New Media/Old Media Communicating with the Voter

Academic Outreach Conference

November 18-1, 2010

Presented by

Frank Girolami

Senior Vice President

InfluentialData

Targeting and Database Mgt in the Internet World

- Agenda:
  - Overview of Communication Channels

  - New Media Demographic Trends

Overview of Communications Channels

<u>Fragmented Communication Market</u> made up of several different classes of communication Methods.

– <u>Broadcast Channels</u> (Group Characteristics)

– <u>Narrow Cast</u> (Individual Characteristics)

– <u>Subscription</u> (Self-Reports, Self-Subscribed)

Overview of Communications Channels
Broadcast Channels
(Group Characteristics)

- Newspapers/Magazines

- Billboards

- Yard Signs

- Radio

- TV

- Spot Cable

- Popup Ads, etc.

Overview of Communications Channels
Narrowcast Channels
(Individual Characteristics)

- E-mail Communications
- Field
- Door 2 Door
- Town halls
- Fundraising
- Live Town Halls

- Postal Mail
- Phones
- Robo-Calls
- Tele-Town Halls
- Live Calls
- GOTV
- Polling

InfluentialData

©InfluentialData℠ 2009

Overview of Communications Channels
<u>Subscription Channels</u>
(Anonymous/ Self Reported Characteristics)
Viral Marketing

- Websites*
- Social Networks*
  - Widgets/Gadgets
  - Cross Linking Content
- Streaming Media
- YouTube Channels

- Blogs/RSS Feeds
- Interest Groups
- Twitter
- FaceBook/MySpace
  - Fans
  - Walls

*reverse lookup/data collection

InfluentialData

Subscription Channels
(Anonymous/ Self Reported Characteristics)
Viral Marketing

- Social Networks:
  - FaceBook, Bobo, BlackPlanet, Flickr, Flixster, LinkedIn
- Social Network Profiles*:
  - Equal Number of Men/Women
  - 5% are 18 years old or younger
  - 28% are 18-25
  - 45% are 26-45
  - 22% are over 45
  - E-mail Longevity: 43% are less than 2 years old.

* Based upon E-mail address

The Data Warehouse
(Integration/Application)

