

# ALTA Sessions – Recap Description

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*“Everything in social media is a campaign, even its one tweet.” ~ Brad Batesole*

Hosted by Brad Batesole of Branded Crate, this year’s Annual Legislative Training Assembly (ALTA) sessions invited attendees to discuss the application of digital marketing in the legislative environment. Reviewing both social media and email marketing, the sessions facilitated a conversation regarding best practices for developing and maintaining successful digital communications.

Focused on the use of Twitter and Facebook, the morning session started with an overview of each platform addressing the nuances of each related to audience demographics and communication style. From an engaged conversation, a few key suggestions emerged. First, your bio is a representation of your brand (you). This includes your description, profile photo and banner photo selections. Be sure that they accurately represent you and are consistent on all of your digital sites. Next, develop a communications plan and be consistent. If you only have time to post once a week, make that your plan and stick to it. Consistency of messaging is the key to social media success. It is also vital to know your audience. Understand who you are trying to reach and why. Establish what you hope to get from the communication, as well as what your audience may hope to receive. Lastly, establish measurement tools and use the data sources from each platform to further customize your plan.

In the afternoon session Brad addressed the core question surrounding email marketing – Does it work? The answer is, yes! Achieving success, however, follows the same suggestions made during the morning session - establish a plan, know your audience, review your data, and customize your content. With the evolution of general marketing, people have come to expect email communications to feel personalized and targeted to their interests. For the best results, keep your communication simple and directed to a specific call to action.

A variety of tools are available to assist in managing these communication resources. Some of the more popular options include: AWeber, Hubspot, Pardot, and Mailchimp. Additional suggestions and resources can be found in the presentation materials posted.