

Digital Marketing & Engagement

HOW TO LEAD A CAMPAIGN IN THE AGE OF TIKTOK



Presentation Overview

THINGS WE'LL COVER





- About Me
- Create Your Team
- Create Your Brand
- Social Media lol
- Top 3 Digital Strategies
- Navigating Traditional Mediums
- Keep It Simple, Stupid



About Me

COUNCILLOR CASSANDRA BLACKMORE, WARD 10

What I Am:

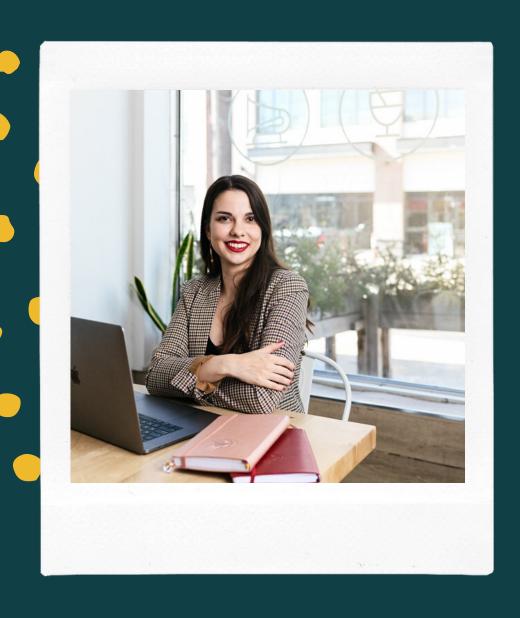
- First Time Campaigner
- First Time Politician
- Community Advocate
- "Jill-Of-All-Trades"

What I Am Not:

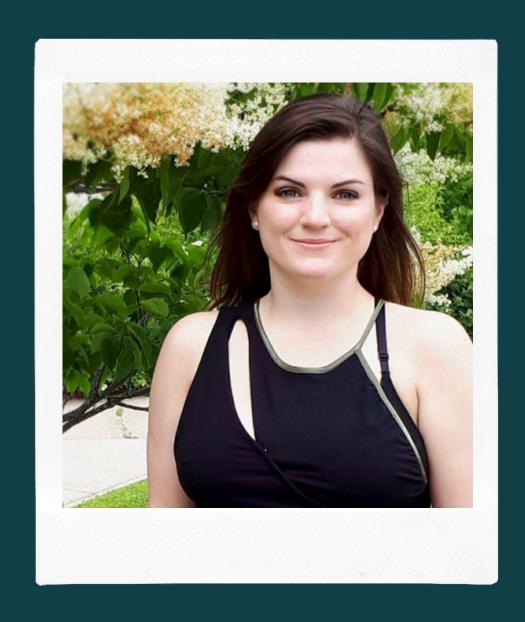
- A Marketing Expert
- A Web Developer
- A Graphic Designer
- A Communication Specialist

Create Your Team

THE "DREAM TEAM"



