



POLITICAL CAMPAIGN MARKETING TIPS



A FREE GUIDE

INTRODUCTION

Thank you for downloading this free ebook.

You are welcome to share it with others.

This booklet brings you practical tips for you to improve your online political campaign. Whether you are a seasoned candidate or just starting your first political campaign you are sure to find useful information here.



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Compiled and Published by:
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THINGS A CANDIDATE SHOULD NEVER DO ONLINE

1) Assume you have privacy.

First and foremost, anything you ever say, post or share online should pass the 'New York Times Test'. That means, if you wouldn't be comfortable with what you've done appearing on the cover of the New York Times, then don't do it.

2) Pretend to be someone else.

This happens more frequently than you might think: a local candidate creates several profiles on a local newspaper discussion board and uses them to promote themselves or bash their opponents. If the candidate or supporter is outed for doing this, it just looks bad ... and petty.

3) Try to delete material after the fact.

It's not the crime, but it's the cover-up that gets politicians in trouble. If you must delete a post, do it, publicly acknowledge that you have done so, and move on.

4) Not completing profiles.

Each and every social media profile should be completed in full with a description, website and any other important information.

5) Share too much information.

Think before you post. If you're not sure where to draw the line with your posts, then err on the side of caution and keep things professional.

6) Engaging in social media without a plan.

Figure out where you want to stake your online presence before you begin your campaign. Take some time to figure out where you should be directing your social media efforts, who in your campaign is best equipped to manage the accounts, and what kinds of content you will offer.





**THINGS A
POLITICAL
CANDIDATE
SHOULD
ALWAYS DO
ONLINE**



THINGS A CANDIDATE SHOULD ALWAYS DO ONLINE

1) Email list signup.

Email is still an essential way to keep in touch with supporters. Having an automated way for people to add and remove themselves from your list is important. The most effective way to manage an email list is through an email marketing service, which provides autoresponder messaging, templates and enhanced deliverability.

2) Social media links.

Link out to your social media profiles, such as Facebook, LinkedIn and YouTube. This gives visitors the opportunity to learn more and link to support the campaign through alternate channels.

3) Polls and surveys.

For candidates with limited budgets, online surveys and polls help gather feedback and provide a way for visitors to share their opinions. Most everyone likes a quick poll, and a well-designed survey can allow visitors to share their opinions on a variety of topics.

4) District Maps.

A district map makes a great addition to your voter registration page.

5) Video.

Video is a growing part of the web, and the tools and software available make it easy for just about anyone to create video. For political campaigns ads, YouTube makes it easy to link and share videos through HTML code that can be embedded in a web page.



THINGS A CANDIDATE SHOULD ALWAYS DO ONLINE

6) Donations.

Perhaps the most valuable interactive feature is having a way to take donations through the website. There are a number of payment processors available, and some specifically cater to political campaigns. We do not get involved in campaign donations or fundraising, but we recommend PayPal as a simple, inexpensive way to process transactions.

Option 1: RaiseTheMoney: <https://raisethemoney.com>

Option 2: WinRed: <https://winred.com>

7) Other Forms.

Contact and volunteer forms also add a level of interactivity, though it's more one-way from the user's perspective. Regardless, be sure that your campaign is easy to contact and that your site actively invites people to join and participate.





Build A Social Media Following

Social media is persuasive, and often works to change or influence opinions when it comes to political views because of the abundance of ideas, thoughts, and opinions circulating through the social media platform.



1

Start early and start small
While you should build your online presence as early as possible, signing up for Twitter, Facebook and every social network you can find is a recipe for disaster.

Building an ongoing presence for multiple social sites is hard work, so it's best to start by tackling only a couple at first.

2

Use Widgets

Add social network widgets on your campaign website. The best place to attract new followers is your own site. These widgets can include buttons to your Facebook and Twitter profiles pages. There are also widgets that you can add above and below your page content that allows readers to share with others.

3

Don't sweat the numbers

"The journey of a million followers begins with the first Like." Sure, it's great to have a high number of followers, but it's better to have a smaller number of interested ones. A few politicians have artificially boosted their follower numbers, and it's not that hard to do. In the end, though, 'bots don't vote - only people do.

4

Be consistent

Publish regularly. It's better to update a little over time than a lot all at once. Starting a social media presence and then abandoning it is worse than never having created a presence in the first place.

