



# Lunch & Learn

Digital Philosophy, Process, and Strategy  
January 2026



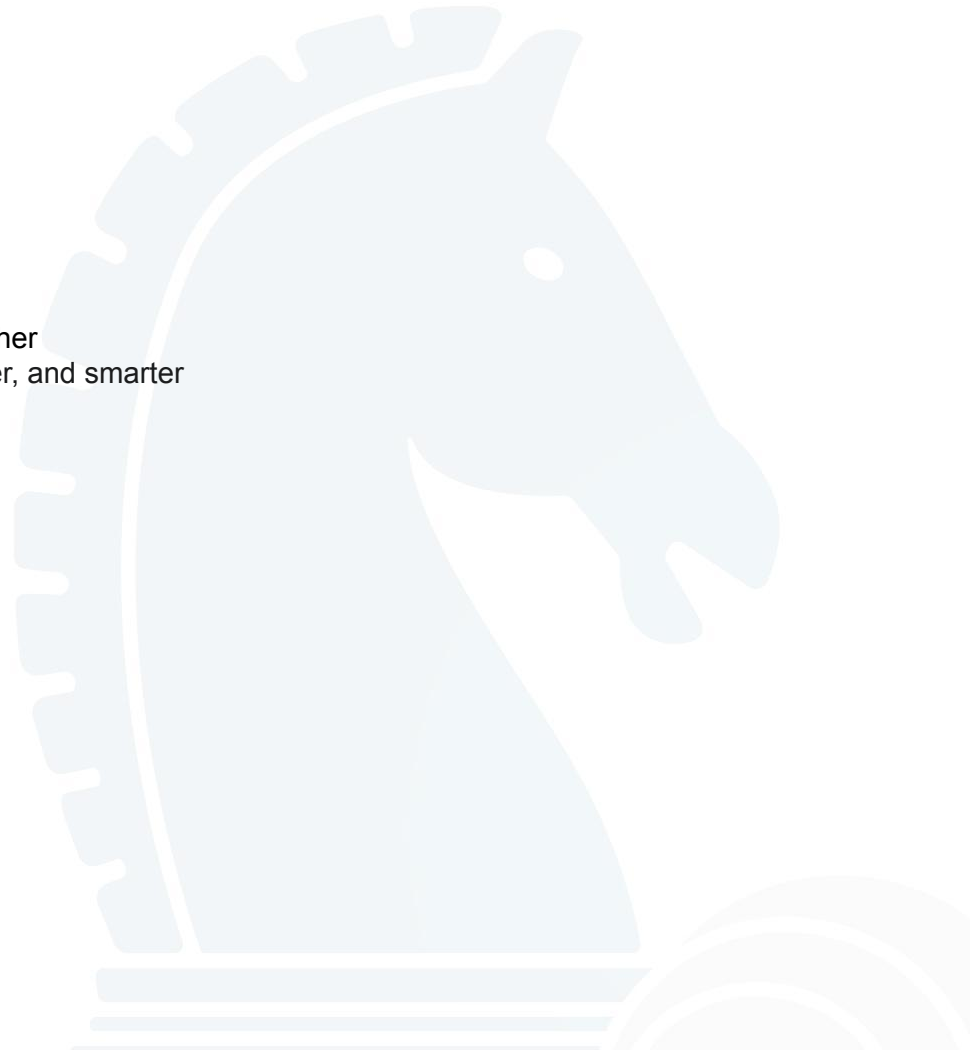
**MAJORITY  
STRATEGIES**

POLITICS & PUBLIC AFFAIRS

# Agenda

## Welcome & Session Objectives

- **Purpose:** How Strategists, DMS, Data & AMs Work Together
- **Today's Focus:** Setting clear lanes to move faster, cleaner, and smarter
- **Why It Matters:**
  - Reduce confusion and duplicated work
  - Speed up planning and execution
  - Clarify ownership and accountability
  - Protect firewalls and client integrity
  - Improve plan quality and consistency



# Tasking & Assigning

- Each Strategist has an assigned DMS
- All plan requests go directly to that DMS
- Will have designated DMS for other questions for Audience, Keywords, etc. in place of “Sales Engineers” Email generally

## This Ensures:

- Faster response times
- Clear accountability
- Better continuity across plans

## Managing Heavy Workloads

- Strategists with excessive clients may have:
  - A DMS assigned **per client**
- That DMS remains with the client:
  - For the full lifecycle
  - Across all phases and plans

# Tasking & Assigning

## Firewalls

- In firewall situations:
  - One DMS per side of the firewall
  - Assigned for the full duration of the firewall
- Publishers **must be notified** of firewalls to avoid:
  - Cross-communication
  - Compliance issues

This protects:

- Clients
- Teams
- The firm as a whole

# Planning & Coordination

## Who Does What

- Opportunity created in POP by strategist/AM
- Plan requests to DMS will be sent via email by the Strategist or AM and should include any relevant details or goals
- Initial audience will be pulled by the Data Team in coordination with AM/ Strategist, DMS will not take lead.
  - DMS consulted regarding audience list (s) for any creative solutions or Audience built “in-platform.”
- DMS creates plan in POP and can be assisted by any resources such as, past sales plan or example/AI sales plans for clients provided by strategists.