Broadcast

Newspapers

Billboards

Yard Signs

Radio

TV/Spot Cable

Narrowcast

E-mail

Tele-Town halls

Survey/Polls

Fund Raising

Door 2 Door

Live Town Halls

Data Warehouse

Subscription

Web Sites/E-mail*

Social Networks*

Text Messaging*

RSS/Blogs/Streaming Media

*Information Capture

InfluentialData

©InfluentialData tm 2009

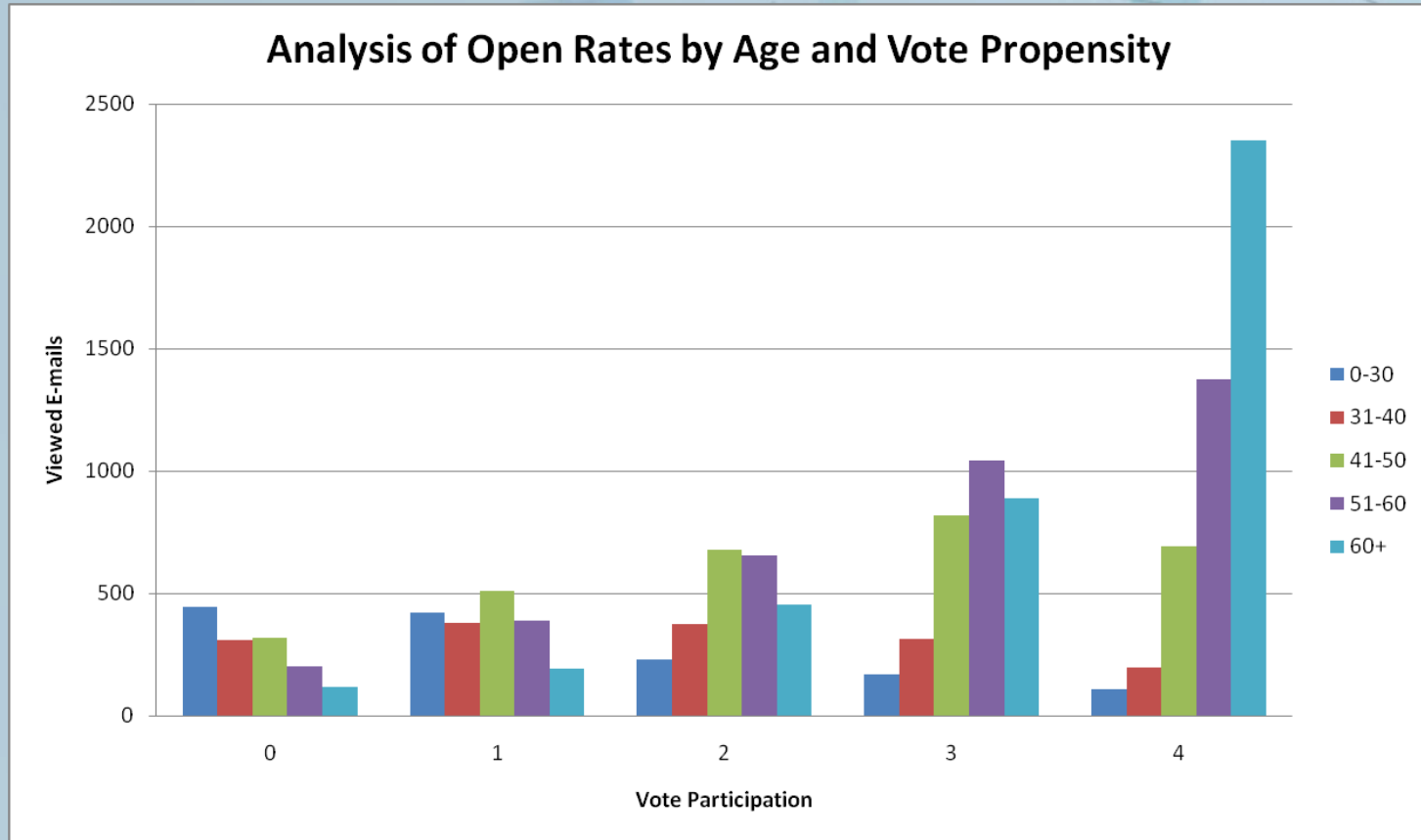# *How Demographic Trends are Affecting Politics*

- InfluentialData New Media Systems:

  - Delivery of over 2 billion messages a year

  - Governmental Communications

  - Political and Public Policy Communications

  - Advocacy and Surveys

  - Campaigns, Grassroots and Initiatives

How Demographic Trends are Affecting Politics

- E-mail System (Data we track):

