Social Media and Search Optimization Case Study Campaign for Commissioner of the City of Hollywood, FL 2012

Total expenditures of Richard Valdez vs. Incumbent

- The incumbent spent 14 times more money to earn twice the number of votes.
- The voting percentage results of District 1 are in line with the other districts.
- Richard Valdez earned more real votes than the winning Commissioner of District 2.
- The results are directly related to expert use of the Web and Social Media.

Incumbent

Richard Valdez

(10)	TOTAL Monetary Expenditures To Date	(10) TOTAL Monetary Expenditures To Date			
	\$ 36,318.00	\$ 2545.00			

RESULTS OF THE TUESDAY, November 6, 2012 GENERAL MUNICIPAL ELECTION CITY OF HOLLYWOOD, FLORIDA

R MAYOR	VOTES	% OF VOTES
Peter J. Bober	31,270	66.65%
Clifford A. "Cliff" Germano	15,647	33.35%
DMMISSIONER – District 1		
Patricia Asseff	6,054	68.68%
Richard Valdez	2,761	31.32%
DMMISSIONER – District 2		
Tim Burton	1,294	20.39%
Peter D Hernandez	2,237	35.24%
Carol Lynn B. Kendall	1,055	16.62%
Ralph Kenol	1,761	27.75%

Districts 3-6 are not shown, but are statistically similar in voting results.

Using Facebook as a Messaging Platform

- Wrote scriptable application to reach hyper-targeted groups.
- Compared Broward County Voter Registration to Facebook profiles.
- Delivered customized messages to voters with matching Facebook profiles.
- Result Because the message was exactly targeted:
 - 1. Dozens of supporters joined
 - 2. Hundreds of voters influenced
 - 3. Zero complaints of spam or unwanted email

Voter Registration Roles

VoterID	Voter_Name	Last_Name	First_Name	Middle_Name	Name_Style	Formatted_Address	City_State	Zip_Country	Residence_Address Z
111934306	Roman K		No.	Resto		PO BOX 660784	Miami Springs FL	33266	915 N Ocean Dr APT 104
101978784	Alter (reports (morphis	Ampatha Ampatha	Coursports			3851 Nw 132Nd St	Miami FL	33054	1901 N Surf RD APT 20
101935042	Attournet. Marie C	Attenuerant	Maria	0		101 N Ocean Dr APT 734	Hollywood FL	33019	101 N Ocean Dr APT 734
102006698	Adderlop- Draced. Michaele A	Adderlay- Dravall	Michaele	Atlanta		101 Nw 68th Ave Apt 501	Plantation FL	33317	311 Lee ST APT 23
101228939	Austria. Clarence T	Addition	Clarence	*		319 Nebraska St	Hollywood FL	33019	319 Nebraska St
101211002	Adds, rest	Addis	Head	NAME		319 Nebraska St	Hollywood FL	33019	319 Nebraska St
116790769	Affronti. Heather L	Atture	Heather	h.		315 Buchanan ST	Hollywood FL	33019	315 Buchanan ST
101477133	Mingern, Dantscript- J	Atturn	Deborah	4		3501 N Ocean Dr UNIT 15	Hollywood FL	33019	3501 N Ocean Dr UNIT 15
101640676	American Tomothy M	Attent	Tonothy	*		3501 N Ocean Dr UNIT 15	Hollywood FL	33019	3501 N Ocean Dr UNIT 15
114667907	Alexander. Gene V	Annuarde	Core	Yatartin		315 Buchanan St	Hollywood FL	33019	315 Buchanan St
101933759	All, Cirolly S	ALC: U	Cirolly			322 Buchanan St APT 601	Hollywood FI	33019	322 Buchanan St APT 601

