



DIGITAL MEDIA PACKAGE

2022

Prepared by
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RELATIONSHIP-DRIVEN DIGITAL ORGANIZING

"If you're not door-knocking, if you're not on the *internet*, if your main points of reliance are TV and mail, then you're not running a campaign on *all cylinders*." - Alexandria Ocasio-Cortez

We're here to make sure your campaign is running on all cylinders—digitally. Having a digital presence in the new digital paradigm is no easy task, and we are committed to helping the campaign and the candidate have the most effective and influential digital organizing strategy.

Tyler J.D. Begley has worked with an award-winning marketing research and UX research studio that delivers engagements that matter. He has studied at MIT for Social Media Strategy where he was taught by the leading researchers of digital engagement behaviors.

We use actionable strategies that build relationships inside and outside of your network that amplifies conversions of donors and volunteers. With result-driven research, we can identify untapped networks within your target audience and design strategies to penetrate and persuade. We offer digital engagement tactics that go beyond paid and traditional earned media.

We will capture their personality - their brand - into digestible content that will influence a behavior while simultaneously building rapport with users to maximize conversions into donors, volunteers, and ambassadors for their brand.

With Covid forcing all generations online, it is not only a requirement to meet the constituents where they're at, but do so in a way that establishes a genuine connection to the candidate and their campaign.

Are you ready for a campaign firing on all cylinders?



SERVICE LAYOUT

FULL SPECTRUM DIGITAL CAMPAIGNS
REQUIRE CROSS-FUNCTIONAL TALENTS



STRATEGIST

DIRECTOR

PRODUCER

COACH

EDITOR

DESIGNER

VIDEOGRAPHER

PHOTOGRAPHER

PROMOTER

GHOST WRITER

FUNDRAISER

ADS TEAM

RESEARCHER

TECH

WEBSITE DEV

... ALL IN ONE

**Services can vary based on agreed upon scope of work*

SERVICE LAYOUT

A OFFICE FIRING ON ALL CYLINDERS
REQUIRES FULL-SPECTRUM SERVICE

FACEBOOK

- Post & Story Design
- Comment Reply Guide
- Message Reply Guide
- Private Support Group
- Community Hub Audit
- Train select volunteer amplification team
- FB Room Events
- FB Live Events w/ Streamyard Production
- Banner Designs
- Post Type Templates
- Volunteer Trainings for Signal Boosting
- Relational Commenting
- Ad Buys
- And More!

INSTAGRAM

- Post & Story Design
- Comment Reply Guide
- Message Reply Guide
- Private Support Group
- Micro-Influencer Tagging System
- Story Highlight Curation
- Story Highlight Design
- Caption/Hashtag Optimization
- Micro-Influencer Database
- IGTV, IG Guides, IG Reels, IG Lives
- GIF Creation
- Ad Buys
- And More!

TWITTER

- Post & Story (Fleet) Design
- Relational Replies
- Recruiting & Train Signal Boosting Volunteers
- Twitter Spaces
- Twitter Trends Analysis
- Micro-Influencer Database
- Ad Buys
- And More!



**Services can vary based on agreed upon scope of work*

SERVICE LAYOUT

A CAMPAIGN FIRING ON ALL CYLINDERS
REQUIRES FULL-SPECTRUM SERVICE

YOUTUBE

- Long and Short form Videos
- Full Production Editing
- Cover Art Design
- Ad Buys
- Topical Clips
- Endorsement Videos
- Speech "Lyric Videos"
- Educational Videos
- Stump Speeches
- Platform Breakdown Videos
- Amplification of Google Searches

TIK TOK

- Manage Youth Outreach
- Comment Reply Guide
- Trend Analysis
- Duet Outreach

DISCORD

- Volunteer Hub/
Information Repository
- "Victory Captain" Hub
- Channels for Supporter
Feedback
- Channels for supporter
created content (art
submission, memes, tik
toks, etc.)