    – Delivery Status

    – Open Rates/ Referral Rates

    – Social Network/Twitter Cross Posting

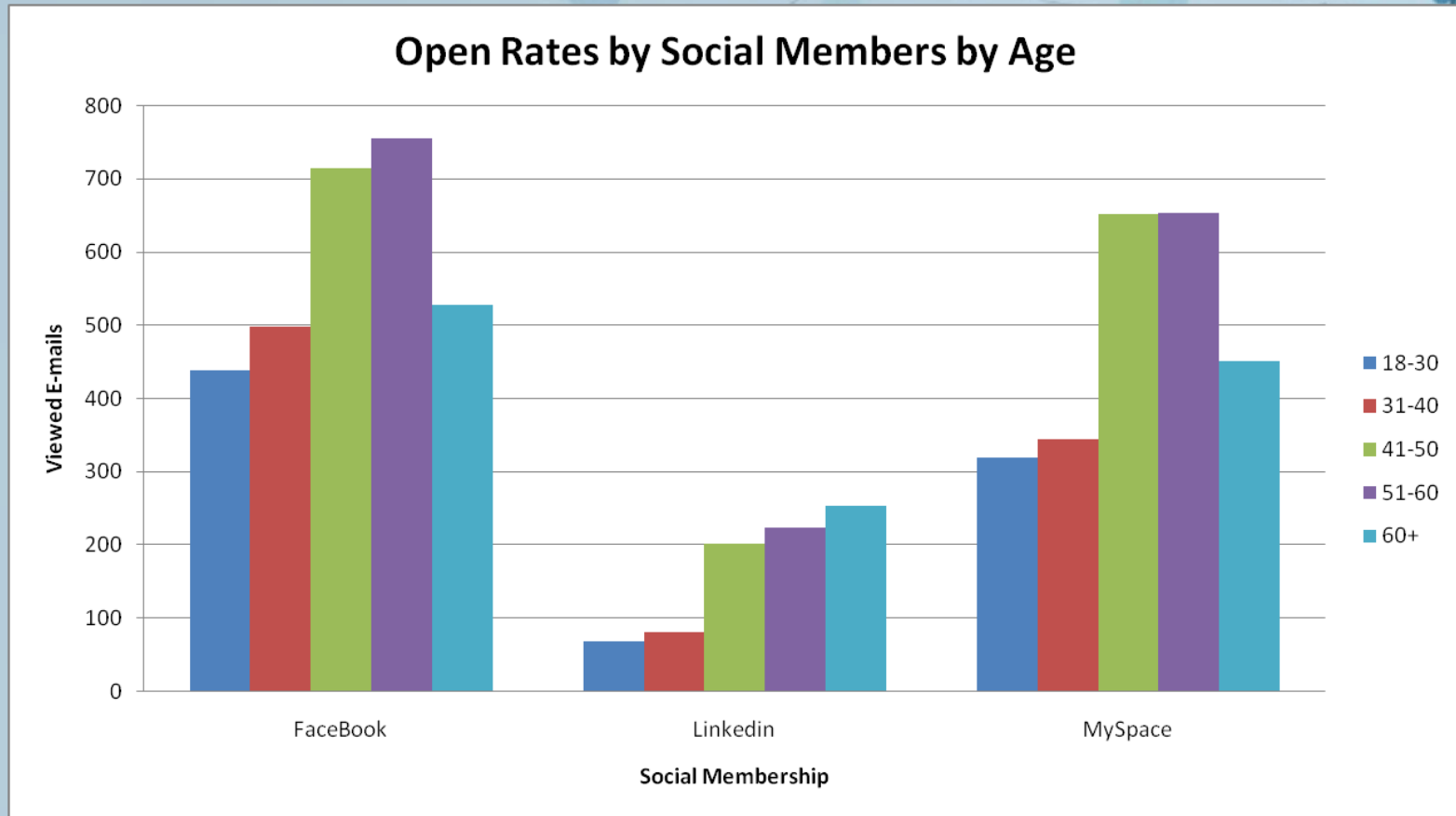   – Voter Profile Attributes

    – Social Network Memberships/Friends

InfluentialData

How Demographic Trends are Affecting Politics

Analysis of E-mail Readers

How Demographic Trends are Affecting Politics

Analysis of E-mail Readers

Open Rates by Social Members by Age

Legend: 18-30, 31-40, 41-50, 51-60, 60+