Ashley
Marketing/Design



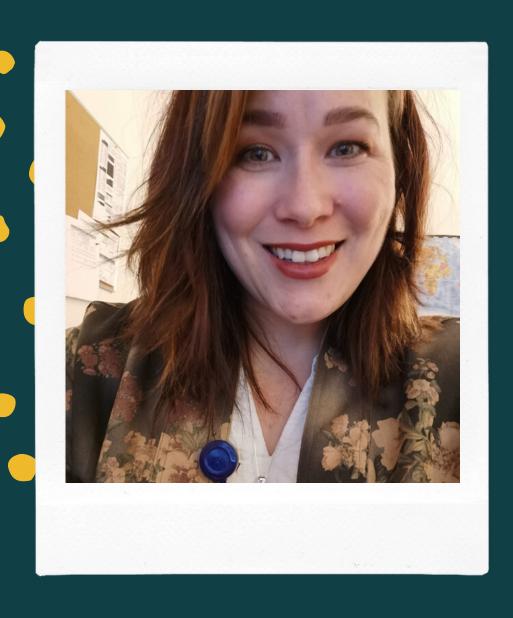
LindsayCampaign Manager



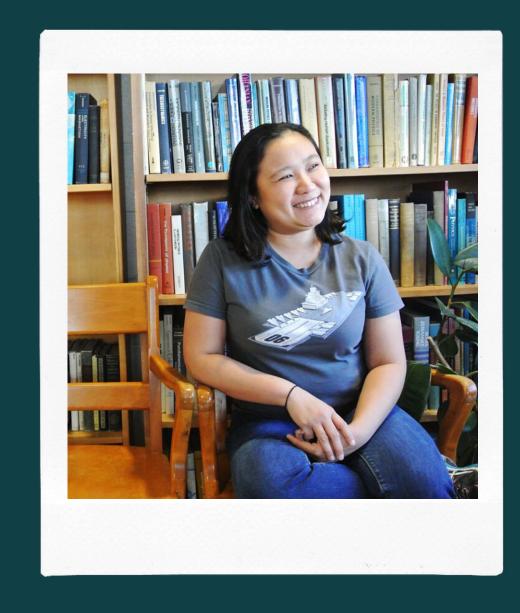
Sarah
SEO Specialist/Copy

Create Your Team

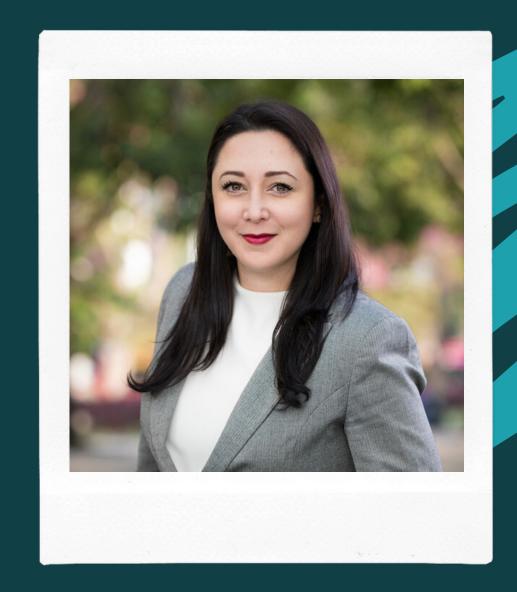
THE "DREAM TEAM"



Holly
Research/Editing/Copy



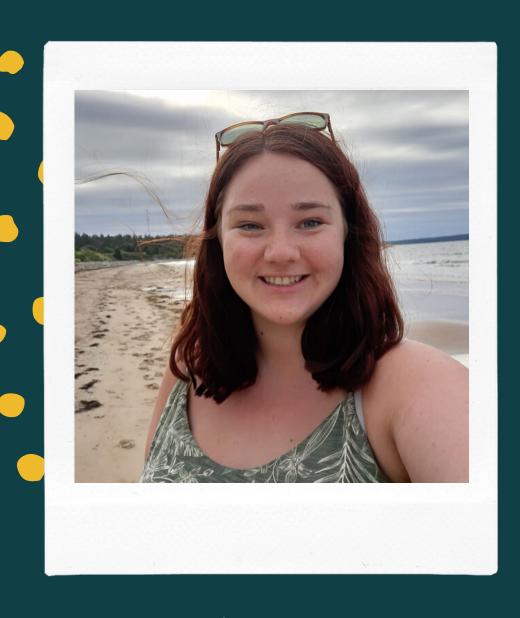
Jacquelyn
Research/Editing/Copy



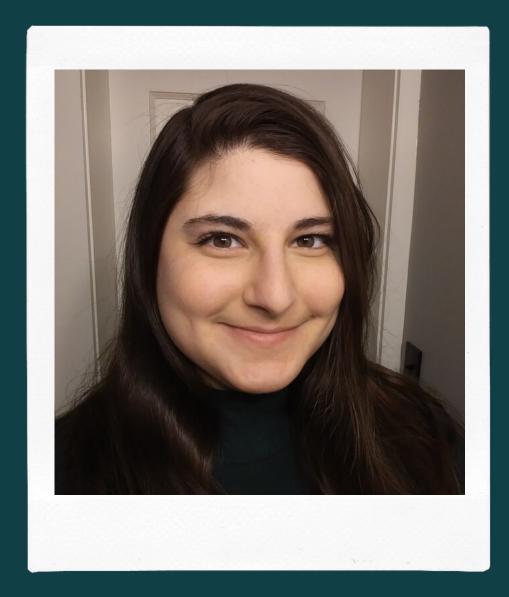
Carmen
Campaign Consultant

Create Your Team

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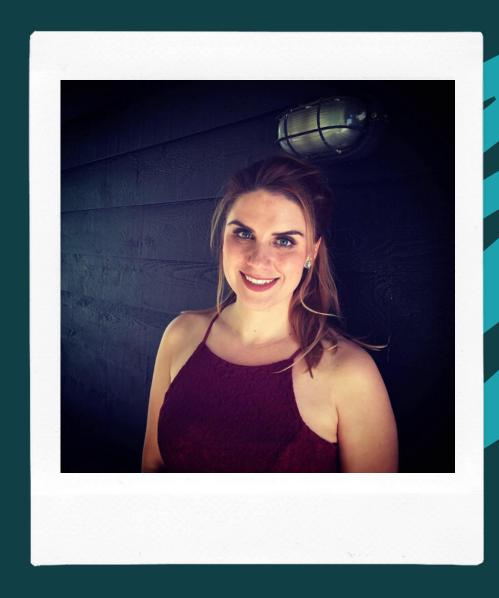


