



Think Video!

Fast-Start Marketing Guide for Political Campaigners

Think video!

Every day as you wage your campaign, think of all the video opportunities you can capture as a means to making your case to the voter. By the millions, voters are searching the Web for political information and specifically political video.

Your subscription with PolitiView.com includes 20 videos. View each video as a chance to speak with the voter, fill out a fuller picture of yourself, demonstrate your capabilities and promote your candidacy.

The key concepts are twofold:

- One, voters crave authenticity, not special effects. Voters are used to and desire video material that they deem real. They want to hear directly and simply from candidates as to why they deserve their vote;
- Two, in this fast-moving media environment, voters want fresh, timely, relevant information and campaigns must supply that on a consistent and ongoing basis. PolitiView is a platform that allows you to post unlimited content.

Equipment is Easier Than You Think!

There is no need to hire a professional camera crew or production company or purchase extensive and expensive equipment. Today's smartphones have HD quality video and great sound and most digital cameras offer video capabilities as well as still photography.

A smartphone mount, a tripod, a lapel or hand-held microphone, and a few smart storage cards are a good investment and all together can be acquired for less than \$200. And you need no special backdrop -- in fact, you want to set your videos in real settings that speak to your authenticity.



Invest in video editing software. Most run less than \$250, and give you sophisticated editing tools that provide many creative options.

Video Production is an Opportunity – Not an Obstacle!

Volume is key - fancy production is not. As you create and post video on PolitiView.com, even more visual opportunities will occur to you and your campaign team. This is your direct channel to the voters -- speak often and speak well.

Appoint someone on your team to think about daily video opportunities and to videotape you. Let that person become familiar with uploading and managing your PolitiView gallery. Ask him/her to learn the editing software.

Have that staff person accompany you on all of your forays out -- whether it's canvassing in neighborhoods or at campaign events. You never know when you can capture a great moment that speaks volumes about your candidacy.

Whether at the beginning or end of each video, make sure you have copy on the screen that displays your campaign logo with your name and the office that you are running for. This is part of building a visual identity. Remember, much of campaigning is name recognition that will work for you in the voting booth.



PolitiView.com - Top 10 Fast-Start Action Steps

1. **Your very first video should be your announcement.** This should be a very simple face-to-camera piece. It's about who you are, why you are running, and why you are the best candidate in the race. It's about your personal motivations and your applicable experience. You are introducing yourself to the voter and this video should be in the featured video spot on your gallery page right now. The video needs to be only a few minutes in length and you can shoot it in your living room, at your kitchen table or your campaign office with a sign behind you. Simple and meaningful is best. Some candidates have created introductory videos that are titled "Character" or "Experience" or "Leadership." They speak simply to those personal qualities and what you have to offer the voter.
2. **Videotape endorsements.** Are there professional organizations, unions, or associations that are backing your candidacy? Ask the leadership of those groups to appear in a short video explaining why they have thrown their support behind you.
3. **Assemble a video biography.** Use family photos. Do you have ties to the localities you are running in? Speak to family members. Include stills of key life events - including your wedding day, family occasions, graduations, military service or any participation in community organizations. Create a short personal narrative of why you are the kind of person that should be elected to an important public office.
4. **Create video issue pieces.** What are the issues that you will address if elected to public office? What are your ideas and proposals? Again simplicity is the key. Shoot them in settings that speak to that issue, such as a medical setting when you are explaining your position on health care reform. The voter wants to hear what you would do given the opportunity to govern. Label these videos clearly - something like "Safe Streets" or "Honest Government" will serve as signposts for viewers.

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CAMPAIGN SCHOOL

5. **Repurpose your assets.** If you are creating television commercials, repurpose them and leverage your investment by running them on PolitiView. You can even add radio commercials to your gallery.
6. **Leverage media communications.** If they are favorable, post video material taken by others. This may be the videotape from news organizations, editorial board meetings, or community candidate's forums.
7. **Communicate quickly.** If your positions are challenged by the opposing candidate, make a rapid response -- fix the public record immediately. Take every opportunity to clarify your position.
8. **Upload video from the field.** Have you had a large crowd greet you warmly? Have you had interactions that will speak to other voters? The sooner you get material on PolitiView, the sooner voters will learn about the positive aspects of your candidacy.
9. **Use the five web links beside your video gallery (Campaign Dashboard).** Give voters access to all your content across the Web including your campaign website, Facebook page, Twitter stream, Flickr gallery, etc. Make it easy for voters to learn about you. Link your donation and volunteer pages beside the PolitiView gallery and make a personal video invitation to voters to support you. Then instruct them to click on the links to join your campaign effort.
10. **Utilize the free, downloadable PolitiView badges ([on the Company page of the website](#)).** They say, "See me on PolitiView." Place them on all your electronic communications and Web destinations to take the voter to your content on PolitiView. Make it easy for the voter to find you.

For more information, watch our *PolitiView Campaign School* video series:
<http://politiview.com/CampaignSchool.aspx>

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