

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

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

Richard Valdez

(10)	TOTAL Monetary Expenditures To Date
\$	2545.00

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

FOR MAYOR	VOTES	% OF VOTES
Peter J. Bober	31,270	66.65%
Clifford A. "Cliff" Germano	15,647	33.35%

COMMISSIONER – District 1

Patricia Asseff	6,054	68.68%
Richard Valdez	2,761	31.32%

COMMISSIONER – 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.

Social Media and Search Optimization Case Study

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	Mr. Richard A.	Richard	Richard	Richard		PO BOX 660784	Miami Springs FL	33266	915 N Ocean Dr APT 104	2
101978784	Mr. Richard A.	Richard	Richard			3851 Nw 132Nd St	Miami FL	33054	1901 N Surf RD APT 20	
101935042	Mr. Richard A.	Richard	Richard			101 N Ocean Dr APT 734	Hollywood FL	33019	101 N Ocean Dr APT 734	
102006698	Mr. Richard A.	Richard	Richard			101 Nw 68th Ave Apt 501	Plantation FL	33317	311 Lee ST APT 23	
101228939	Mr. Richard A.	Richard	Richard			319 Nebraska St	Hollywood FL	33019	319 Nebraska St	
101211002	Mr. Richard A.	Richard	Richard			319 Nebraska St	Hollywood FL	33019	319 Nebraska St	
116790769	Mr. Richard A.	Richard	Richard			315 Buchanan ST	Hollywood FL	33019	315 Buchanan ST	
101477133	Mr. Richard A.	Richard	Richard			3501 N Ocean Dr UNIT 15	Hollywood FL	33019	3501 N Ocean Dr UNIT 15	
101640676	Mr. Richard A.	Richard	Richard			3501 N Ocean Dr UNIT 15	Hollywood FL	33019	3501 N Ocean Dr UNIT 15	
114667907	Mr. Richard A.	Richard	Richard			315 Buchanan St	Hollywood FL	33019	315 Buchanan St	
101933759	Mr. Richard A.	Richard	Richard			322 Buchanan St APT 601	Hollywood FL	33019	322 Buchanan St APT 601	

Messaging Example

 Search for people, places and things



Inbox (12) Other (9) More ▾



Hello Maria, Vote for Richard ...



Maria Celeste Velez R... 10/24/12
Hello Maria, Vote for Richard ...



Kelly Pasque 10/24/12
Hello Kelly, Vote for Richard V...



Dori Neuwirth 10/24/12
Hello Dori, Vote for Richard V...



Dori Schwartz Neuwirth 10/23/12
Hello Dori, Vote for Richard V...



Vicki Neale 10/23/12
Hello Vicki, Vote for Richard V...



Celeste Morvay 10/23/12

Kelly Pasque

+ New Message * Actions ▾

Q

Conversation started August 27, 2012



Rick Valdez 10/24, 12:07am
Hello Kelly,
As a candidate for Hollywood Commissioner of District 1 I want to hear from you!
Visit my Facebook page. Send me a Friend Request.
Visit my website at <http://RickValdez.com>.

AND I am shaving my head to raise money for Childrens Cancer Care through St. Baldricks Foundation. See me buzzed September 15th at Mickey Byrnes Irish Pub in downtown Hollywood! Donate today at <http://www.stbaldricks.org/participants/mypage/572066>

Social Media and Search Optimization Case Study

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.

WEB IMAGES VIDEOS MAPS NEWS MORE

bing

hollywood commissioner

Recent Searches: richard valdez hollywood, richard valdez, rick valdez Manage History

8,340,000 RESULTS Any time ▾

[News about hollywood commissioner](#)
bing.com/news

 [Richard Valdez, Hollywood Commissioner District 1 Candidate Attracts Film Studio to Hollywood](#)
PRWeb · 6 hours ago
Hollywood is close an international airport, major freeways, and a home to the deep-water Port Everglades. I will bring those jobs to **Hollywood.** About Richard...

[Rick Valdez, Hollywood Commissioner Candidate, to Host Hip-Hop Party](#)
Broward New Times (blog) · 10 days ago

[Bo Derek, Toby Keith among celebrity Breeders' Cup ambassadors](#)
Los Angeles Times · 23 hours ago

See also: [More stories](#) · [Top stories](#) · [Related blogs](#)

[Richard Valdez, Hollywood Commissioner District 1 Candidate ...](#)
 PRWeb ▾ 6 hours ago
Richard Valdez, District 1 candidate for **Hollywood Commissioner**, met with investors to bring a full scale film studio to **Hollywood**. The investors have ...

[Richard Valdez, Hollywood Commissioner District 1 Candidate ...](#)
www.i4u.com/2012/10/iron...hollywood-commissioner... ▾ 6 hours ago
My campaign promise is to bring new-technology businesses and jobs to **Hollywood**. Richard Valdez, District 1 candidate for **Hollywood Commissioner**, met with ...

