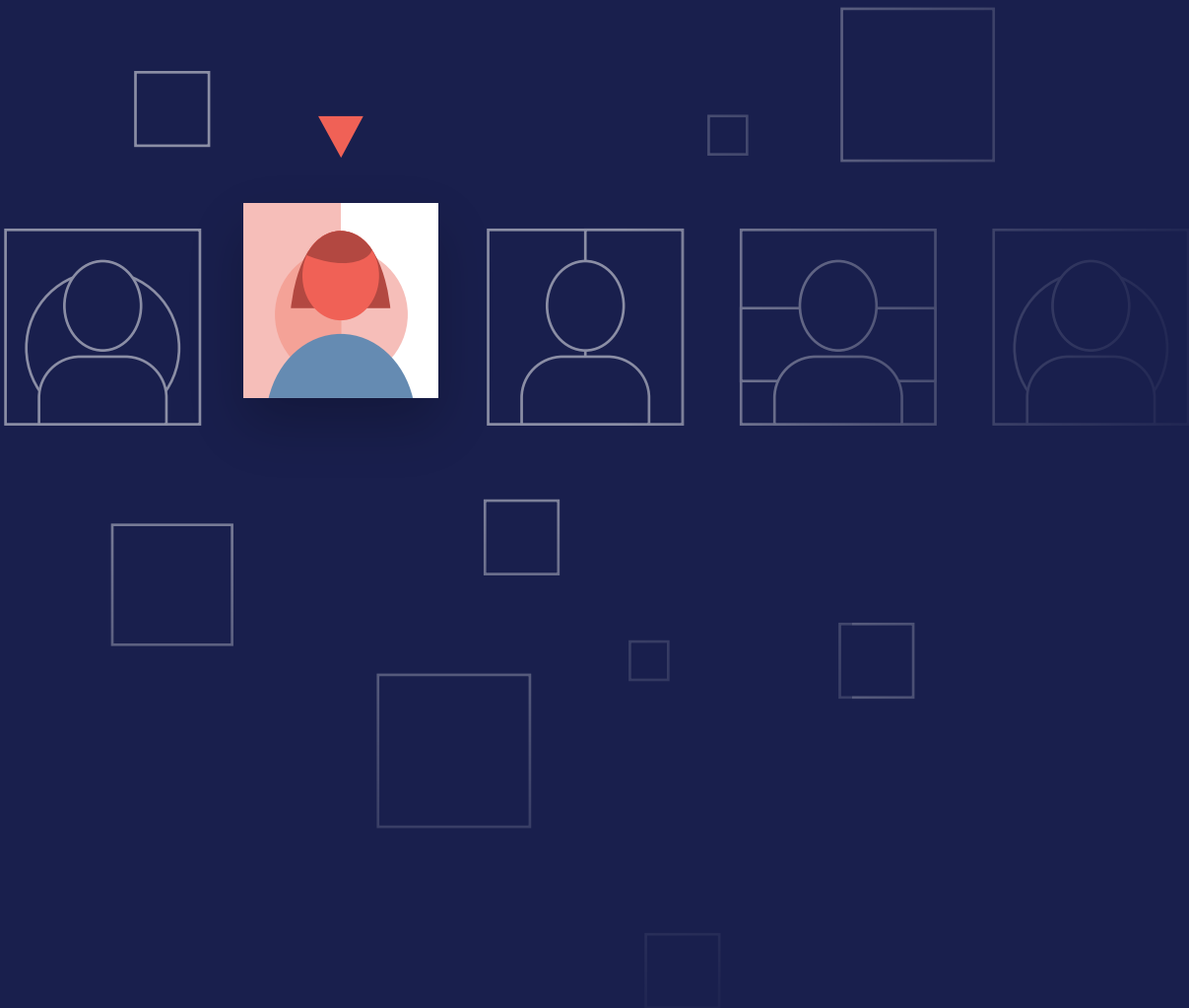
Here's the truth: Your campaign isn't on hold. It's just becoming more targeted. And your constituents need your leadership now more than ever.

In a world without campaign rallies, fundraising dinners, or door knocking, how should you be changing your campaign strategy? Read on to find out where you should be shifting your digital budget.



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Optimize Your Voter Contact to Pinpoint Voters



You aren't going to parades, rallies, or big community events - but you do know exactly where your most valuable voters are: home. You can't ring their doorbell right now, but you can turn those walk lists into targeting lists.

