

# Can we make Social Networking pay?

Zina Manda

YES  
WE  
CAN

# The Brief

Win the 2008 US Presidential election,  
with an unknown, skinny, black man  
hindered by an Islamic sounding name.



Barack Obama talked on phone with a potential voter at his campaign office before the Election Day.  
(Jae C. Hong/The Associated Press)

## Electoral triumph built on a Web revolution

By David Carr

Published: November 10, 2008

# Key Players

>>



**Joe Rospars**  
New Media Director  
& Blue Slate Digital

>>



**Chris Hughes**  
Co-founder Facebook

>>



**Marc Andreessen**  
Founder of Netscape &  
Board Member Facebook

# Blue Slate Digital

- >> Barackobama.com
- >> 3 million individual donors
- >> 6.5 million donations online
- >> Over \$500m raised online

# Mybarakobama.com

- >> 13 million people provided an email address
- >> 7,000 targeted messages sent
- >> 2 billion messages sent in total
- >> 2 million users created 400,000 blog entries and posted 200,000 offline events
- >> 35,000 Obama for America Groups created
- >> Supporters made 3 million online calls in the final 4 days of the campaign

# Youtube.com

14 million hours were spent watching 1,800 Obama campaign related videos on youtube.com delivering over 50 million views.



# FIGHT *The* SMEARS

"What you won't hear from this campaign or this party is the kind that uses religion as a wedge, and patriotism as a bludgeon – that opponents not as competitors to challenge, but enemies to dem

– Barack Obama, June 3, 2008

IN

MA  
WIRE

DATE ON  
SMEARS

SS

BMIT

o for the Obama  
Wire on Facebook

o for the Obama  
Wire on MySpace



Not the Smear you're looking for? Search All Smears

SEARCH

GET OUT  
THE VOTE

## Contrary to Misleading Text Messages, Election Day is November 4th

GET THE FACTS AND TAKE ACTION NOW



A recent email smear falsely claims Michelle ordered room service, but she never even stayed at the hotel.

GET THE FACTS



The McCain campaign maliciously distorting Barack's strong record on **crime**.

GET THE FACTS

[www.yeswecarve.com](http://www.yeswecarve.com)



VOTE  
OBAMA  
BIDEN



[WWW.YESWECARVE.COM](http://WWW.YESWECARVE.COM)

# Brand, yes

But so much more....

Every campaign  
required an action,  
attendance at an  
event, a donation,  
a call, a visit to your  
neighbours.....

**a Vote**

