



Digital Campaign

DITCH THE ESTATE TAX CAMPAIGN



SEPTEMBER 2018

DITCH THE ESTATE TAX OVERVIEW

| Overview

This digital media plan for Ditch the Estate Tax encompasses your key campaign elements (audiences, messaging, CTAs, tagline, etc.), research, and strategic recommendations to ensure you reach the right people and inspire them to take action.

Campaign Name: Ditch the Estate Tax

Campaign Tagline: Death should not be a taxable event

Audiences:

- Medium and large family-owned businesses
- Employees of family-owned businesses impacted by the estate tax

| Objectives

Educate uninformed target audiences on the issue from a bipartisan point-of-view - **increase awareness.**

Activate existing networks and informed audiences to participate in the campaign - **drive engagement.**

Share easy-to-access resources with target audiences and encourage them to share with their networks - **generate one-pager traffic and/or downloads.**

Inspire target audiences to take action, sign petition - **obtain signatures**

DITCH THE ESTATE TAX OVERVIEW

| Measuring Success + Goals

<p>See: Getting people to “see” content is the first step to building awareness and driving action</p>	<p>Say: From see to say. These metrics help gauge whether or not the content is capturing the audience’s attention and motivating them to act.</p>	<p>Do: As audiences become more engaged, it’s time they take action! These metrics align to top priority objectives and showcase the ROI.</p>
<ul style="list-style-type: none"> • Total Impressions <ul style="list-style-type: none"> ◦ Hashtag ◦ Owned Content 	<ul style="list-style-type: none"> • Total Owned Engagement <ul style="list-style-type: none"> ◦ Likes ◦ Comments / Replies ◦ Shares / Retweets • Owned Engagement Rate <ul style="list-style-type: none"> ◦ Total Impressions Divided by Total Engagements 	<ul style="list-style-type: none"> • Website Traffic <ul style="list-style-type: none"> ◦ New Visitors ◦ Returning Visitors ◦ Traffic to One-Pager ◦ One-Pager Downloads • Email Submissions • Total Mentions • Signatures Obtained

MESSAGING

Medium and large family-owned businesses: This audience is aware of the issue and wants the estate tax to be repealed. The goal of the messaging is to influence family business owners to share these resources with their network and to urge them to contact Congress asking for the complete repeal of the estate tax.

Motivating Factors:

- Stop an unfair tax.
- Financial.
- Easy-To-Use resources.

Key Campaign Messaging:

- Taxation at death is unfair and repealing it is the right thing to do.
- The estate tax hurts family-owned businesses trying to pass their businesses on to their children.
- Use the campaign's resources to reach out to your network, and ask them to help change the future of and their families.

Calls to Action:

- Read and share "Why Ditch the Estate Tax."
- Sign our petition to Congress asking them to repeal the estate tax and ask your friends and co-workers to do the same.
- Share our campaign website with your network. There is a section on the website dedicated to employees of family-owned businesses describing how the estate tax affects them.

MESSAGING

Employees of family-owned businesses impacted by the estate tax: This audience is probably not aware of the harmful effects of the estate tax or how it could impact them. The goal of this messaging is to educate them about the estate tax and what could happen if the business they work for has to pay it.

Motivating Factors:

- Wages.
- Job stability.
- Career growth.

Key Campaign Messaging:

- Family-owned businesses faced with the estate tax are often forced to cut back on wages, benefits, investments, and employees.
- Don't let the estate tax ruin career opportunities you have worked hard for.

Calls to Action:

- Read and share "Why Ditch the Estate Tax."
- Sign our petition to Congress asking them to repeal the estate tax and ask your friends and co-workers to do the same.
- Share our campaign website with your network. There is also a section on the website dedicated to employees of family-owned businesses describing how the estate tax affects them.

