

Launching a campaign **7 considerations**

1. Internet is key

No traditional campaign should exist without a parallel web / email strategy

Obama

AIR WAR - GET THE MESSAGE OUT

News media: TV, radio, print (press conf., op-eds)
Advertising: TV, radio, print billboards
Internet: YouTube, podcast, website

GROUND WAR - GET PEOPLE INVOLVED / VOLUNTEERING

Traditional: Campaign office, door-knock/poll, fundraiser
Internet: myObama/Facebook, tools to canvas, donate online

2. Message first

Who are you speaking to?

Keep the message very **simple** and **relevant**:

- What's **the problem**?
- Why **should I care**?
- What's **the alternative**?
- What can I **do**?

3. **Metaphors, rhetoric and design**

If we want **non-activists** to pay attention
persuade using metaphor, rhetoric and aesthetic appeal

Language / metaphors

George Lakoff, *Don't Think of an Elephant*

Rhetorical appeal

Al Gore, *Inconvenient Truth*

Aesthetic appeal

Greenpeace, *Stop the Tarsands* t-shirt

4. Choose communication channels

WEBSITE

Your site

Get message out
Harvest emails, web analytics
Really Simple Syndication (RSS)
Engage through commenting

EMAIL

Vertical Response
(mass mailer)

Track success of each mass email
Immediate, personal

SOCIAL NETWORKING

Facebook

Groups, Events
Grow through trust or
recommendation of friends

WEB TOOLS

Flickr

Images, mass storage, emotive

YouTube

Video, cross promotion, emotive

Twitter

Rapid status update

5. Cost of communication channels

		Cost	Time
WEBSITE	Your site	High	High
	Blog	Free	High
EMAIL	Vertical Response (mass mailer)	Moderate	Low
SOCIAL NETWORKING	Facebook	Free	Low
WEB TOOLS	Flickr	Free	Moderate
	YouTube	Expensive/Free	High
	Twitter	Free	Moderate

6. Be consistent

Objective:

Change attitude of average Albertans

Reality:

You have no budget

Few Albertans will see your message

If they do, it will most likely be very brief

Solution:

Be consistent **across all communication channels (visuals too!)**

Internet: website, email, social network, web tools

Traditional: news media, advertising (TV, radio, print)

7. Measure effectiveness

Google Analytics

Mass Mailer stats

Facebook members

YouTube views