

Free Campaign Digital Strategy Checklist

This checklist is your step-by-step guide to building a winning, liberty-aligned digital campaign. Use it to ensure every phase of your campaign—from launch to GOTV—is backed by strategy, clarity, and principled execution.

PHASE 1: FOUNDATIONS & FRAMEWORK

- Define your 3-5 core campaign messages rooted in liberty values.
- Identify your target voter personas (base, swing, persuasion).
- Secure domain name and launch a mobile-optimized campaign website.
- Create a compelling lead magnet (petition, pledge, or downloadable).
- Set up email marketing platform with segmentation capabilities.
- Integrate SMS opt-in with compliance protocols.
- Install tracking pixels (Meta, Google, YouTube) on all digital assets.

PHASE 2: CONTENT & ENGAGEMENT ENGINE

- Launch branded social media channels (Facebook, Instagram, YouTube).
- Publish at least 3 foundational videos (bio, issue-focused, testimonial).
- Start a regular content cadence: 3x/week minimum (video, graphic, story).
- Run a 'why I'm running' intro ad to warm audiences.
- Segment email list by issue interest, location, or engagement type.
- Create an evergreen donation funnel with A/B tested landing pages.

PHASE 3: GROWTH & SCALING

- Run lead-generation ads (petitions, polls, free guides).
- Launch value-based retargeting campaigns for engagement audiences.
- Deploy issue-based micro-campaigns to grow segmented voter lists.
- Host live or virtual town halls with interactive Q&A.
- Track all conversions by device, platform, and creative type.
- Refresh ad creative biweekly for performance optimization.

PHASE 4: GOTV & CONVERSION

- Launch countdown email/SMS series 10 days before election.
- Send personalized GOTV reminders to supporters based on engagement.

- Deploy peer-to-peer texting to boost turnout in priority precincts.
- Use geofencing for Election Day ad targeting near polling locations.
- Create 'I Voted' shareable graphics to build momentum and FOMO.

BONUS STRATEGY TIPS

- Always test two versions of key content (subject lines, headlines, CTAs).
- Track Cost Per Voter Contact (CPVC) and optimize for efficiency.
- Collect post-election data to inform next cycle's strategy.