# Planning & Coordination

## Plan Structures

- Each plan can include multiple phases, each with its own audience and objective, structured as separate flights.
- Plans will typically include a dedicated GOTV flight designed to drive turnout

## Ad Swap Process

- If new creative/copy is needed, they will be swapped out as new ads under the original Ad Flight.
- ONE flight will be used per objective/Ad product & given timespan. Creative swaps will be executed as needed within that Flight
- If a new Objective, or goal is needed, then a new flight will be amended to the original plan.
- Will need to amend the project in POP for any new objective or Audience change needed for existing plan flights.

# Digital Plan SOPs

## Awareness

*“Get your message out there.”*

### Platform/Channel Breakdown

- Social
- Selected Programmatic
- YouTube
- Facebook
- Search

### Creative Guidance

- Skippable Video (Social, YouTube)
  - 66% - 15s
  - 33% - 30s
- Bold Static Graphics

### KPIs

- Impressions
- Clicks
- Reach & Frequency

# Digital Plan SOPs

## Persuasion

*"Feeding spinach to people who ordered ice cream."* - Justin Hacker

## Platform Breakdown

Streaming, YouTube & Pre-Roll Video, Display

- With Video
  - 30% Streaming (30s non-skippable format)
  - 30% YouTube (15s or 30s non-skippable format)
  - 20% Pre-roll
  - 15% Facebook
  - 5% Search
- Without Video
  - 60% Facebook
  - 40% Display
  - 10% Search

## Creative Guidance

- Non-Skip Video
  - 66% - 15s
  - 33% - 30s

## KPIs

- Video Views/Completion Rate
- Reach & Frequency

# Digital Plan SOPs

## Acquisition

### Platform Breakdown

Streaming, YouTube & Pre-Roll Video, Display

- With Video
  - 30% Streaming (30s non-skippable format)
  - 30% YouTube (15s or 30s non-skippable format)
  - 20% Pre-roll
  - 15% Facebook
  - 5% Search
- Without Video
  - 60% Facebook
  - 40% Display
  - 10% Search

### Creative Guidance

- Non-Skip Video
  - 66% - 15s
  - 33% - 30s

### KPIs

- Video Views/Completion Rate
- Reach & Frequency

# Digital Plan SOPs

## Acquisition Continued

### Platform/Channel Breakdown

- Facebook
- Search (if there is existing demand/awareness)
- Typically, no Display
- Use A/B Testing for Messaging and Audience to learn what works, with whom, and make changes to get more of the KPI for less.

### Creative Guidance

- 15 sec video (run it as a conversion or lead optimization, not video views)
- Graphics with a compelling call-to-action
- Capability to utilize video in non-video optimization campaigns (i.e. Awareness, Reach, etc.)

### KPIs

- Conversions
- Leads

# Digital Plan SOPs

## Turnout (GOTV)

- Timeline
  - 2 weeks before election (Depending on early voting, and platform blackout dates)
- Frequency
  - 10x per week
- Audience Note
  - ABEV returns are automatically scrubbed
- Platform/Channel Breakdown
  - YouTube bumper or non-skip
  - Social
  - Pre-Roll
  - Display
  - Search
- Creative Guidance
  - 6s bumper videos & 15s video
  - Reiterate candidate name and election date across all platforms
  - Closing argument emphasizing "What's at stake" to compel lower propensity voters to show up

## KPIs

- Reach & Frequency
- Impressions
- Video views, inc. 6s bumper views
- Search impression share

# Digital Plan SOPs

## Social Follower Campaigns

*Best used where credibility is necessary, Advocacy organizations, or for name ID lift.*

### Platform/Channel

- Facebook Like
- X Followers

### Creative Guidance

- Graphics or GIFs
- Specially tailored creative compelling user to take immediate follow/like action
- Should not use evergreen/generic content or message unrelated to the “Follow/Like” Call-to-action
- Issue specific, preferably antagonistic

### KPIs

- Follow/Like
- Engagement

# Further Guidance

## StackAdapt vs The Trade Desk

### Unique to StackAdapt

- ABM Targeting for Influencer Campaigns
  - Targeting Email Domains (i.e. House.gov)
  - B2B options like LinkedIn, such as industry, seniority, job titles, etc.
  - Easier to target by address - Lat/Long is preferred
  - Linear + incremental measurement, self-serve audience options
  - Brand-lift studies
  - Political District Geo targeting options
  - Geo-farming is not limited to 90-day look-back window (TTD is 90 Days)
- Best Practice: Use Stackadapt instead of Tradedesk for Advocacy campaigns, influencer campaigns, State Leg races, and races where Zip Codes have too much overlap with District lines.

