Digital Ads
Defining Digital Advertising

Digital advertising leverages the popularity of channels like email, social media, texting, search engines, and websites to deliver promotional messages to users.

- Each day, millions of people across the globe are influenced to take action after seeing an advertisement
- Reach the right people with the right message at the right time.
Using Digital Ads
Why Digital Ads?

People are spending more time online than any other medium:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Hours:Minutes per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>6:35</td>
</tr>
<tr>
<td>TV*</td>
<td>3:35</td>
</tr>
<tr>
<td>Radio*</td>
<td>1:20</td>
</tr>
<tr>
<td>Newspapers*</td>
<td>0:11</td>
</tr>
<tr>
<td>Magazines*</td>
<td>0:09</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12:09</strong></td>
</tr>
</tbody>
</table>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on TV while listening to radio is counted as 1 hour for TV and 1 hour for radio; *excludes digital
Source: eMarketer, April 2019

www.eMarketer.com
Why Digital Ads?

Digital ads may be a good choice for HTC outreach because:

- They are efficient and targeted
- They can be changed and adjusted relatively quickly, unlike other paid mediums
- They don’t require a ton of capacity (people power)
- They meet folks where they are
- They are cheaper than TV!
Types of Digital Ads
Types of Digital Ads

**Awareness and Education**
Messaging and information for soft supporters; messaging and information to teach your community more about the census

**Persuasion**
Change opinions of others; help make up your mind; help folks understand why they need to fill out the Census form

**Engagement and Direct Response**
Take direct action; share a post, like or comment, sign up for a list, donate money, sign a pledge card

Check out our Digital Organizing Video Training Series: Digital Ads 101
Platforms
Facebook & Instagram

PROS
• Massive reach
• Advanced targeting capabilities (e.g. custom audiences, suppression)
• Wide variety of creative types
• People are using it to taking action
• Ancillary social benefits (e.g. fans, post engagement)

CONS
• Lots of competition
• People who don’t like you will intentionally click on the ad to cost you money
Facebook Ads

The Trump Administration is forcibly separating hundreds of children from their parents at the border — ripping toddlers from their mothers' arms in a cruel effort to deny them the ability to seek asylum and safety. As women of faith, we must take action.

Add your name now to call on the Department of Homeland Security to immediately reunite families who have been torn apart.

WOMEN OF FAITH CRY OUT: KEEP FAMILIES TOGETHER!

ADD YOUR NAME>

FPL.ACTIONKIT.COM

Sign The Letter — Reunite Children With Their Families

Join women of faith crying out for justice.
Twitter

**PROS**
- Participate in a live conversation

**CONS**
- People who don’t like you will intentionally click on the ad to cost you money
- Not as much action-taking
- Nature of Twitter is temporal, making it tough to plan & manage
Earth's getting hot. Too hot not to handle, actually. This Nov, vote like the world depends on it. #VoteFTW

Vote like the world depends on it. Because it does.
Earth's getting hot. Too hot not to handle, actually. Continued climate action from America is a must for me!
voteftw.org

RETWEETS LIKES
7 15

8:16 AM - 6 Oct 2016
Snapchat

**PROS**
- One-on-one engagement
- Can reach a younger audience (18-34)

**CONS**
- Limited engagement
- Time constraints (10 seconds or less for video)
- No re-share option
Paid Search

**PROS**
- Audience has an explicit interest in your ad, so action rates are high
- Can be immediately profitable (if it’s done right!)
- No concerns about brand safety

**CONS**
- Not effective for prospecting
- Volume depends upon interest
What is the Census? - faithinpubliclife.org

The U.S. Census counts every resident in the United States. Learn More.

Census 2020 FAQ
www.faithinpubliclife.org/censusfaq

Census 2020 ToolKit
www.faithinpubliclife.org/census

Census Citizenship Question - advancingjustice-aajc.org

Common misconceptions about filling out the 2020 Census.

www.aajc.org/census-myths
What you need to know when filling out the 2020 U.S. census form

Become a Census Advocate - statevoices.org

Join our team and make sure your community is counted.
Help us hold the census bureau accountable.
Targeting
Targeting

Reach users in context of where they spend their time online

- Demographic - age, gender, device
- Geographic - state, city, DMA, zip code
- Interest/Behavioral/Affinity - based on user activity in the platform
- Topic - contextually related to surrounding content
Ad Types
### Ad Types

**STATIC IMAGES:** easiest to produce, can be paired with copy on social platforms or websites and a link. Best when running direct-response campaigns.

**VIDEO:** greater lift to produce but better results when running persuasion/awareness campaigns.

**PETITION / FIXED-RATE ADS:** for email list building, some sites allow you to place a petition on their site and will sell email addresses at a fixed rate.
A fair and accurate Census is one of the most significant civil rights issues facing our country today.

In addition to ensuring fair political representation, enforcing civil rights laws, and effective policy planning, census data are used to distribute federal, state, and local resources equitably and prudently. In fact, federal agencies use census data to allocate billions of dollars each year.
Display Ad
Paid Petitions

Campaign Action

Sign the petition: Demand Congress offer a fair and accurate Census in 2020 - drop the citizenship question

PETITIONING
- Members of Congress

SPONSORED BY
- Daily Kos Liberation League

ADDITIONAL SPONSORS
- Brave New Films
- LeftAction
- People’s Action
- Washington, DC

We deserve a fair, accurate Census in 2020 -- but the Trump administration just announced their plan to rig it.

Recently, Commerce Secretary Wilbur Ross announced his intention to add an untested, last-minute question about citizenship status to the 2020 Census. Experts say this would dramatically skew the final results -- and with it, the resources and political power our communities can access.

The Census is constitutionally required to count everyone who lives here, but if the 2020 Census includes this politicized question on citizenship status, it’ll undercount communities of color and others who feel intimidated by Trump’s anti-immigrant rhetoric -- by discouraging them from participating at all. And since we use Census data to draw legislative districts, it’ll amplify the harm of gerrymandering -- keeping fair representation in government out of reach for too many of us.

We should call this what it is: a politically-motivated attempt to racially rig the 2020 Census.
Paid Petitions

Adding Citizenship Questions to the 2020 Census Is Racist and Unnecessary

by: Care2 Team
recipient: President Donald J. Trump

41,486 SUPPORTERS 45,000 GOAL

It's been almost 70 years since the U.S. Government asked about a person's citizenship status when conducting the census, and now the Trump White House wants to start again.

Adding this question is racist, fear-mongering, and unnecessary. Please sign and share to stop it!
Boosted Posts
Boosted Posts
Boosted Posts
Boosted Posts
**Boosted Posts**

**DURATION AND BUDGET**

Duration

Days

End date

Total budget

$20.00 USD

Estimated People Reached

69 - 200 people per day

Refine your audience or add budget to reach more of the people that matter to you.

You will spend $1.00 per day. This ad will run for 20 days, ending on Oct 23, 2019.
Creative Best Practices
Creative Best Practices

• Tailor creative content to your intended audience and the goals of the campaign. Each audience responds differently to creative themes and formats.

• Video ads are better for awareness/persuasion, static ads are better for direct-response.

• Stay people-focused! Images/videos of people generally perform the best.

• Attention spans are small, use short videos and images that pop (30-90 seconds).