**Services can vary based on agreed upon scope of work*

SERVICE LAYOUT

A CAMPAIGN FIRING ON ALL CYLINDERS
REQUIRES FULL-SPECTRUM SERVICE

YOUTH MOBILIZATION TEAM

- Recruit and oversee YMC, an elite team of digital natives with keen understanding of consumption trends to inform and assist with content creation
- Wavier Forms
- Creation and manage of supplemental accounts on each platform.
Example: Students for Cole, UMW for Cole.
- YMC allows increase scale of scope of work

VIDEO CALL BRANDING

- OBS Scenes Creation
- Main Overlay
- Merch Showcase Overlay
- Donor Thank You Ticketer
- Volunteer Thank You Ticketer
- OBS Branding for Staffers
- StreamYard Production

POST TYPES

- Events: Save the Date
- Events: ICYMI
- Cross Posting
- Info Graphs/Educational
- Quotes
- Endorsement (Text/Video)
- Constituent Testimony
- Current Events Reaction
- Base Building
- New Audience Feelers
- In-The-News Spotlight
- Volunteer Experiences
- Behind the Scenes



**Services can vary based on agreed upon scope of work*

SERVICE LAYOUT

A CAMPAIGN FIRING ON ALL CYLINDERS
REQUIRES FULL-SPECTRUM SERVICE

TROLL PREVENTION TEAM

- FBI reports of Russian intervention has lingering effects that trickle down to state-level races. Bad actors are embolden to engage now more than ever. MIT has delivered effective counter strategies that will be deploy.
- Cross platform accounts to counter narrative message. (Real or Artificial)
- Positive comments to set the tone of the comment feed and influence any viewers of content.
- Messaging Guide created with Campaign Manager

CAMPSITE / LINKTREE

- All-Purpose Campaign Portal Link Manager
- Donation Links
- Upcoming Events
- Volunteer Sign Ups
- Newsletter Sign Up
- Newsletter Repository
- News Article Spotlight & Repository
- Endorsement Spotlight & Repository
- \$60/year cost

WEBSITE

- User Experience Audit
- SEO Audit
- Optimization
- Maintenance
- Page Creation
- Mobile Responsive



**Services can vary based on agreed upon scope of work*

SERVICE LAYOUT

A CAMPAIGN FIRING ON ALL CYLINDERS
REQUIRES FULL-SPECTRUM SERVICE

PHOTOGRAPHY/ VIDEOGRAPHY

■ On-Site documenting
moments to be used in
content creation

■ Post Production Editing

NEWSLETTERS, MAILERS

■ Design

■ Copy

■ Assessment



**Services can vary based on agreed upon scope of work*

SEASON OVERVIEW

THERE ARE THREE SEASONS OR PHASES THAT WE SCALE OUR RATES TO.

PRE-SEASON

Time period before the Primary Season.

PRIMARY

90 days before primary date.

GENERAL

Until end of week that General Election date falls on.

Example: Election Year
Primary Date : June 9th
General Date: November 10th

Pre-Season Primary General

January						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
S	M	T	W	T	F	S
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26	27	28	29	30	31	

August						
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						1
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23	24	25	26	27	28	29

September						
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20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



**Services can vary based on agreed upon scope of work*



PACKAGE LAYOUT

PACKAGES CAN BE TAILORED
FURTHER.

ALL PACKAGES INCLUDE

- Digital creative trained by MIT in Social Media Strategy to develop and execute strategies to maximize digital presence.
- Evidence-based training on how to effectively interact on social media
- Conduct Digital Audit
 - Review digital presence on all platforms and provide recommended changes
- Develop Digital Strategy
- Provide Videography
 - Title/Cover page, Video & Audio Editing
- Provide Photography
 - Graphic Design, Mailers, Website
- Provide Technical Assistance for Facebook Live, Instagram Live, and Twitter Spaces
- Design Post-Template with Branding
 - Post Types: Save the Date Events, ICYMI, Infographics/Educational ,Cross Posting, Quotes, Endorsement (Text/Video,) Constituent Testimony, Current Events Reaction, Base Building, New Audience Feelers, In-The-News Spotlight, Volunteer Experiences, Behind the Scenes, and more
- Provide Consultation, Purchasing, and Set-Up on In-Office Streaming Studio
 - Equipment for Professional Webcam Streaming:
 - 4k DSLR Camera
 - Professional Lighting
 - Professional Microphone
 - (or consult on purchase on any of the above)
- Monitor digital spaces for negative attacks to report.