Y-axis: Viewed E-mails (0–800)
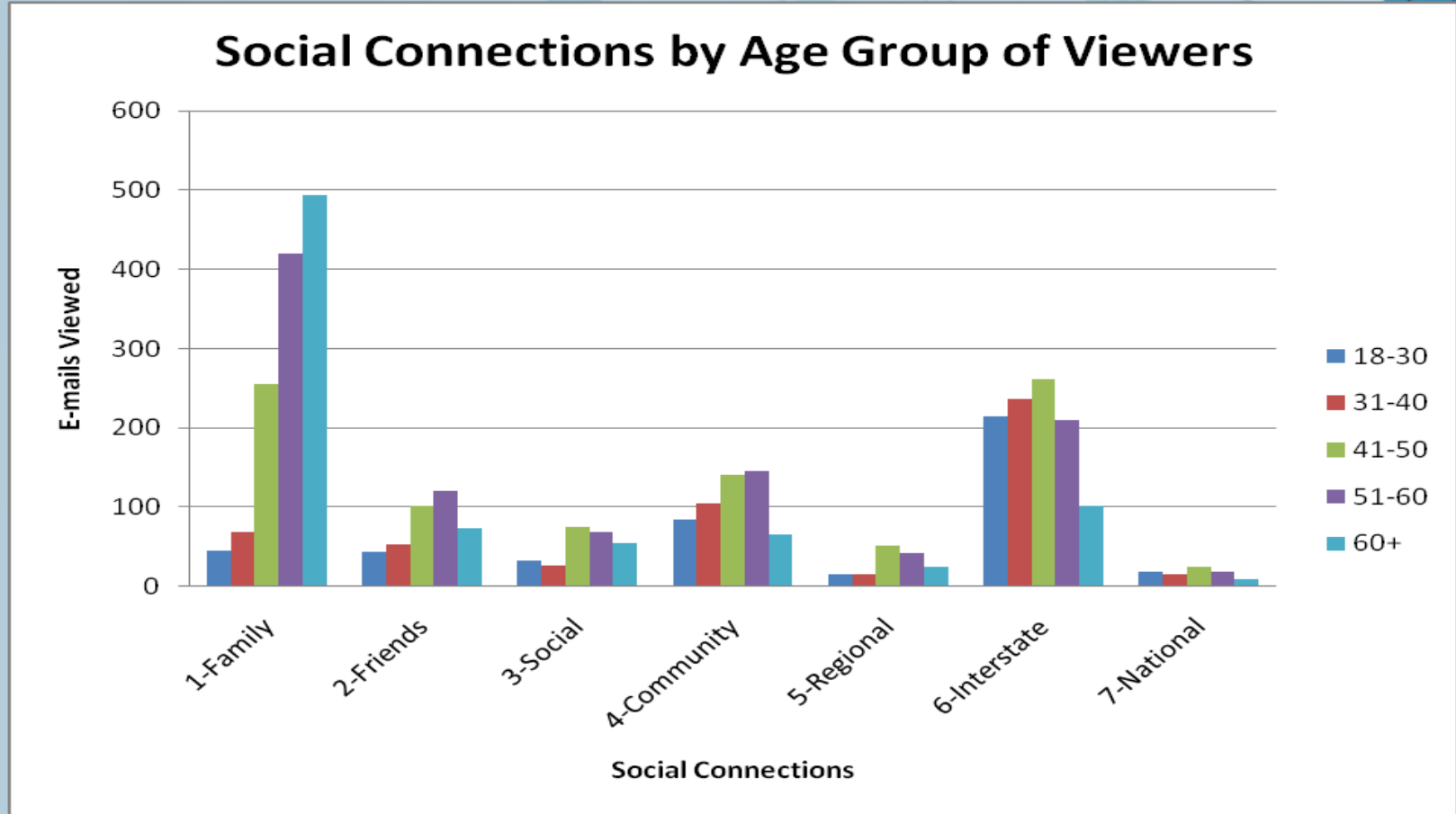X-axis: Social Membership — FaceBook, Linkedin, MySpace

How Demographic Trends are Affecting Politics

Analysis of E-mail Readers

How Demographic Trends are Affecting Politics

- Analysis of E-mail Readers (Anecdotally)
  - Social Network Cross Posting is limited from E-mail Delivery systems.
  - High Social Network Connections are not a leading indicator of Information Sharing.