5

Listen to what's being said about you

Go beyond just monitoring what others are saying about you. While most social media interactions regarding your campaign might not require a response, it's critical to find the few that do and engage those individuals in a timely fashion.

6

Share with others.

Don't just post things about your campaign. Share other news items, links and resources that may be of interest to those following you.

7

Be careful what you post.

Never post anything that you would not be comfortable having anyone read at any time. Once something goes online it may be difficult if not impossible to remove.

Tips to Use Social Media Like a Pro

1

Create your Facebook and Instagram Pages

Any politician or political organization can create official pages. (You'll want to create an Official Page and not a Community Page.)

Note: Facebook only allows you to create a page if you are the candidate or you are an authorized person on that politician's staff.

Unlike your basic profile, Facebook Pages are visible to everyone on the internet by default.



2

Update your page profile

Use the Info tab to provide users with information about yourself and your campaign. Fill it out with as much detail as you can, including a link to your campaign website. Upload a profile picture to appear in the upper left corner of your Page. This is typically a candidate head shot or campaign logo.

3

Customize your page

Facebook and Instagram pages all have a standard look and feel. However, you can show off your creative side by creating a custom cover graphic. Use a high quality image and limit the amount of copy in the image.

4

Be authentic

Voters value authenticity from politicians who use social media. Candidates should work to engage in a conversation with readers, rather than simply broadcasting campaign updates. The goal is to get people to know, like and trust you. That won't happen if every post sounds like it was vetted by a PR firm.

5

Be yourself

Share your opinions, your personality, and even a bit of your daily life. Post frequently. Most voters will never meet you in person so this is a great way to connect.

6

Get verified

In order to advertise on the platform, you will need to provide personal information to Facebook. Your address will be confirmed by postcard, so be sure to start this process early.



Campaign Essentials

These are the marketing items required for each political campaign.

CAMPAIGN ESSENTIALS

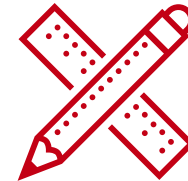
The three minimum items required for each political campaign



WEBSITE



BUSINESS
CARD



LOGO

TOOLS FOR POLITICAL CAMPAIGNS

Campaigns like yours use these every election cycle



DOOR
HANGER



DIRECT
MAIL



2-SIDED
FLYER



DESIGN



EMAIL



YARD
SIGN

MODERNIZE YOUR CAMPAIGN

Stand apart from the competition



QR CODE



BRANDED
MERCH



TEXT



We're the one-stop solution





What We Do

We offer marketing solutions specifically designed for candidates. We design a powerful campaign brand that will help you stand out from opponents and broadcast your message.

- Website & Logo
- Business Card
- Yard Sign
- Flyers
- Door Hanger
- Direct Mail
- Posters
- And More!

WE'VE BEEN HELPING CAMPAIGNS LIKE YOURS STAND OUT FOR YEARS



WEBSITE

\$49/month

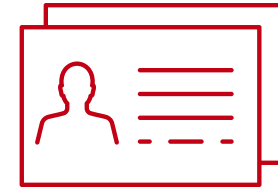
Plus \$299 one-time set-up fee



LOGO

\$99

one-time fee



BUSINESS
CARD

from \$99

pending quantity

ORDER ONLINE TODAY
www.MyCampaignOnline.com



**WIN
YOUR
ELECTION**

**GET EVERYTHING YOU NEED
TO WIN YOUR ELECTION**

Website

Logo

Flyers & Signs

Business Cards

and more!