**Services can vary based on agreed upon scope of work*

PACKAGE LAYOUT

PRE-SEASON

Time period before
the Primary Season.

PACKAGES CAN BE TAILORED
FURTHER.

GOLD PACKAGE

Social Media Management

- Develop, Recruit, and Manage Digital Volunteer Team
- Develop "How-To" volunteer guide on how to support the campaign
- Develop list of micro-influencers within your network to collaborate
- Identify micro-influencers within your district to connect and collaborate
- Create and Manage Link Portal (Linktree, Campsite, etc.)
- Instagram
 - Bio Management
 - Story Highlight Cover Designs
 - Story Highlight Content Curation
 - 5 posts a week
 - 2 Reels a week
 - Relation Building through Comments, Story reacts, Dms
- Facebook
 - Banner Design and Management
 - 21 posts a week
 - Develop and Manage supporter Facebook Group
 - Identify in-District FB Groups to either monitor or post in
 - Relation Building through Comments
- Twitter
 - Community Building, Follower Engagment
 - 21 posts a week
 - Twitter Space Event Technical Support
- TikTok (if desired, can discuss)
- Youtube
 - Create thumbnail templates
 - Produce "Why I Trust Luke" Video Series

Website

- Overhaul design
- Content Management
- SEO
- Pages as needed

Newsletter

- Design, Copy, and Assessment

In-Person, On-Site

- Mileage Reimbursed



\$1,500 / MONTH
~20 hours/week

**Taxes not included, will be included on invoice.*

PACKAGE LAYOUT

PRE-SEASON

Time period before
the Primary Season.

PACKAGES CAN BE TAILORED
FURTHER.

SILVER PACKAGE

Social Media Management

- ~~Develop, Recruit, and Manage Digital Volunteer Team~~
- Develop "How-To" volunteer guide on how to support the client
- Develop list of micro-influencers within your network to collaborate
- Identify micro-influencers within your district to connect and collaborate
- Create and Manage Link Portal (Linktree, Campsite, etc.)
- Instagram
 - Bio Management
 - Story Highlight Cover Designs
 - Story Highlight Content Curation
 - ~~5 posts a week~~, 3 posts a week
 - ~~2 Reels a week~~, 1 reel a week
- Facebook
 - Banner Design and Management
 - ~~21 posts a week~~, 7-10 posts a week
 - Develop and Manage supporter Facebook Group
 - Identify in-District FB Groups to either monitor or post in
 - Relation Building Follower Engagement
- Twitter
 - Community Building, Follower Engagment
 - ~~21 posts a week~~, 7-10 posts a week
- TikTok (if desired, can discuss)
- Youtube
 - Create thumbnail templates

Website

- ~~Overhaul design~~
- ~~Content Management~~
- ~~SEO~~
- ~~Pages as needed~~

Newsletter

- Design, Copy, and Assessment

In-Person, On-Site

- Mileage Reimbursed



\$1,000 / MONTH
12-15 hours / week

*Taxes not included, will be included on invoice.

PACKAGE LAYOUT

PRE-SEASON

Time period before
the Primary Season.