VISUAL IDENTITY

Ditch the Estate Tax
—Brand Board

PRIMARY LOGO



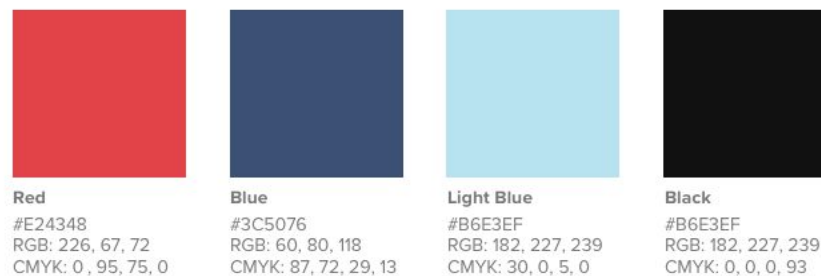
TYPE



ALTERNATIVE LOGOS



COLORS



SOCIAL PROFILE ASSETS

Facebook Cover Image



Twitter Banner Image



Video

Campaign Explainer Video



VIDEO

GIF 1: Did You Know?



VIDEO

GIF 2: Sign the Petition

The estate tax is bad for family-owned businesses and their employees.

Estate Tax Horror Stories

Estate Tax Horror Stories

Many family-owned businesses cannot afford to pay estate tax and are forced to sell their businesses to corporations that are not subject to the tax. Businesses that survive after paying the tax are weakened, and are often forced to layoff loyal employees. Read some of their stories below:



John Ed Anthony's Story

Anthony Timberlands has been subjected to the estate tax five times in its history, but the next hit will be too great for the business to survive.



Pete's Story

Pete had to sell his father's business because of the estate tax.



Ron's Story

Ron's family-owned business has distributed food-service products in Maine for more than 100 years, but because of the estate tax, it might not be around another 100 days.

One-Pager

Why Ditch The Estate Tax?

Three Things You Need To Know About The Estate Tax

1 What is the estate tax?

The estate tax is a 40% tax on the full market value of all of your assets, including your family business, above an individual exemption amount. It is due to the IRS 9 months from date of death and is only paid by individuals not corporations.

It was created to fund the cost of World War I and has been kept in place to prevent concentrations of wealth. But that has not worked, as concentrations of wealth still exist and yet families continue to pay the tax.

2 How does it affect me?

It forces families to sell their assets, including their family business, which could eliminate jobs and local charitable giving of the businesses.

3 What does it Do?

If you work for a family-owned business, your wages could be cut, or you could be laid off as the family is forced to sell the business or borrow to pay the tax. If the business is sold, it will probably be consolidated into a larger company that is not a family business.



DITCH

Petition



FAMILY BUSINESS

EMPLOYEES



Our Petition to Repeal the Estate Tax

★ THE VOICES OF FAMILIES, FAMILY-OWNED BUSINESSES AND THEIR EMPLOYEES CAN GO A LONG WAY TOWARD CONVINCING CONGRESS TO DITCH THE UNFAIR ESTATE TAX.

Join the Fight

Join other hard working American taxpayers in asking Congress to stop the estate tax from killing jobs and family-owned businesses.

Petition

Sign a Petition to Ditch the Estate Tax

The estate tax forces families to sell their assets, including their family business, which could eliminate jobs and local charitable giving of the businesses.

If you work for a family-owned business, your wages could be cut, or you could be laid off as the family is forced to sell the business or borrow to pay the tax. If the business is sold, it will probably be consolidated into a larger company that is not a family business. That will change the culture of the business from one focused on serving the community to one focused on pleasing shareholders.

Join other hard working Americans in asking Congress to put an end to an unfair tax on families, family-owned businesses and their employees.

Sign this petition to repeal the estate tax.

Sign the Petition

☒ Remember Me**SIGN**

Petition

The estate tax is a form of double-taxation that punishes Americans for trying to pass along their life's work to the next generation. The estate tax devastates family-owned businesses and hurts their employees through layoffs and wage cuts.

We, the undersigned, call on Congress to repeal the estate tax, and by so doing, ensure that family-owned businesses can continue to grow and invest in their employees and their communities.