Mikayla Research/Editing/Copy



Elise

Ground Campaign Manager



Kathleen
Campaign Consultant









Pick Your Colors

Rule of 3, What To Avoid









Pick Your Colors

Rule of 3, What To Avoid



Simple, Bold, Memorable











Rule of 3, What To Avoid



Pick Your Logo

Simple, Bold, Memorable



Pick Your Picture

Communicate Your Message











Pick Your Colors

Rule of 3, What To Avoid



Pick Your Logo

Simple, Bold, Memorable



Pick Your Picture

Communicate Your Message



Pick Your Design

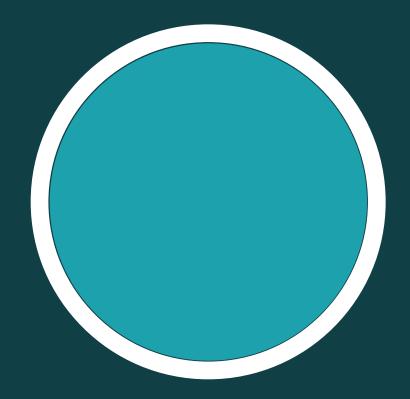
Rinse & Repeat, Repeat, Repeat





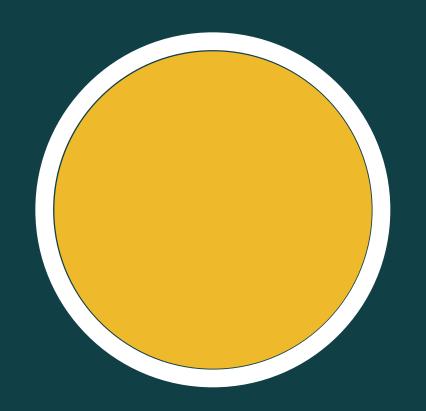






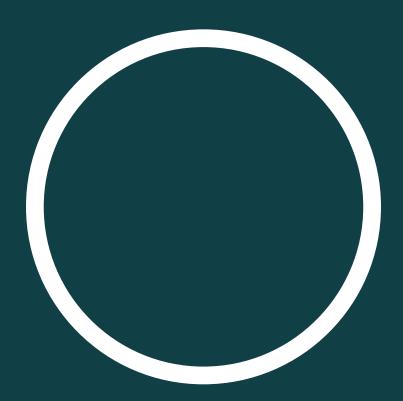
Accent Color

1CA1AD rgb(28,161,173)



Secondary Color

EEBA2B rgb(238,186,43)



Main Color

113F46 rgb(17,63,70)

CASSANDRA BLACKMORE

Fredericton City Council - Ward 10: Downtown



Pick Your Picture

Communicate Your Message

- Strong
- Approachable
- Confident

Pick Your De-Sign



The Platforms

Facebook
Instagram
LinkedIn & Tiktok

The Platforms

Facebook
Instagram
LinkedIn & Tiktok

Create Templates

Make templates for a week. Change it up each month!

The Platforms

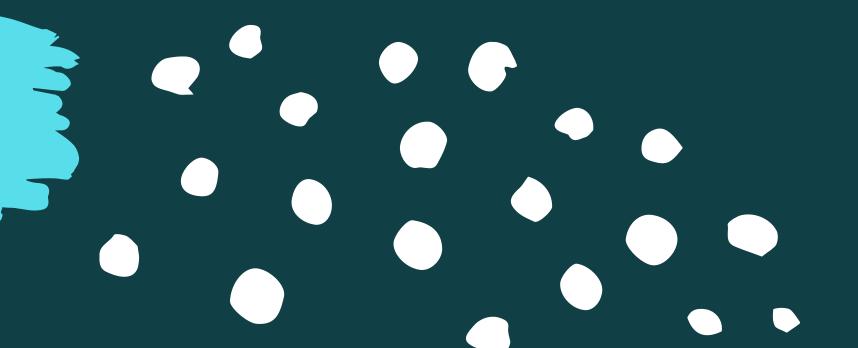
Facebook
Instagram
LinkedIn & Tiktok

Create Templates

Make templates for a week. Change it up each month!

Pick Your Themes

Decide on a theme for your week. Change it up each month!