PACKAGES CAN BE ASSEMBLED TO MEET
THE NEEDS OF YOUR GOALS

BRONZE PACKAGE

Social Media Management

- ~~Develop, Recruit, and Manage Digital Volunteer Team~~
- ~~Develop "How-To" volunteer guide on how to support the client~~
- ~~Develop list of micro-influencers within your network to collaborate~~
- ~~Identify micro-influencers within your district to connect and collaborate~~
- ~~Create and Manage Link Portal (Linktree, Campsite, etc.)~~
- Instagram
 - Bio Management
 - Story Highlight Cover Designs
 - Story Highlight Content Curation
 - ~~5 posts a week, 3 posts a week~~
 - ~~2 Reels a week, 1 reel a week~~
- Facebook
 - Banner Design and Management
 - ~~21 posts a week, 7-10 posts a week~~
 - ~~Develop and Manage supporter Facebook Group~~
 - ~~Identify in-District FB Groups to either monitor or post in~~
 - Relation Building Follower Engagement
- Twitter
 - Community Building, Follower Engagment
 - ~~21 posts a week, 7-10 posts a week~~
- TikTok (if desired, can discuss)
- Youtube
 - Create thumbnail templates

Website

- ~~Overhaul design~~
- ~~Content Management~~
- ~~SEO~~
- ~~Pages as needed~~

Newsletter

- ~~Design, Copy, and Assessment~~

In-Person, On-Site

Mileage Reimbursed



\$500 / MONTH
8-10 hours / week

**Taxes not included, will be included on invoice.*



SUMMARY OF CORE CONCEPTS



CORE CONCEPTS - AIDA MODEL



AIDA MODEL

The AIDA model has been used for over 100 years, it's at our foundation, but we're taking it to another level to make sure the candidate's brand reaches every corner of the internet.

The AIDA model is based on four individual stages that attract interested parties who are deciding on a product or service.

Example Tactic: Using candidate's account to comment, like, and engage with target audience newsfeeds (posts, stories) in a way that creates a positive and memorable experience.

Awareness

Initial point where your candidate and their brand is recognized and acknowledged.



Interest

Generating thoughts, feelings, and discussion about your candidate and their campaign's brand.



Desire

Communicate your messages through digital media, and other marketing efforts to stimulate a yearning for more content.



Action

Conversion is complete and back to the 'interest' stage to retain them. This stage is optimized for highest conversion due to the prior stages.



CORE CONCEPTS - INFLUENCER MEDIA



POLITICAL INFLUENCER MARKETING

Attention is the new economy and there are 100+ other campaigns bidding attention real estate opportunities. We will make sure that your campaign stands out by working with the candidate to embrace becoming a political influencer to showcase their personality. Your candidate is the star of the show, and we're offering the best all-in-one director and production crew to capture the moments that will make users feel they have a front seat.



Build Trust

Develop trust by engaging authentically with tactics that will help the user be more susceptible to influence/Call to Actions.



Network Effects

Priming users to assist with algorithm manipulation via sharing content to friends and family



Nurture Leads

As a relationship develops, strong content will nurture the lead by inspiring, being genuine, educating, informing, tapping emotional triggers.



Score Leads

Leads are scored based on how an individual interacts with the content: donation, email sign up, event sign up, volunteerism, etc.