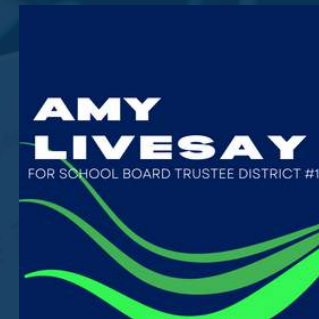
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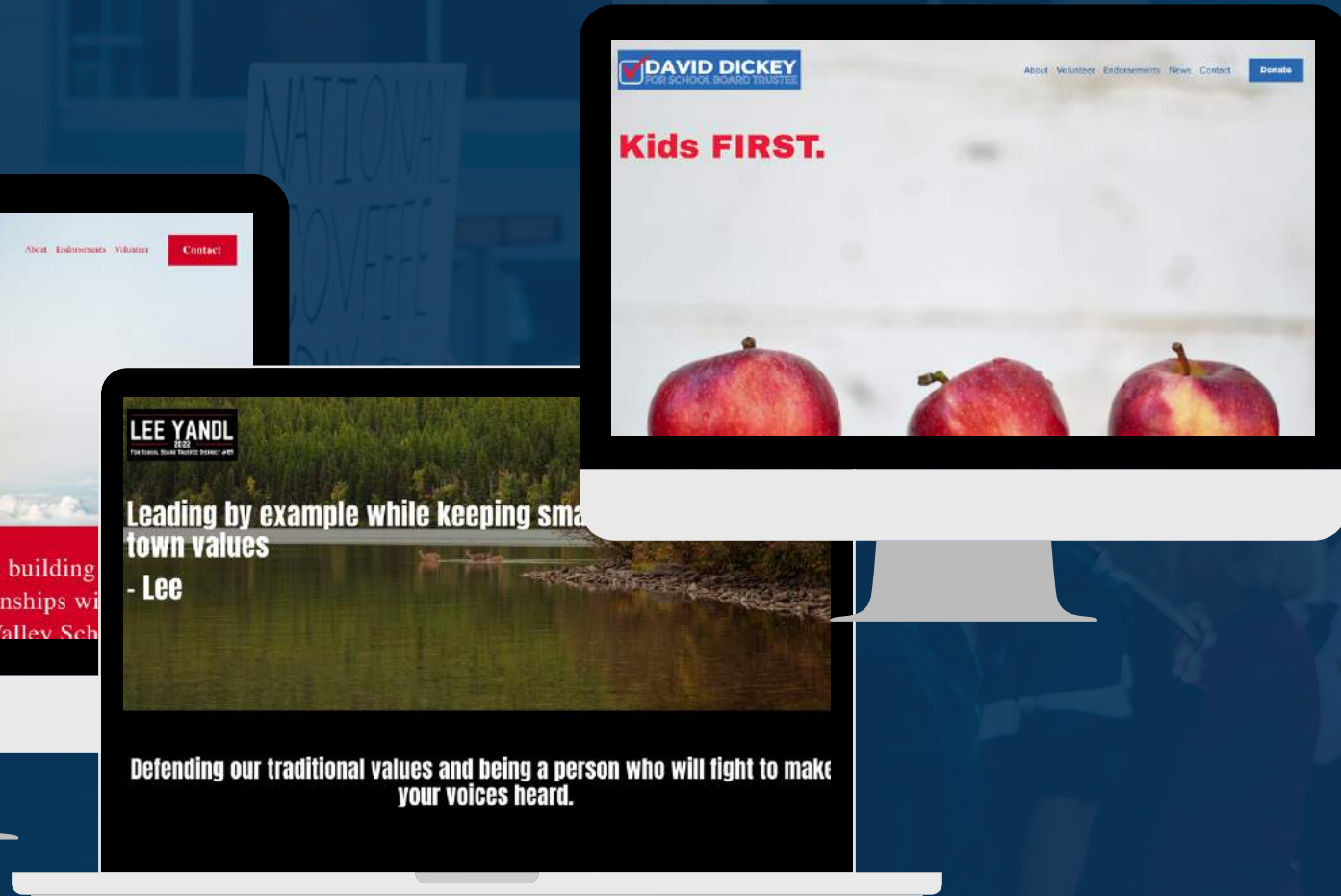