[Hollywood Commissioner Candidate Richard Valdez Hosts ...](#)
news.yahoo.com/hollywood-commissioner-candidate-richard-valdez... ▾
Oct 15, 2012 · Richard Valdez, Candidate for **Hollywood City Commissioner**, is proud to present new hip-hop performers at SAS Lounge, 1814 Harrison St. in downtown **Hollywood** ...

[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 ...

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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:

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.

The screenshot shows a Google search interface with the query "Hollywood commissioner". The search results are displayed for the location "Nederland, CO 80466". The results include a list of links related to the Hollywood City Commission and its commissioner, Richard Valdez. The first result is the official website of the City Commission. The second result is a news article about Commissioner Patricia Asseff. The third result is a news article about Richard Valdez, a candidate for the Hollywood City Commission. The fourth result is a news article about Ralph Kenol, a candidate for the Hollywood City Commission. The fifth result is a news article about Richard Valdez, a candidate for the Hollywood City Commission. The sixth result is a news article about Richard Valdez, a candidate for the Hollywood City Commission. The seventh result is a news article about Richard Valdez, a candidate for the Hollywood City Commission.

Google

Hollywood commissioner

Search

About 10,500,000 results (0.19 seconds)

Web

[Hollywood, FL - Official Website - City Commission](#)
[www.hollywoodfl.org/index.aspx?NID=89](#)
Overview The City **Commission** is the legislative body that governs the city. As set by the City Charter, the City **Commission** is comprised of the mayor and six ...

Images

Maps

Videos

News

Shopping

More

Nederland, CO 80466

Change location

Show search tools

[Commissioner Patricia Asseff District 1 - City of Hollywood, Florida](#)
[www.hollywoodfl.org/index.aspx?NID=130](#)
Commissioner Patricia Asseff District 1. **Commissioner** Patty Asseff Biography
Commissioner Patty Asseff has been a resident of **Hollywood** for more than 45 ...

[Hollywood Commissioner Candidate Richard Valdez Hosts Hip-Hop...](#)
[news.yahoo.com/hollywood-commissioner-candidate-richard-valdez-...](#)
Oct 15, 2012 – From Yahoo! News: Richard Valdez, Candidate for **Hollywood** City **Commissioner**, is proud to present new hip-hop performers at SAS Lounge, ...

[Elect Ralph Kenol for Hollywood Commissioner District 2](#)
[ralphkenol.com/](#)
Hi, I'm Ralph. Thanks for taking the time to visit my site. I hope you will join me on this journey to a better **Hollywood**. This campaign is about you and our city.

[News for Hollywood commissioner](#)


PR Web

[Richard Valdez, Hollywood Commissioner District 1 Candidate Attracts Film Studio to Hollywood](#)
[Broadcast Newsroom](#) - 22 minutes ago
Hollywood, FL (PRWEB) October 26, 2012 Richard Valdez, District 1 candidate for **Hollywood** Commissioner, met with investors to bring a full ...

[Our picks for Hollywood city commission districts 2 to 6](#)
[Sun-Sentinel](#) - 17 hours ago

[Richard Valdez, Hollywood Commissioner District 1 Candidate ...](#)
[www.prweb.com/releases/richard/valdez/prweb10056273.htm](#)
3 hours ago – Richard Valdez, District 1 candidate for **Hollywood** Commissioner, meets with investors to bring a full scale film studio to Hollywood.

[Rick Valdez, Hollywood Commissioner Candidate, to Host Hip-Hop ...](#)
[blogs.browardpalmbeach.com/.../rick_valdez_hollywood_commissi...](#)
Oct 16, 2012 – **Hollywood** City **Commission** candidate Rick Valdez doesn't want

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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.

The screenshot shows a Google search interface with the query "rick valdez". The search results are categorized by tabs: Web, Images, Maps, Videos, News, Shopping, and More. The "Web" tab is selected, showing the following results:

- Rick Valdez**
rickvaldez.com/
Elect Richard 'Rick' Valdez, Commissioner District 1 Hollywood, FL. Email: vote@rickvaldez.com.
- Rick Valdez | LinkedIn**
www.linkedin.com/in/ricksterv
Miami/Fort Lauderdale Area - Social Engineer, Social Engagement
View **Rick Valdez's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Rick Valdez** discover inside ...
- Rick Valdez profiles | LinkedIn**
www.linkedin.com/pub/dir/Rick/Valdez
View the profiles of professionals named **Rick Valdez** on LinkedIn. There are 25 professionals named **Rick Valdez**, who use LinkedIn to exchange information, ...
- Rick Valdez, Hollywood Commissioner Candidate, to Host Hip-Hop ...**
blogs.browardpalmbeach.com/.../rick_valdez_hollywood_commissi...
Oct 16, 2012 – Hollywood City Commission candidate **Rick Valdez** doesn't want your money. He just wants you to vote. He also wants...
- Rick Valdez (rickvvaldez) on Twitter**
<https://twitter.com/rickvvaldez>
Follow **Rick Valdez**. Full name. Email ... Retweeted by **Rick Valdez** · Expand Collapse
... **RICK VALDEZ** COMMUNITY Q&A HOLLYWOOD, FL District 1 (beach!) ...
- Rick/Hunt Adventures**