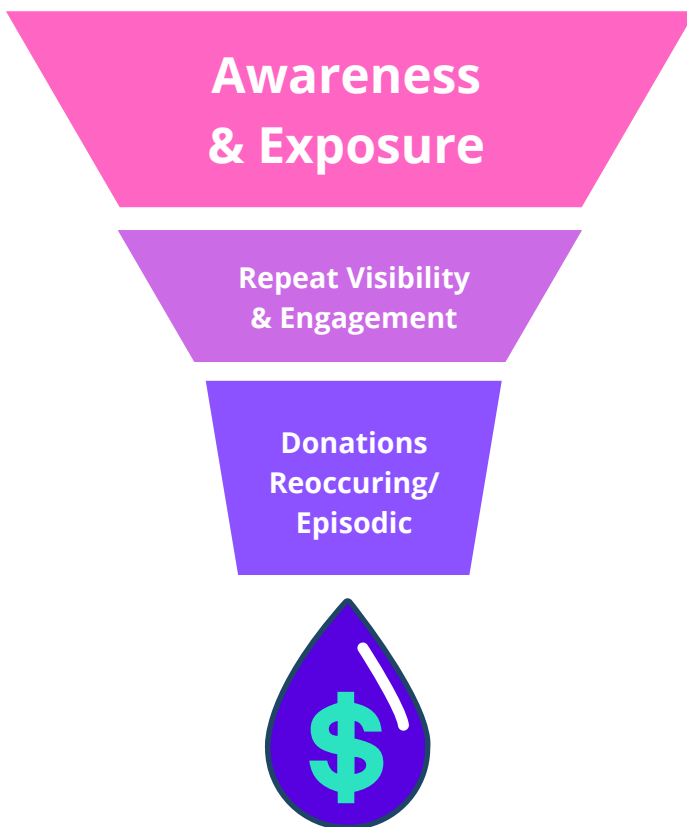
CORE CONCEPTS - DONOR FUNNEL



THE DONOR FUNNEL

All campaign operations come to a halt without the donor funnel. That is why you need to ensure yours is built like a tank, and that you have more than one to take the victory. That is why we're here. The new digital paradigm has opened the door to create more funnels. Through optimized digital engagement, not only will more donors be reached, but opportunities for re-occurring donors.

HOW WE BUILD IT:



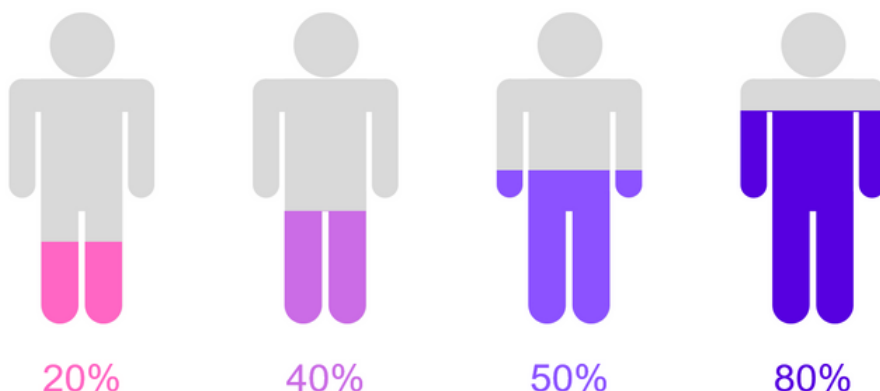
- High quality content production
- High frequency engagement
- Integrated media approach
- Increased exposure
- Increase name recognition
- Increased traffic
- Optimized reach of new audiences
- Nurtured loyal fans
- Provided marketplace insight
- Generated leads for collaborations
- Improved newsfeed rankings
- Grown community partnerships
- Reduced marketing expenses
- Improved merchandise sales
- Increased donations

CORE CONCEPTS - RAPPORT BUILDING



PRIMING USERS FOR CALL TO ACTIONS

Each engagement output is designed with the goal of increasing rapport with users at different stages to expedite the priming process for call-to-action conversations such as donations, volunteers, event sign-up, etc. Leading users to share and recommend (word-of-mouth marketing) to their networks allow you to tap into new audiences consistently with a compounding effect.



USING NEUROSCIENCE TO ENGAGE AND PERSUADE

All strategies are informed by neuroscience and the “neurological hook” of social media. This refers to the features of social media that appeal to your brain and make platforms such as Facebook and Twitter so addictive and how influencers build user relationships that prime their audience for conversions.

The social neural pathways – the mentalizing network, self-referential cognition, and social reward processing – and how they support social behavior. Our User Experience target these pathways to change behaviors towards a desired goal.

LET'S DO THIS.

Capturing the candidate's personality into valuable and digestible content will build a following while simultaneously building rapport with them to eventually convert them into supporters and donors for the campaign.

Let's turn the candidate into the political influencer that they can be.

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