Campaign Samples

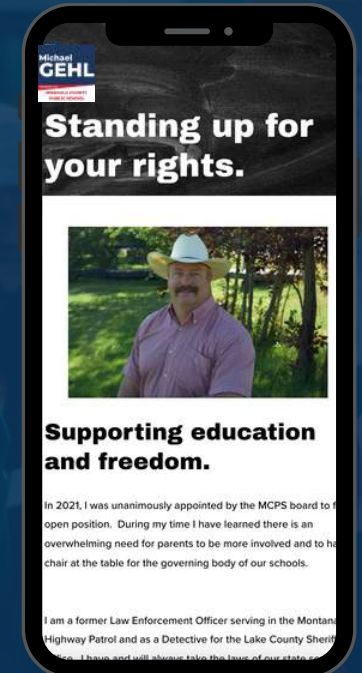
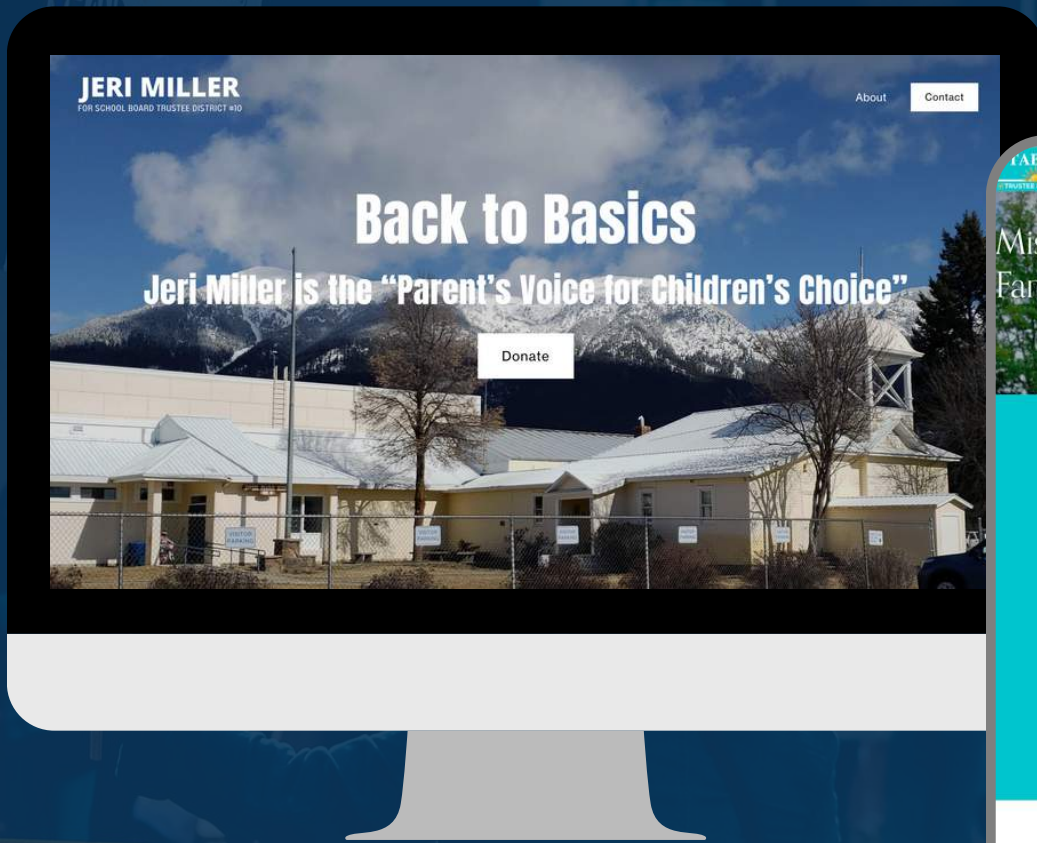
Logos



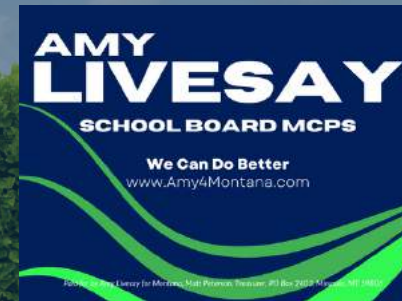
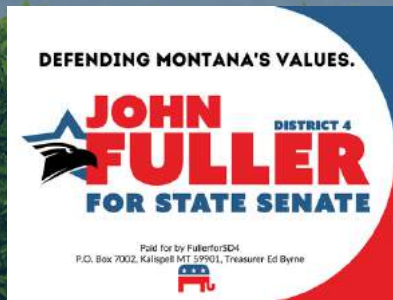
Websites



Websites



Yard Signs



Door Hanger



Michael GEHL
TRUSTEE FOR
MISSOULA COUNTY
PUBLIC SCHOOL

CAMPAIGN PROMISES
Engaged Parents
Personal Learning
Open Communication

STANDING UP FOR YOUR RIGHTS.