Messaging Example

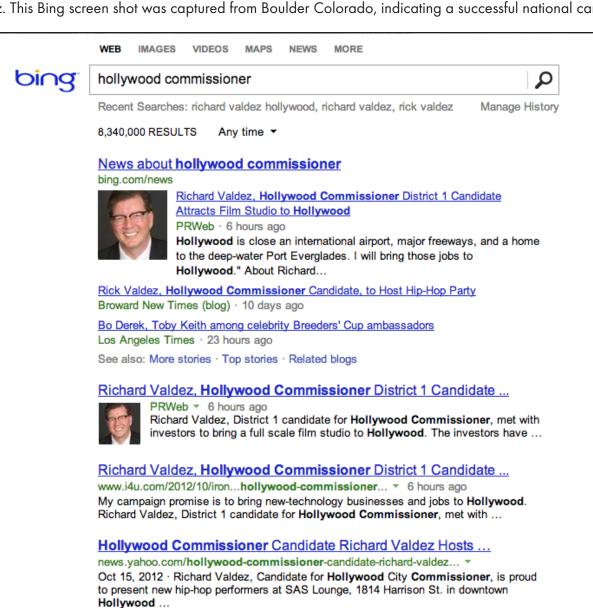


Organic Search Engine Optimization

Good SEO is well executed on-site optimization, active inbound links and quality content. Great SEO is Good SEO plus good journalism.

Results:

For the last eight weeks of the campaign, a search for "Hollywood Commissioner" returned only results for Richard Valdez. This Bing screen shot was captured from Boulder Colorado, indicating a successful national campaign.



Hollywood Commissioner Candidate Richard Valdez Hosts ...

www.wcax.com/story/19819650/hollywood-commissioner-candidate...

Richard Valdez, Candidate for **Hollywood** City **Commissioner**, is proud to present new hip-hop performers at SAS Lounge, 1814 Harrison St. in downtown **Hollywood** on ...

Rick Valdez, Hollywood Commissioner Candidate, to Host ...



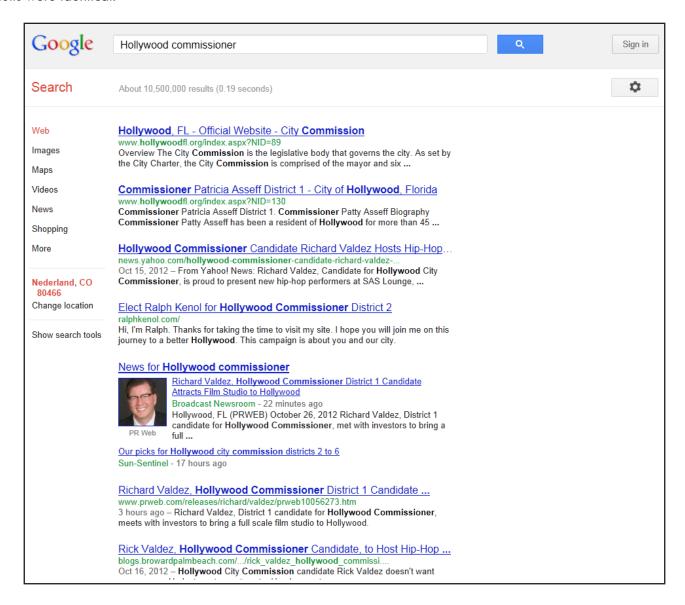
blogs.browardpalmbeach.com/pulp/2012/10/rick_valdez_hollywood... ▼
Hollywood City Commission candidate Rick Valdez doesn't want your money.
He just wants you to vote. He also wants you to kick it at his ...

Organic Search Engine Optimization

Good SEO is well executed on-site optimiztion, active inbound links and quality content. Great SEO is Good SEO plus good journalism.

Results:

Google placed four out of seven links related to Richard Valdez for the keyword "Hollywood Commissioner." This screen shot was captured from Nederland, CO as shown below. From Hollywood, CA to Hollywood, FL the results were identical.



Organic Search Engine Optimization

"No Dead Ends" is an important credo for expert organic search. All links that can be controlled reference each other.

Results:

During the campaign, Google turned into a personal business card. Personal website, the LinkedIn profile, press article, and Twitter feed are in top five. Notice that the personal profile for "Rick Valdez" ranked higher than LinkedIn's directory page for the same name.

