SUCCESSFUL CAMPAIGN

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The most successful strategy is the use of Internet. The IT department subjugates a complete bank of desks, as does the one charged with drumming up support via Facebook, Twitter and the like. The 2008 US presidential election reconciled Americans with politics. Turnout jumped to 63% of voters voting age (score close to French standards), while it oscillated between 50 and 55% for forty years. This “democratic miracle”, America owes it to Barack Obama. To his personal talent, but just as much to a revolutionary campaign that aims more to arouse and organize supporters than to convince voters. More than 10 million people participated in the Obama campaign (Schaffner, 2011). Three million made donations. 1.2 million campaigned on the ground. Never seen. Obama has created an “Obama Internet community” (Growing the grassroots. 2019).

What is the secret of this mobilization? First element: a great mobilizing cause, change. It is said that Obama has led a charismatic campaign centered on his personality. It's true at first. But she quickly poses serious problems. The personality of the candidate disappears behind a unifying cause, the change: it is no longer “vote for Obama”, it is “vote for change”. The model of the telethon, where there is no emblematic personality: who knows its organizers? We mobilize for a unifying cause: to overcome myopathy. The key to the cause campaign is ownership: voters become agents of change (Ganz, 2009).

The grassroots strategy of Obama is the Internet social media. In this he created an Internet community where supporters of Obama help him to win the elections. This was the basic and successful strategy for the Obama. Internet has become the most important in marketing anything. The supporters published the good qualities of Obama. The purpose of Obama is to win the election with good reputations.

References

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