POLITICAL CAMPAIGN

**VIDEO CONTENT MARKETING**

**WORKBOOK**

Welcome to MazzMedia’s Video Content Marketing Workbook! This workbook will help you apply content marketing concepts to your political campaign.

**What is Video Content Marketing?**

Video content marketing is a strategic process focused on creating and distributing valuable, relevant, and consistent content. The video content’s purpose is to attract and retain a clearly defined audience and, ultimately, drive voters to action to cast their ballot for you.

When video content is produced and distributed correctly it will help to start and maintain a relationship with your target audience. This leads to trust and loyalty. As you build trust, your audience will be more willing to consider you and ultimately turn them into supporters of your campaign.

Briefly stated, video content marketing is really just the art of communicating your message with potential voters.

Through the use of video social media you can reach out to your supporters for their help in raising funds, volunteering and their vote on a much more personal level.

**What You’ll Learn in This Workbook**

The activities in this workbook will help you define goals, objectives and processes to create an effective and efficient video content marketing strategy.

**If you need help, we’re here to support you. Please contact Tony Mazzarella at 860.920.2003 or email at tony@mazz.com**

***\*\*Please save this workbook to the desktop on your computer. This way your progress will be saved correctly as you complete each section.\*\****

**FYI: Video Engagement Statistics**

* 51% of marketers worldwide name video as the type of content with the best ROI.
* Social video [generates 1200% more shares](http://www.responsiveinboundmarketing.com/blog/video-marketing-statistics-for-2016) than text and images combined.

**PART 1. DEFINE YOUR CONTENT MARKETING PLAN**

**VIDEO CONTENT MARKETING TEAM**

Who are the members of your marketing team who are responsible for the various tasks of your content marketing process?

**Designate a Content Marketing Project Manager for Your Campaign:**

|  |  |
| --- | --- |
| Name |  |
| Responsibilities |   |

**Video Content Producer**

|  |  |
| --- | --- |
| Name |  |
| Responsibilities |   |

**WHAT IS YOUR CAMPAIGN’S MISSION STATEMENT?**

|  |
| --- |
|   |

**WHAT ARE YOUR CAMPAIGN’S OBJECTIVES**?

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| --- | --- |
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| 5 |  |

**WHAT ARE YOUR CAMPAIGN’S CONTENT MARKETING GOALS?**

What content marketing goals will directly impact your campaign objectives?

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**PART 2. DEFINE YOUR TARGET AUDIENCE & VOTER PERSONAS**

**PRIMARY AUDIENCE**

Identify the core persona of your target audiences. These are the voters and organizations that represent the majority of your marketing focus.

|  |  |
| --- | --- |
| Demographics |  |
| Psychographics |  |
| Challenges |  |
| Pain Points |  |
| What drives them to support and vote for you?  |  |
| Where do they find their information?  |   |
| How does Your help?  |   |

**SECONDARY AUDIENCE**

|  |  |
| --- | --- |
| Demographics |  |
| Psychographics |  |
| Challenges |  |
| Pain Points |  |
| What drives them to vote for you and your campaign message |  |
| Where do they find their information?  |   |
| How does your campaign help?  |   |

**PART 3. OUTLINE YOUR CONTENT STRATEGY**

**CONTENT TYPES**

We suggest you produce both educational and promotional content.

**Educational video** content should cover subject matter that is relevant to your target audience. What are the issues and topics that your voters are concerned about? This content should address your target audience’s questions about very specific issues or topics. There should be no hint of promotion in this content, except for your branding. Write down the top 20 questions people have about you and your campaign?

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**Promotional content** should be voter-focused. Promotional content is not so much about what you do, but how you plan to solve your voters’ problem. What do you do that differentiates you from the competition, and how does that benefit your constituents?

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| 12 |  |

**DISTRIBUTION CHANNELS AND PROMOTIONAL METHODS**
What channels and platforms will your campaign use to distribute and promote its content? Channels should be determined by

|  |  |  |
| --- | --- | --- |
|   |  PLATFORM |  OBJECTIVES |
| 1 | Campaign Website |  |
| 2 | Facebook |   |
| 3 | Linkedin |   |
| 4 | YouTube |  |
| 5 | Google  |  |
| 6 | Twitter |  |
| 7 | Instagram |  |
| 8 | Email |  |
| 9 | Other |  |
| 10 | Other |  |

**YOUR CAMPAIGN VOICE AND TONE**

Brand voice is for all intents and purposes your brand’s personality. By using this campaign voice consistently, you can make your brand appear more cohesive and better speak to your target audience. What should your content sound like when your audience consumes it?

|  |  |
| --- | --- |
| Voice |   |
| Tone |   |

**YOUR CAMPAIGN’S MESSAGE MATRIX**

Describe the core messages your campaign content should convey.

|  |  |
| --- | --- |
| Primary Message  |  |
| Secondary Message 1 |  |
| Secondary Message 2 |  |
| Secondary Message 3 |  |
| Secondary Message 4 |  |
| Secondary Message 5 |  |