Chase specific, high-value voters and lean in with your digital budget to contact them on every device in their house.

Ways to get hyper focused:

- Yes - keep spending on traditional TV. But make sure you are reaching the voters most likely to turn out during a complicated, unpredictable election. **Reach them on their smart TVs with addressable CTV ads as well.**
- You can't gather your supporters at a rally, but you can **get them on their landline with a teletownhall.**
- Have a brief but urgent message? **Hit their mobile devices with SMS marketing.** Your voters are as glued to their smartphones as you are right now.
- And **make sure you keep the emails flowing to the inbox** on their computer.



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Push Absentee Ballots & Early Voting



What does voter turnout look like in a pandemic? With crowds of 10 or more banned or discouraged in most states, polling locations now pose a public health threat. Voters are concerned - rightfully - about the safety of their polling place.

With those concerns in mind, many election officials are wrestling with how to effectively reschedule elections in a way that protects voter rights. In most states and localities, election dates are postponed and uncertain.

With shifting election dates and voter concerns about safety, now is the time to push early and absentee voting.

Ways to push early & absentee voting:

- **Use digital messaging** to stay fluid and on top of the details in a rapidly changing environment. It's a whole lot easier to swap out the creative in a digital ad buy than to update and reprint a stack of GOTV mailers.
- **Develop a plan for how your campaign will update and alert your voters** if the election details are changed or updated again before it happens. Have drafts of those emails, social posts, and phones ready to deploy in advance.
- Go back to the drawing board on your GOTV plan and start working on conversion funnels that push your supporters to request absentee ballots. **Invest more in high-production value tutorials and content** that explains this process to your supporters, and send it to them over and over again.

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Pivot to Video



Consider the possibility that your candidate might not meet a single new voter before Election Day. No events, no handshakes - no contact.

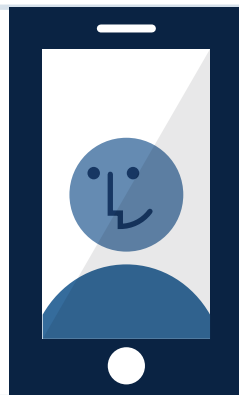
How do you increase your face time with voters? Increase the amount of video you are putting out.

Ways to get the most out of video:

- **Embrace casual, direct-to-camera social videos.** As most Americans interact with each other over FaceTime and video chats, your video will feel natural - and creating a video like this is as easy as hitting record on your smartphone.
- Want something with a little more polish? With some effort, **a camera crew can still maintain social distance, especially when shooting at a large venue.**
- **Move events to livestreams and chase your audience with SMS invitations.** A well-timed text will alert supporters just in time to tune in.

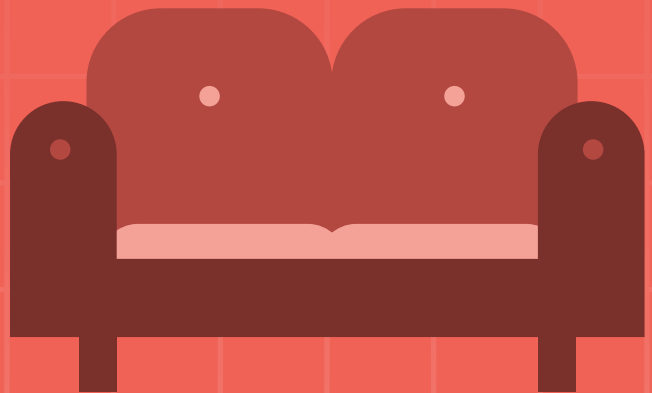
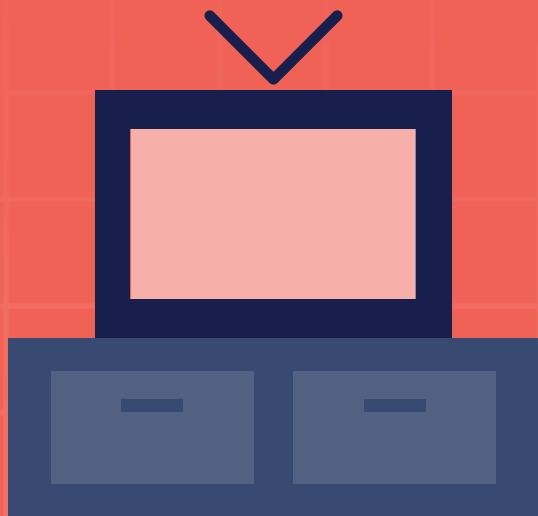
KEY TAKEAWAY

Casual, direct-to-camera social videos can create a lot of engagement.



