



A DEFINING MOMENT

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Digital Strategy Insights from a Presidential Election

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A DEFINING MOMENT DIGITAL STRATEGY INSIGHTS FROM THE PRESIDENTIAL ELECTION

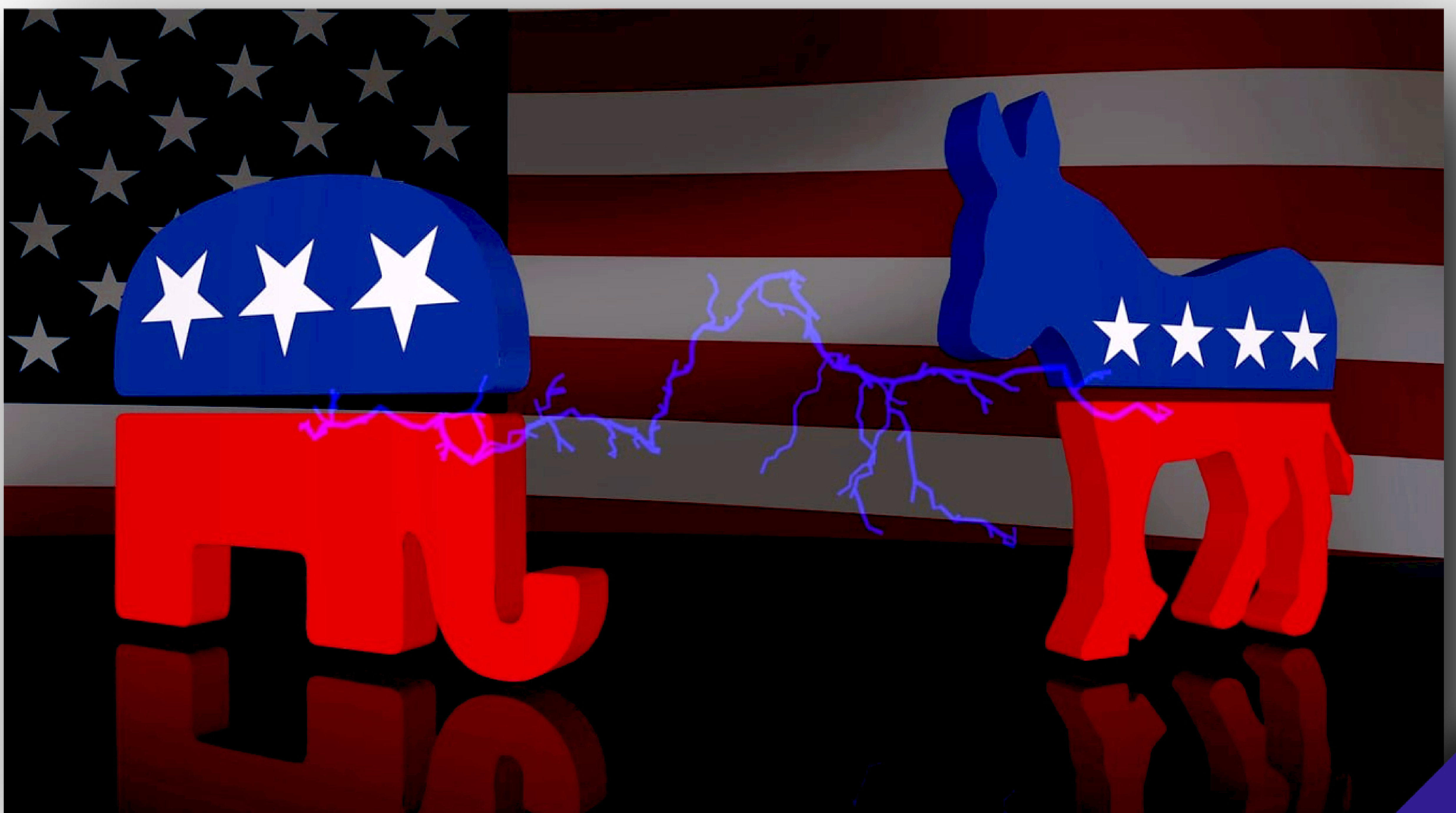
For the 2024 election, people have a broad range of viewpoints and judgments. For some, the outcome of the election is considered a turning point, and for others it was a day of reckoning.

Whether people consider the political event as being affirming or distressing, there are significant aftereffects that should be dissected to further enlighten us.

While a national election does not have a direct correlation to digital branding (as marketers are not handling crime, federal regulations, identity politics, economic policies, global conflicts, etc.), we can examine how two parties presented their messaging to America and glean how well they 'broke through' and engaged the voters.

Brands need to dismantle the candidates' communication and persuasion style to understand which of them had an impact and compelled a favorable vote.

One can point to a myriad of variables and statistics, and lean on widespread hypotheses, to summarize the outcome. From my position within the digital & marketing domain, I look at four key factors - engagement, messaging, value proposition, and the utilization of data to drive strategy.





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Let's cut this open and consider the following from a branding standpoint:

THE CRUX OF A WINNING FORMULA

Immerse in the data, which entails penetrating research, in-depth analysis, full-scale planning, and persistent execution.

There are two critical forms of digital currency - audience attention and business data.

Attention is limited. It is either goal-driven or stimulus-driven. Words must be articulated based on one of those drivers. And there are certain messaging inputs that help to capture attention including creating contrast, reiteration, and being memorable.