DIGITAL RESULTS

Results as of September 23, 2018

This report is designed to give you high-level view of performance of your digital media efforts. The following results are pulled between the dates as identified above unless otherwise stated.

| Total Campaign Results

- 156,153 impressions
- 1,651 link clicks (1.0% click-through rate (CTR): Across industries and channels the average click through rate is .9%
- 4,305 engagements (2.8% engagement rate): Across industries and channels the average engagement rate is 1%
- 220 petitions signed with reporting dates (13% conversion rate): Social media average conversion rate is .07% and digital ad average conversion rate is 1.95%
- 409 petitions signed as of 09/26/18

DIGITAL RESULTS

Glossary of Terms

- Impressions: Number of times a user sees post or ad
- Engagements: Number of likes, comments, replies, retweets, shares
- Engagement Rate: Number of engagements divided by impressions
- Link Clicks: Number of times a user clicks the link included in the post or ad
- Post Clicks: Number of times a user clicks that post or ad (could include expanding media for them to see it, etc.)
- Click-Through Rate (CTR): Link clicks divided by impressions
- Conversion Rate: Petition signatures divided by link clicks

TOP-PERFORMING AD

Ditch the Estate Tax
Written by Social Driver [?] · September 5 at 1:13 PM · 🌐

The estate tax undermines the American Dream and threatens the long-term security of family-owned businesses and their employees. Learn more.



WHEN OWNERS OF FAMILY BUSINESSES DIE

[HTTPS://WWW.DITCHTHEESTATETAX.COM/](https://www.ditchtheestatetax.com/)

It's Time To Ditch The Estate Tax

Help us repeal the estate tax, and together we can enable family-owned businesses to grow and continue to invest in their employees and their communities. [Learn More](#)

24,386 people reached

1.2K · 170 Comments · 602 Shares · 12K Views

Sample Comments From An Ad



Lisa Hayes Should have been stopped long ago

Like · Reply · 6d



Bobbe Serena-Wayman SIGNED!

Like · Reply · 1w



Charles A. Dehlinger Sr. All assets of a dead person were earned. Taxes paid. Now, you die. Kids gotta Pay tax on assets you already paid on before. It's taxing money already taxed.

Like · Reply · 1w



Lynn Garza Charles A. Dehlinger Sr. Paid several times over.

Like · Reply · 1w



Ditch the Estate Tax Charles A. Dehlinger Sr. It's not just a person's benefits and wages—it's their livelihood. Join other hard working American taxpayers in asking Congress to stop the estate tax from killing jobs and family-owned businesses. Sign the petition to [#DitchTheEstateTax](#) today: <https://www.ditchtheestatetax.com/sign-the-petition/...>



DITCHTHEESTATETAX.COM

Sign The Petition - Join The Fight - Repeal The Estate Tax...

Like · Reply · Remove Preview · 3d

DIGITAL ADVERTISING PLAN

| **Total Budget:** \$2,944

| **Campaign Duration:** September 1 – 30, 2018

| **Ad Set 1: Drive Web Traffic**

The goal of this ad set is to educate uninformed target audiences on the issue from a bipartisan point-of-view, share easy-to-access resources, and ultimately drive web traffic. We then capture all of the web traffic to build a pool of people that we can later remarket to (retargeting pool).

Placements: Facebook, Facebook Audience Network, Instagram, Twitter, Google

Audiences:

- Medium and large family-owned businesses
- Employees of family-owned businesses impacted by the estate tax

| **Ad Set 2: Convert Traffic To Petition Signatures**

The goal of this ad set is convert informed target audiences to take action on the issue by signing the petition.

Placements: Facebook

Audiences:

- Retargeting Pool: All web traffic
- Retargeting Pool: Employee page
- Retargeting Pool: Owner page

HOW TO HELP

How you can help

Share this page

Share "Why Ditch the Estate Tax" with your network. The estate tax is an issue that few people understand, but that negatively affects many hard working Americans from all walks of life. Help us share the facts about the estate tax.



Sign the Petition

Want to do more? Sign our petition asking Congress to stop the estate tax from killing jobs and family-owned businesses. The voices of families, family-owned businesses and their employees can go a long way toward convincing Congress to ditch the unfair estate tax.

SIGN PETITION

[Download this onepager](#) 