



WILL BUSBY

DIGITAL

Scaling a Congressional Digital Program in 18 Days

March 3, 2026

When campaigns call three weeks before Election Day, incremental tweaks are not enough. Structural rebuild is required.

Prepared By Will Busby – Digital Strategist

The Challenge

- **Congressional primary**
 - **18-day window**
- **Existing digital program underperforming**
 - **Limited long-form retention**
 - **Minimal message penetration**



Strategic Restructure

- Audience targeting rebuilt
- Creative structured for immediate hook retention
- Budget allocated toward high-retention placements
- Video distribution intensified
- Paid strategy optimized for algorithmic lift



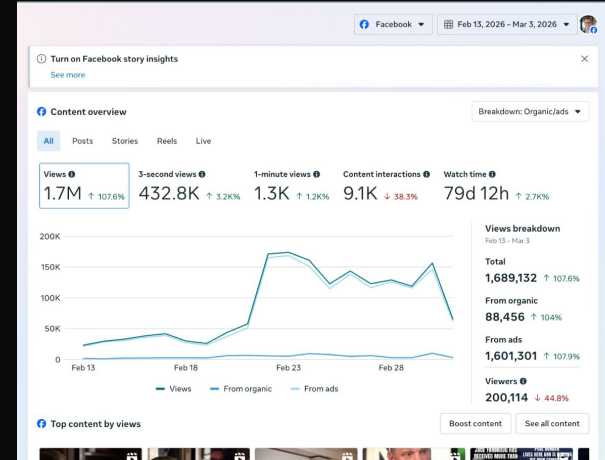
WILL BUSBY

DIGITAL

18-Day Performance Acceleration

Digital management transition: February 13, 2026

- **+1.24M additional impressions**
- **28x retention growth**
- **54x increase in 1-minute views**
- **+77 cumulative days of watch time**
- **+201% organic amplification**



WILL BUSBY
DIGITAL

Direct Comparative Growth

Measured Performance Increase

Metric	Before	After	Increase
Total Views	448K	1.7M	+1.24M
3-sec Views	14.9K	432.8K	28x
1-min Views	24	1,300	54x
Watch Time	2d 17h	79d 12h	+77 days
Organic Views	29K	88K	+201%

| \$18,000 in ad spend

| 1.24M incremental impressions

| Cost per incremental impression: ~\$0.014



WILL BUSBY

DIGITAL

What This Demonstrates

- Structural digital rebuild under compressed timelines
- Rapid scaling of message saturation
- Retention-focused creative strategy
- Paid-to-organic amplification engineering
- Performance optimization at congressional scale



WILL BUSBY

DIGITAL

Election Day Impact Summary

Digital Impact in Final 18 Days

- 1.24M additional voter impressions
- 28x improvement in early video retention
- 54x increase in 1-minute message consumption
- 77 additional days of cumulative watch time
- Organic amplification more than doubled

In 18 days, the digital program moved from limited exposure to scaled voter penetration during the most critical phase of the election cycle.



Strategic Media Buy Execution

High-Frequency Targeted Broadcast Strategy

- **\$130,000+ invested across DFW and Tyler media markets**
- **8-day concentrated placement window**
- **Strategic focus on high-frequency voter saturation**
- **Inventory selected based on viewership density and audience alignment**
- **Optimized rotation to maximize repetition in compressed timeline**

Broadcast and digital efforts were aligned to reinforce message penetration across both screen environments during the final stretch before Election Day. Broadcast frequency engineered to reinforce digital message exposure in key markets.



Takeaways

- Late-cycle restructuring can materially shift digital performance
- Retention and watch time matter more than surface impressions
- Paid strategy must drive organic amplification
- Scalable structure is critical in compressed timelines



WILL BUSBY

DIGITAL