Business data is often siloed, inaccessible, and fractured. Additionally, data cleansing and standardization are tremendously time-consuming. No matter the challenges, data illuminates and illustrates. It is the critical source of light in any North Star initiative. To position a brand for strategic planning, performance forecasting, and innovation, data must be available, structured, queried, and analyzed.

OF 'PRIMARY' IMPORTANCE

A person's topmost sensitivity is the leading indicator of their intent. People seek out messaging that addresses their highest priorities, needs, and deficiencies.

Audience sentiment is powerful and a primary driver. The information and perspectives that are front of mind will be the lens by which one's thinking comes into focus.

NEVER MONOLITHIC

Segmentation is essential to target communication with an influential voice, tone, inflections, and language.

Aligning values helps people to believe there is a bridge between the brand and themselves. Provide signals that anchor to the audience's self-esteem and imbeds in the upper ranks of their imperatives.



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DISCOVERY ZONE

Step outside the 'known' market - explore the wider landscape. Your audience exists in spaces that you may be blind to.

People are connected to the past and the future - how they interpret your brand involves both angles.

FEELINGS SPARK ACTIONS

Customer behaviors emerge from several inner frames, life experiences, and environmental factors. A brand must be attuned to the internal, peripheral, and extrinsic elements that move minds and tilt perspectives.

Anything that sounds like a sales pitch and self-promotes the brand is often viewed as contrived, disingenuous, and not germane to the consumer's own life. The axiom of branding must be 'you', not 'we'. Stop selling the brand and start stimulating the customer's vision.

AMPLE KINDLING TO IGNITE A FLAME

Taking a 'rational' approach to branding diminishes the importance of the main propelling forces within us. Recognizing that our emotions are never singular, they do have a foundation. Examples include:

- Urgency
- Deprivation
- Motivation
- Passion
- Ambition
- Stress
- Impulse
- Curiosity
- Enthusiasm
- Cynicism
- Confidence
- Well-being
- Security



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Reasoning has a short runway, whereas encouragement, inspiration, and impelling an action are catalysts for conversions.

CATCH SIGHT OF

What we see commonly lingers longer than what we hear. Rich media prevails while messaging evaporates. Build campaigns with thought-provoking and riveting visual experiences.

IN THE LAB

Use iterative experiments, mix modeling, and data aggregation & analysis to maintain a rapid pace of production. Perform hyper tempo testing to gain maximum understanding of what matters most to the audience.

The objective is to activate interest within the fluidity of attention. While that often seems impossible, in actuality, motivation is moveable and persuasion is pliable.





Engaging brand experiences and influential messaging have principles that must be in every marketer's toolbox. These principles include:

The law of least mental effort requires a brand to streamline experiences and to bring clarity to their messaging.

The power of randomness urges marketers to be innovative, original, and remarkable. Being too predictable weakens a brand's UVP.

The strength of pain aversion is considered to be stronger than the pursuit of pleasure. This constitutes the pain frame vs. gain frame strategy.





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To wrap up this examination of two presidential candidates and how their performance can supply marketers with useful insights, let's remember these marketing levers:

- Execute a cross-channel and cross-markets strategy.
- Craft consistent, concise, and compelling messaging across touchpoints.
- Focus on persuasive interactions centered on their zenith, not yours.
- Apply the 5 I's: influence, intrigue, inspire, incent, inform.
- Employ statistical learning to identify patterns and associations.
- Tap into unconscious motivations and natural tendencies.
- Tell a story that strengthens bonds and invigorates the audience.
- Design experiences that are bold, break the mold, and set a high watermark.
- Use generative AI tools to curate sought-after content on trending topics.
- Make it easy to interact with the brand.





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- Automate campaigns for intent-driven personalization and contextual engagement.
- Be tactical on cadence and timing for conversion rate optimization.
- Optimize for relevancy, value, and a customer-centric path to purchase.
- Perform audience segmentation to customize the brand voice.
- Map the buyer's journey to maximize conversions.
- Create workflows and leverage technology to maximize productivity and efficiency.
- Arrange a lean and cloud-based infrastructure for scalability, nimbleness, and maneuverability.
- Consistently test, experiment, learn, and pivot to achieve incremental improvements.
- Build momentum through agile execution and continual fine-tuning.
- Derive solutions and strategies by using predictive analysis and BI-driven decisioning.

I hope this introspection has been helpful in your efforts to shape brand strategy and initiatives. The aim is to have a clear and comprehensive roadmap that heightens the brand's efficacy, ROI, and competitive positioning. With a blend of art, science, and technology, along with a large dose of acute & savvy brainpower and determination, a brand will move the performance needle.

DIGITAL IS MY DNA.
MESSAGING IS MY SUPERPOWER.
CUSTOMER EXPERIENCE IS MY
CRAFT.



CUSTOMER EXPERIENCE

Final Points

- ✓ Solutions must be custom built.
- ✓ Strategies must be tailor made.
- ✓ Pain points must be conquered.
- ✓ Campaigns must be designed for performance.
- ✓ Optimal results must be uncompromising.
- ✓ Take bold steps, test, and learn.
- ✓ Brand building is a movement, not a moment.

Contact me for a no-fee assessment of your digital challenges, gaps and opportunities.

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