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Adapt Your Ads to Quarantine Life



Homebound Americans are turning to social media and streaming services for amusement while stuck inside.

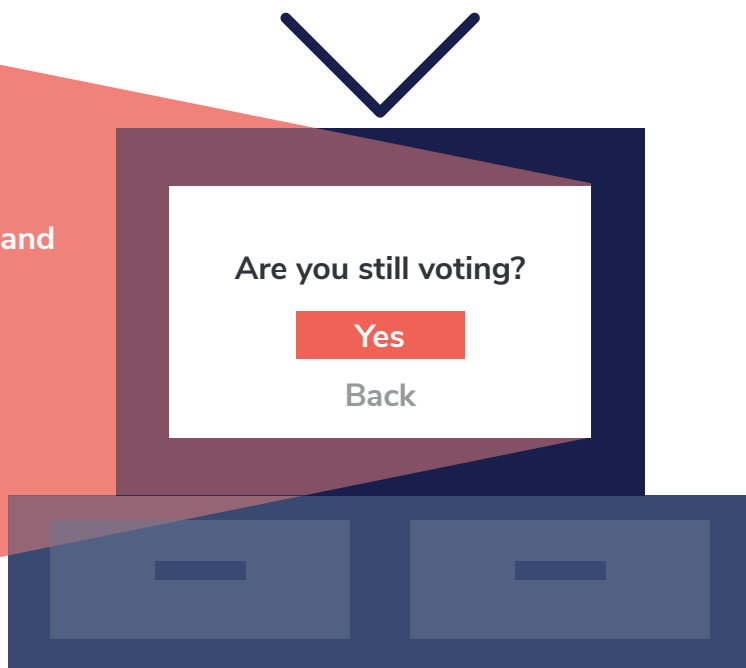
Now is the time for digital ads to meet them where they are, and catch them while they are online.

Ways to adapt your ads:

- Jump on the streaming surge and **invest in OTT and CTV ads**. As hours of on-demand video watched ticks up dramatically, take advantage of increased inventory.
- **Create serialized content for paid media**. With more people consuming more media online, creating a sequence of ads that form a larger narrative is easier to do and can have a greater long term yield.
- **Get inside of your voters' social media feeds**. Just remember that your ad content will likely be sandwiched in between posts of coronavirus news and adjust your message accordingly.