**CORE TOPICS**
Key topics and themes your campaign will address:

|  |  |
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**DESIGN STANDARDS**

|  |  |
| --- | --- |
| Font Standards  |  |
| Color Standards |  |
| Logo Standards |  |
| Social Media Standards |  |

**CONTENT CREATION PROCESS**

**The content of content pillars** is the key subjects of focus, and **topic clusters** are sub-categories that relate

to the content pillars.

|  |  |  |  |
| --- | --- | --- | --- |
|  | CONTENT PILLAR 1 | CONTENT PILLAR 2 | CONTENT PILLAR 3 |
| Specific Topic or Question |  |  |  |
| Custer 1 |  |  |  |
| Cluster2 |  |  |  |
| Cluster3 |  |  |  |
| Cluster4 |  |  |  |
| Cluster5 |  |  |  |
| Cluster6 |  |  |  |
| Cluster7 |  |  |  |
| Cluster8 |  |  |  |

**EDITORIAL PLANNING PROCESS**
What steps does your content need to go through before it is ready for publish?

|  |  |
| --- | --- |
| Step 1  |  |
| Step 2 |  |
| Step 3 |  |
| Step 4 |  |
| Step 5 |  |

**PART 4. OUTLINE YOUR CONTENT DISTRIBUTION STRATEGY**

**PUBLISHING SCHEDULE**

|  |  |
| --- | --- |
| How often will you release a new video?  |  |
| Where will you post it?  |  |
| What days will you post it?  |  |
| What time of day will you post it?  |  |
| Will you use paid advertisements?  |  |

**MARKETING CALENDAR**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Publication Date** | **Title**  | **Content Pillar** | **Format**  | **Distribution Channel** |
|  |   |   |   |   |
|  |   |   |   |   |

**PROMOTIONAL TACTICS AND FREQUENCY**
How will Your Campaign promote its video content?

|  |  |
| --- | --- |
| **PROMOTIONAL TOOL**  | **FREQUENCY** |
| Email broadcast  |   |
| Share on social media  |   |
| Paid Ads |  |

**WHAT CALLS TO ACTION (CTA’s) WILL YOUR CAMPAIGN USE**

After watching the video, what do you want the viewer to do?

|  |  |
| --- | --- |
| CTA 1  |   |
| CTA 2  |   |
| CTA 3  |   |
| CTA 4  |   |
| CTA 5 |   |
| CTA 6 |   |
| CTA 7  |   |
| CTA8 |   |

**PROMOTIONAL SCHEDULE**

What channels will you use to launch new content? What promotion channels.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CHANNEL /PLATFORM | OBJECTIVES | TARGET AUDIENCE | CTA’s | FREQUENCY |
| Website  |   |   |   |   |
| Facebook  |   |   |   |   |
| Linkedin |   |   |   |   |
| Email  |   |   |  |   |

**MARKETING BUDGET**

|  |  |  |
| --- | --- | --- |
| VENDOR  | DESCRIPTION | BUDGET/MONTH |
| Producer | Content Production |  |
| Facebook  | Boost  |  |
| Facebook  | Ads |  |
| Linkedin  | Ads |  |
| Twitter  | Promote |  |
| Instagram | Promote |  |
| Google  | Ads |  |
| Other |  |  |

**PART 5. DEFINING AND MEASURING SUCCESS**

**HOW TO MEASURE THE SUCCESS OF YOUR CAMPAIGN’S SOCIAL MEDIA- VIDEO CONTENT MARKETING**

MEASUREMENT FRAMEWORK

Every video content, social media strategy plan should outline the metrics you’ll use to measure and analyze for best results. We suggest these 10 Key Performance Indicators (KPIs)

1. Audience Reach- how many people are seeing your content each week
2. Audience Profile- is the audience you’re building close to your target audience
3. Views- the number of times your video content was viewed by the user
4. Cost Per View- the amount spent divided by the video views
5. Watch time- reflects the time for which the viewer is engaged with the video
6. Audience Engagement- clicks, comments, likes, shares
7. Click Through Rate (CTR)- number of unique clicks your post or ad received divided by the number of times it was shown
8. Leads Generated- number of people who complete form on website or landing page
9. Cost Per Lead- the amount spent divided by the number of leads generated
10. Audience Growth- how quickly are your fans growing

**KEY PERFORMANCE INDICATORS**

Monthly Report

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Posting Date | Video Title | Platform | Amount Spent | Audience Reach | Audience Profile | Views | Cost/ View | Watch Time | Audience Engage. | Click thru Rate | Leads Gen. | Cost / Lead | Audience Growth |
|   |   |   |   |  |  |   |  |  |  |  |  |  |  |
|   |   |   |  |  |   |  |  |  |  |  |  |  |  |

**CONTENT SCOREBOARD**
What is the baseline that every piece of content that you publish needs to hit? These are industry averages. This baseline will change over time.

* Emails Will Receive x 18% of Opens Per Email.
* Social Campaigns Will Get x .19% Engagement Per Post.
* Social Media Posts Will Reach 1000 People.
* Videos Will Receive 40% Views per reach.

If you have questions about this completing this workbook, please contact:

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