Michael GEHL
TRUSTEE FOR
MISSOULA COUNTY
PUBLIC SCHOOL



**SUPPORTING
EDUCATION & FREEDOM**

**VOLUNTEER WITH
THE CAMPAIGN**

(406) 274-8991
@mikegch/mssoula
mkg@mikeformissoula.com
www.mikeformissoula.com

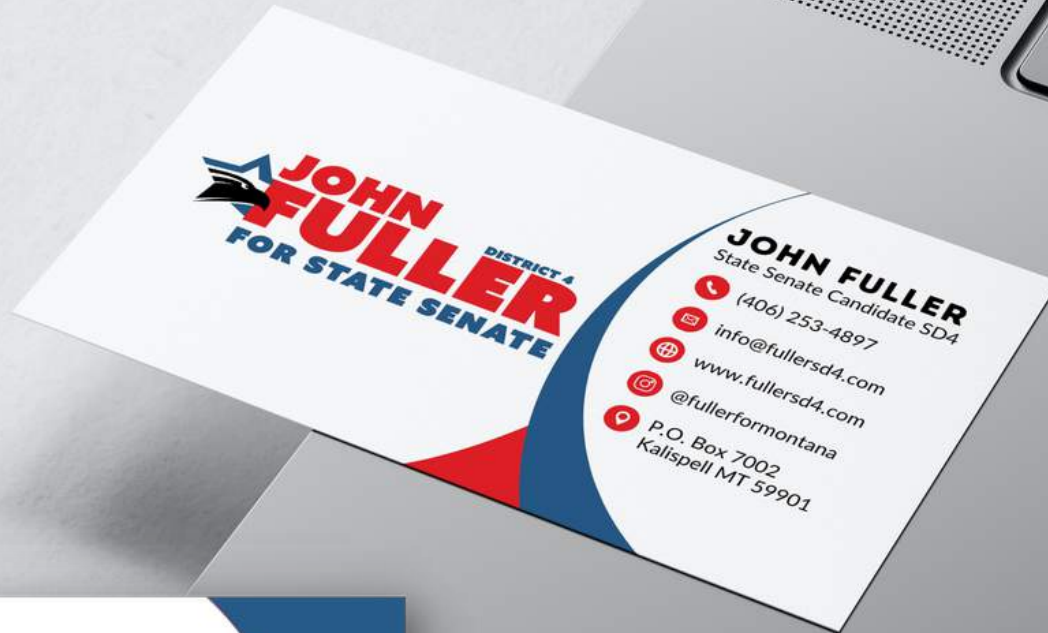
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Business Card



CAMPAIGN PROMISES EDUCATION. VETERANS. LIBERTY.

Protect Montana's Children
Support Montana's Veterans
Advocate for the People's Voice in Judiciary
Preserve 2nd Amendment Rights
Safeguard Public Access to Public Lands

DEFENDING MONTANA'S VALUES.

 Paid for by FullerforSD4

Flyer

AMY LIVESAY

SCHOOL BOARD MCPS

What are you concerned about? Contact me!

(406) 418-5161
www.Amy4Montana.com
amy4montana@gmail.com



VOTE
 AMY LIVESAY
School Board Trustee,
Missoula County
Public Schools

**HOPE FOR MONTANA SCHOOLS
WE CAN DO BETTER**

AMY LIVESAY

HELP TEACHERS Let's return to the basics so they can do what they do best, teach!	QUALITY EDUCATION Teach the HOW to learn versus what to learn and HOW to think versus what to think.	UNITE This will take a community effort. We must lay down our grudges for the sake of the next generation.
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Support the Campaign
(406) 418-5161 www.Amy4Montana.com amy4montana@gmail.com
Paid for by Amy Livesay for Montana, Matt Peterson, Treasurer, PO Box 2403, Missoula, MT 59806

Door Hanger



Welcome



Direct Mail



 **ELECT
STEFANIE
HANSON**
For West Valley School Board

www.StefanieHansonForWestValleySchool.com
Paid for by Stefanie Hanson for West Valley School Board

 **STEFANIE
HANSON**
West Valley School Board Candidate

**PURSUE GROWTH &
LEARNING TOGETHER**

Listen to your voice and focus on building transparent, open and honest relationships with parents, students, and staff of West Valley School.