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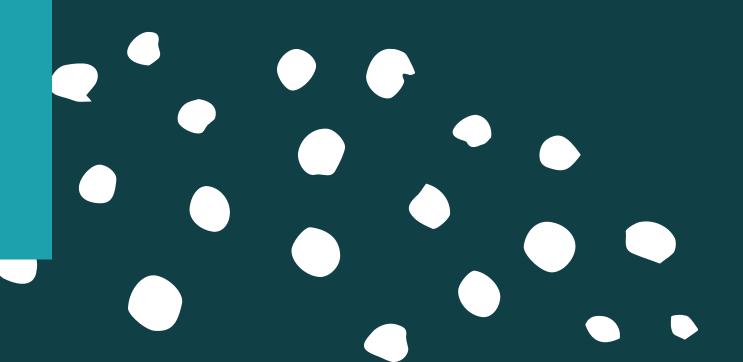
Be Flexible

Stay on your socials.

Jump on that trend.

React to that decision!

Do a Tiktok dance.





The Platforms

Facebook
Instagram
LinkedIn & Tiktok

Create Templates

Make templates for a week. Change it up each month!

Call To Action

Always, always, direct people to your website.
Don't have a website?
Get one.

Pick Your Themes

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We Hate Change

Stay relevant but stay consistent. People don't like change. Make it count.

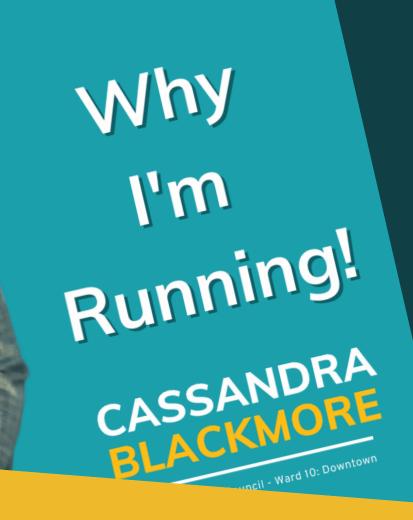
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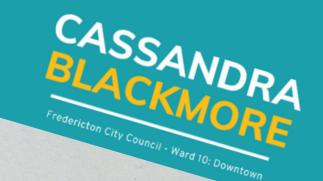
BUT DON'T TRY TO FORCE SOMETHING..

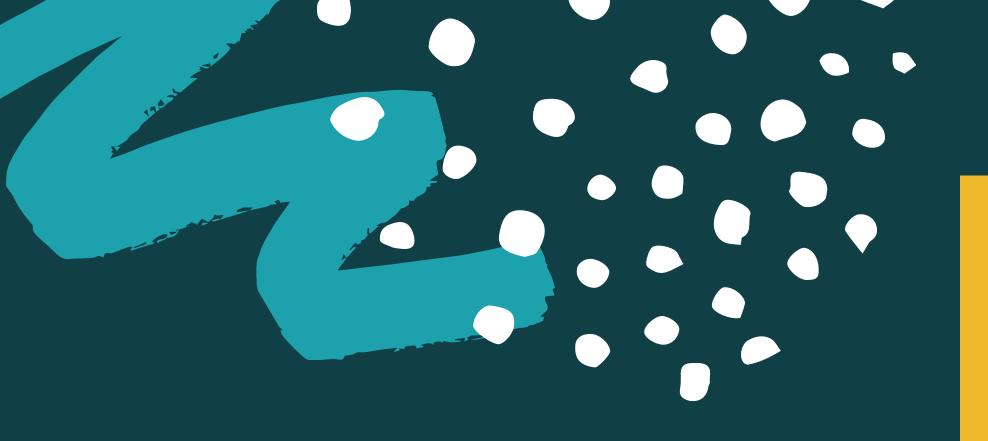
Only sponsor posts that are performing well organically. The second of the post 2 hours and 12 hours later. or every 10 minutes;

SPONSORED ADS CAN WORK REALLY WELL.

One of my best strategies was strategic sponsored ads. A few of my ads brought over 300 people to my website!

How Can
Fredericton Support
Local Businesses?





And Why They Worked,

1 Think.

Top 3 Social Media Strategies I Used









What I'm Hearing At The Door!

CASSANDRA BLACKMORE

Fredericton City Council - Ward 10: Downtown









Get People Talking!

Doing something cool for the community?
Get noticed!















Get People Talking!

Doing something cool for the community?
Get noticed!

Get Out.

Nothing can replace ground game! Get out and go door-to-door as much as possible!















Get People Talking!

Doing something cool for the community?
Get noticed!

Get Out.

Nothing can replace ground game! Get out and go door-to-door as much as possible!

Show Off & Show Up!

Go to the market.
Go to the local
grocery store. Be
visible!















Get People Talking!

Doing something cool for the community?
Get noticed!



Nothing can replace ground game! Get out and go door-to-door as much as possible!

Show Off & Show Up!

Go to the market.
Go to the local
grocery store. Be
visible!

Be Everywhere.

Lawn signs, Canada Post deliveries, postcards, large signs...







Keep It Simple, Stupid.

SHARE INFORMATION, NOT OPINIONS

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