# Further Guidance

## Google vs TTD/StackAdapt

### Google Contextual Packs

- YouTube Topics
  - Politics (Right, Independent)
    - Or Exclude Politics Left
  - Campaigns & Elections interest
  - Demo
  - Location
- Display
  - Demo
  - Location
  - News Interests – Politics Right/Left

No radius targeting on Google for political campaigns

# Operations & Reporting

## Client Report & Optimization

- DMS will monitor POP & client reports for any red-flags metrics, including pacing, and large-scale plan optimization
- Beyond immediate red-flag changes needed, DMS will advise on any high-level optimization opportunities within each flight.
- DMS will notify the PM/AdOps of recommended Digital changes to be entered into POP for AdOps to execute.
- Once Reporting has created the client digital report, DMS will have seven days to review and make any necessary revisions prior to sending it to the client.

# Operations & Reporting

## Opposition Research & Reporting

- DMS will assist with researching and reporting on competition/opponent metrics including:
  - Ad Spend
  - Timelines
  - Creative and Messaging tactics
- Internal automated system for competition reporting will be live shortly, which compiles competition data from Facebook and Google Libraries based on Advertiser IDs.
- Opponent Ad Reports will include
  - Google Ads
  - Meta Ads
  - FEC Filing Data
  - Campaign spending metrics where available
  - Analyzed and presented in Looker Studio with depictions of ad creatives & copy where possible

# Operations & Reporting

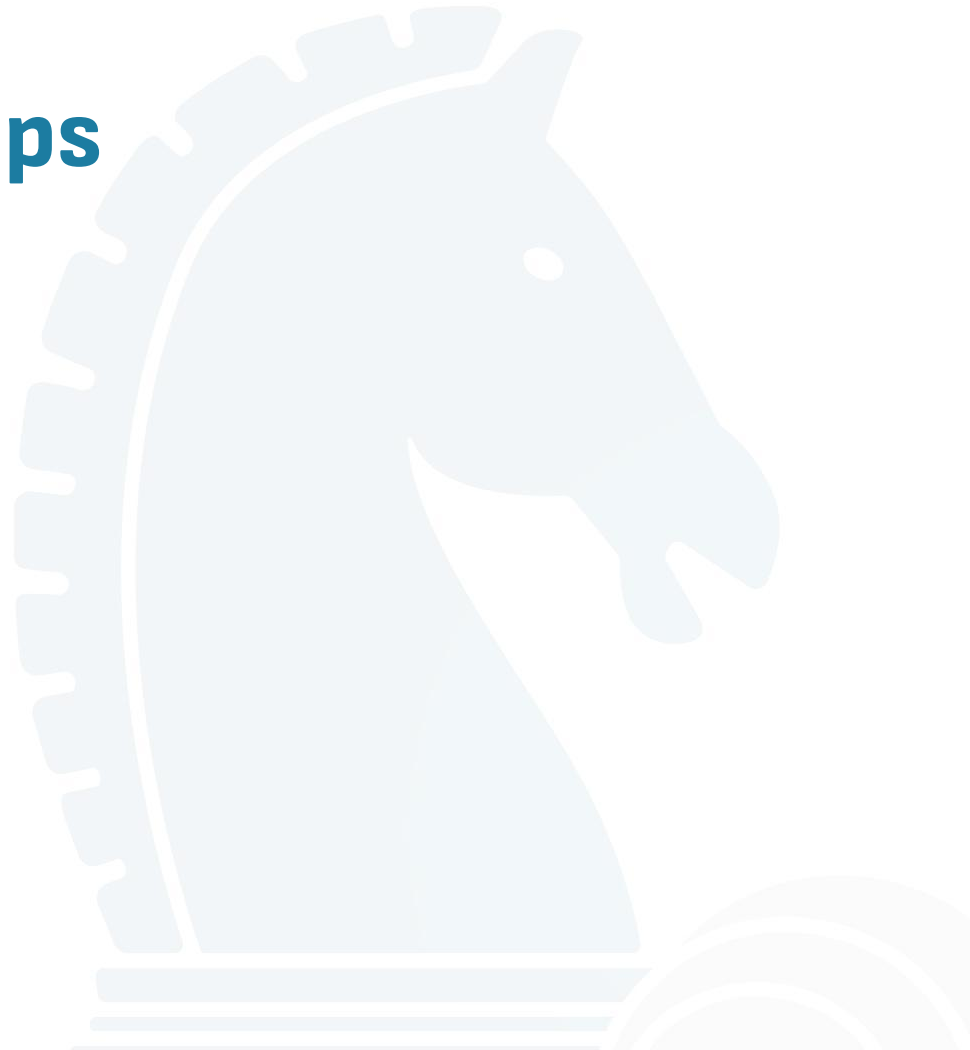
## Match Rate & Reach Reporting

- Match rate will be reported for internal use at the beginning of the planning process
  - Total Voter vs. Matched rate
- Reach metrics will be reflected on client facing reports when requested - This is a manual process
  
- New Reporting Update

# Wrap-Up & Next Steps

**Coming Soon:** Platform Deep Dives

Let us know what you thought of today's session!





# THANK YOU



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