- DRIVE FOR RESULTS**
- COLLABORATION**
- TRANSPARENCY**

SUPPORT THE CAMPAIGN
www.stefaniehansonforwestvalleyschool.com

Paid for by Stefanie Hanson for West Valley School Board




FIRST NAME LAST NAME
ADDRESS
ADDRESS

MANDATORY BLANK AREA FROM POST OFFICE

Emails

JOHN FULLER FOR STATE SENATE

THE TIME IS NOW



Dear Friends,

The time to vote our children, I am giving your contact information to John Fuller and John Fuller for State Senate. We have a family going on here in Fullerton County, with a home-based childcare learning center now. Although our children are in the city, we are relying on the school district. If you can consider donating any amount of financial support, we would appreciate the extra "help" to make it work. Please take a minute to watch the video.

Thank you,

John Fuller

Watch Video

WE NEED YOUR HELP

We need your help to make sure Montana values are represented in the Senate.

READ THE ARTICLE


FUND MY CAMPAIGN

DONATE TODAY

www.fullerforstate.com 406.233.4987
 Paid for by John Fuller
 301 N. 7th St.
 Kalispell, MT 59713
 USA
 Powered by **Strategic**
 Unlimited

JOHN FULLER FOR STATE SENATE


A Veteran Supporting Veterans



There are 42 states that do not tax retired military pensions. Montana will show and I want to change that. I believe veterans in Montana deserve the same treatment that other states give them.

Watch Video

Volunteer



Join the campaign! We are looking for lots of great volunteers to assist with campaign efforts.

Volunteer to help!

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JOHN FULLER FOR STATE SENATE

Where do You Want Your Taxpayer Dollars Going?



The Water Administration has determined that a contract from (contract 2016) doesn't need to be paid back and is using over taxpayer dollars to pay it back to the banks. This original document was drafted and more importantly it is another step to the Federal Government's goal of controlling the educational system from start to finish.

Learn More

Endorsements



Witness evidence John Fuller because of his EXPERIENCE, has served in the Military, and success in a political office.

John has a proven track record as a legislative sponsor and cosponsor of bills to Montana while defending the interests and values of Fullerton residents. In his elected position currently, he has taken the voice of the people here in Fullerton to the Capital to be heard. John would continue to support the needs of Fullerton in every respect.

John made his political rights and involvement in our children's education and sends the efforts to reduce parents from the pressure by certain teachers of government. John has a solid record on constitutional carry, voting "NO" on various proposals and defending veterans' rights.

John Fuller is the ONLY candidate with proven legislative and legislative experience.

John is an active member on the committee, for our office he sees at Church, the local media, family, friends, civic events, and even the occasional watering hole.

John Fuller Endorsement

John Fuller's Priorities



Get to know more about John Fuller and how he is going to defend Montana's values.

Together, we can keep Montana... Montana.

John Fuller's Priorities

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JOHN FULLER FOR STATE SENATE

JOHN FULLER FOR STATE SENATE

VOTE FOR THE ONLY CANDIDATE DEFENDING MONTANA'S VALUES



The purpose of the government is to protect the rights of all. Life, liberty and the pursuit of happiness are all the rights of the people. We have the best will to protect and preserve the property as much as we have. I want to protect some rights over government processes.

Watch Video

Get to know John Fuller



John Fuller attended college in Illinois where he worked competitively. He was drafted into the Army and spent the last year of the 1960s in Army garrison in Vietnam. By the 1970s he worked in the suburbs of Chicago and worked on a career in teaching high school Economics, Political Science, and History. John returned home to Montana in 1980 and worked teaching at Flathead High School.



During that time he was appointed by Governor Judy Martz to the Montana House of Public Education (2001-2006). A few years later he went to work for Congressman Ryan Zinke in the northern Montana Field Director and then in 2012 was elected to the Montana House of Representatives from House District 4 (West Kalispell). After serving in the 96th (2019) and 97th (2021) sessions of the Montana State Legislature, he was provided again to run for the House Senate (District 4) when Senator Mark Blackwell was re-elected.

Visit John Fuller's Website

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 Kalispell, MT 59713
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JOHN FULLER FOR STATE SENATE

John Fuller for Montana State Senate



Replace

Access to public lands is a value that all Montanans share. We must defend and protect public lands to our farms and Fullerton lands for the enjoyment of all, now and in the future.