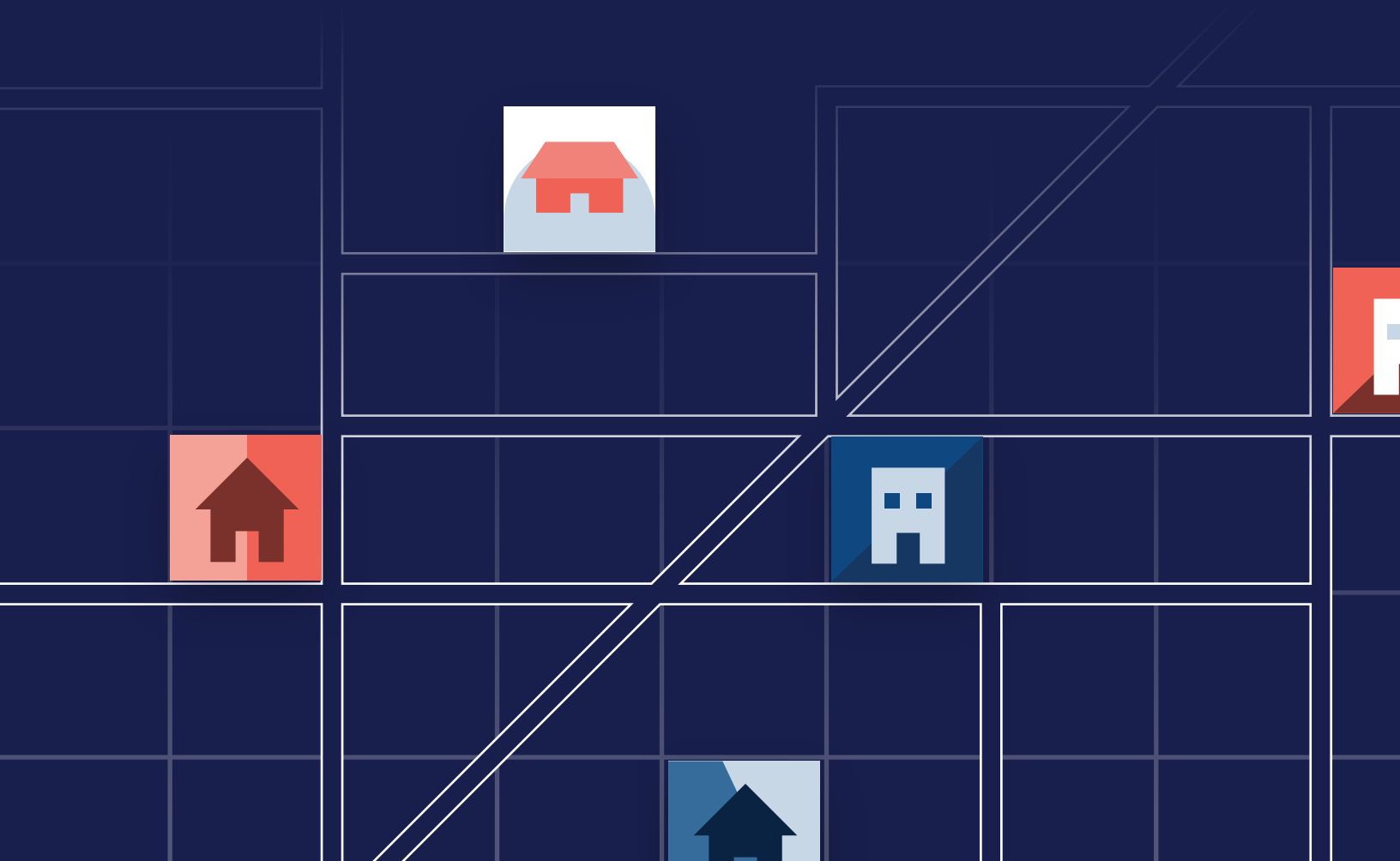
KEY TAKEAWAY

With the increase in on-demand consumption, OTT ads are a great investment.



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Think Local





Anyone can hit refresh on Twitter for national numbers on coronavirus. Your campaign has invested in building a local audience online, and your constituents look to you for authoritative local updates.