Watch Video

John Fuller's Priorities



- Protecting Montana's Past
- Promoting Our Way of Life
- Access to public lands
- Promoting responsible use of Montana's resources
- Outlining the Def Amendment to the U.S. Constitution
- Reduce taxes and promote government efficiency
- Support efforts to create jobs and help small businesses in Montana
- Defend and protect the lives of all Montanans, especially children, babies, foster children and seniors
- Promote an educational system that is competitive and improves and enlightens Montana's children.

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JOHN FULLER FOR STATE SENATE

John Fuller for State Senate District 4



Watch Video

Help Defend Montana's Values



I'm John Fuller and I am running for State Senate District 4. As an experienced legislator, my goal is to defend Montana's values. My strategy to meet my opponent will require more assets. Help me reach my opponent and keep Montana, Montana.

Visit John Fuller's Website for More Details

Endorsements

Americans for Prosperity Announces First Wave of Primary Endorsements for Montana State Legislature, including John Fuller.

Read More

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Integrated Marketing & Media Buys

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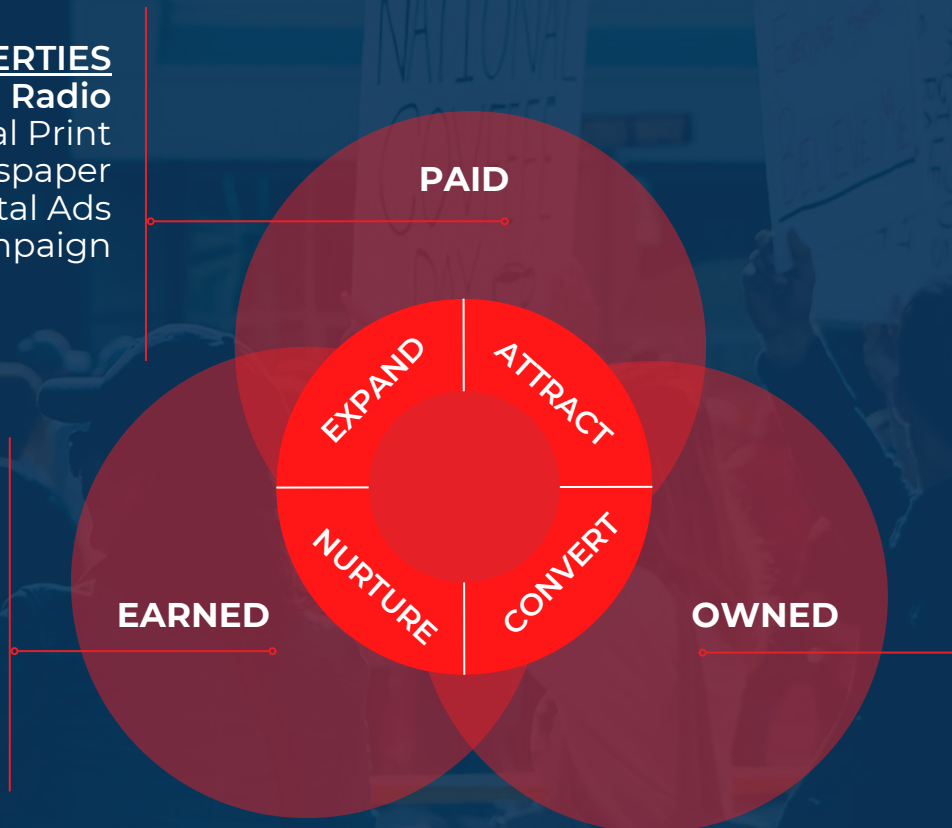
Radio
Local Print
Local Newspaper
Digital Ads
Text Campaign

EARNED PROPERTIES

Organic Search Visibility
Public Relations

OWNED PROPERTIES

Website
Emails
Yard Sign
Door Hanger
Podcast
Stadium Cup
Social Media Platforms
YouTube



**WIN
YOUR
ELECTION**

**GET EVERYTHING YOU NEED
TO WIN YOUR ELECTION**

Website

Logo

Flyers & Signs

Business Cards

and more!

CONTACT TODAY

www.mycampaignonline.com



**GET STARTED
TODAY**

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