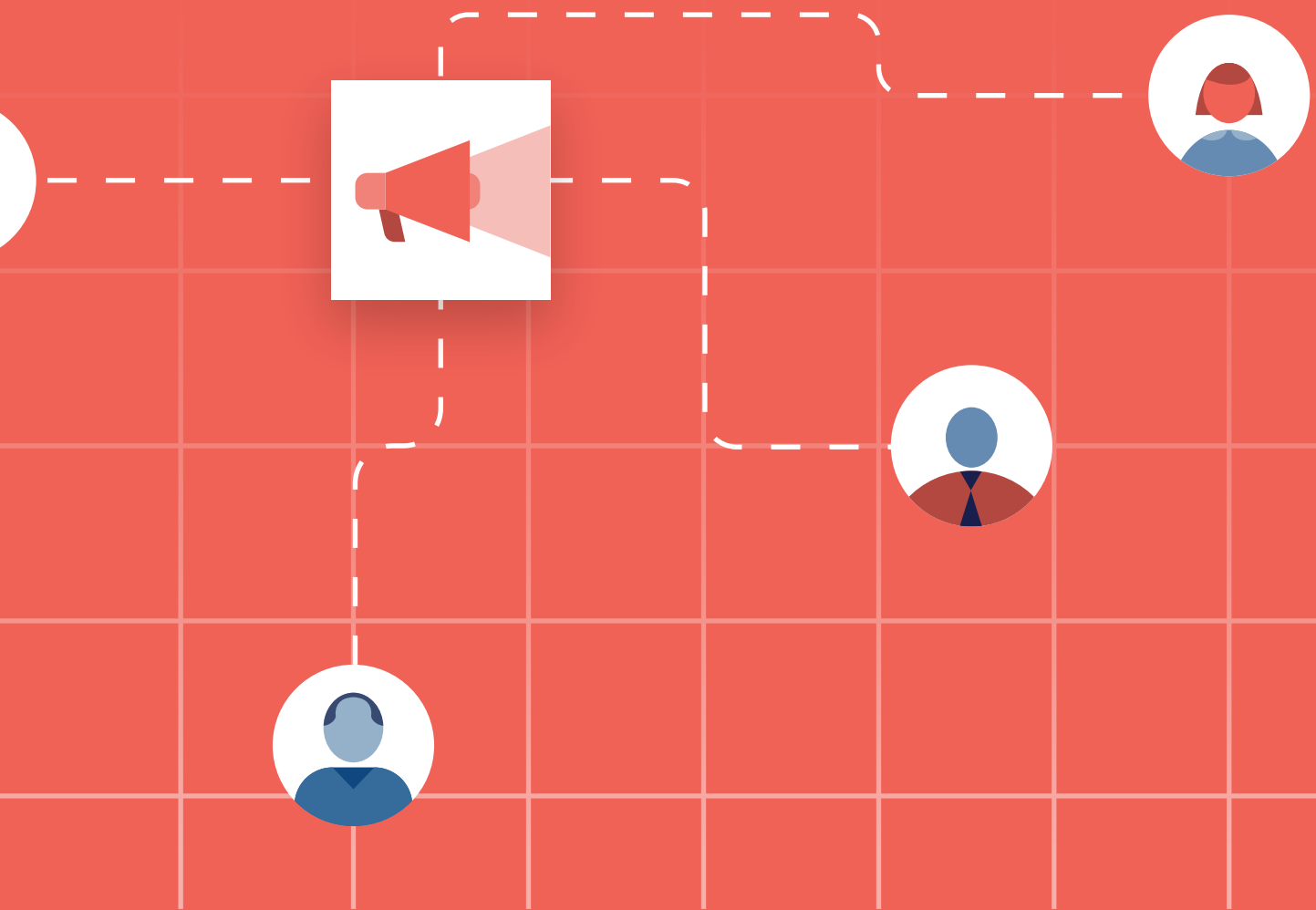
It's time to put your campaign to work for them. Speak directly to your constituents and highlight what's happening in their communities.

Ways to think local:

- **Be a source for local news.** Whether that's amplifying local public health authorities, or highlighting small businesses or volunteer organizations.
- **Share inspirational stories.** Your supporters aren't just involved in your campaign, they're involved in their community. Spread the word about the good they're doing to help lift everyone up.
- Give your volunteers things to do online that can help the campaign. People are looking to be part of something. Help provide that sense of community. **Ask them to share messages, or respond to your posts with specific asks.**

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Keep the “Social” in Social Media

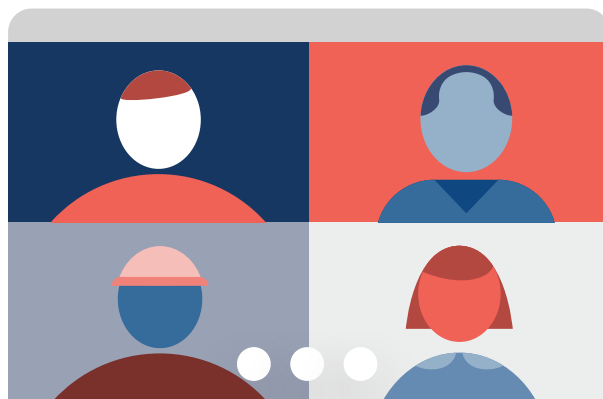


At a time of imposed social distancing, Americans are craving interaction and conversation more than ever. Keep that in mind as you craft your social media strategy.

Listen as much as you talk, and show that you are listening to the concerns of the people you are hoping to represent.

Ways to stay social:

- **Make sure you're monitoring feedback in your campaign's digital inboxes.** That means responses to your email blasts, replies on your social accounts, and direct messages to your social profiles. More people are online than ever, and that increased activity means increased conversation.
- Give people things to look forward to. **Schedule more online live content,** and be communicative about it happening.
- Social media is a conversation. Don't wonder about what you should do - **ask your supporters what they want to see** from you during this period.



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Want to Dive Deeper into How Your Campaign Can Adapt?

Contact us at hello@imge.com and follow us on Twitter as we highlight innovative ways campaigns are adapting to this new world.

