

Effectiveness of Gathering Votes Using WEB Strategy and Analysis from a Marketing Viewpoint: Case Study regarding US Presidential Election

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Key words: US presidential election, political polarization, outreach strategies, STP analysis

Research Question

Did Trump webstrategies connect to the "US Political Polarization"??

Previous research

'Outreach' is the strategy used by the candidates for gathering votes and is a very big factor of 'polarization' (Watanabe,2008)

Method

- ① Analyze Trump web site in 2016 by using 'STP' analysis
- ② Examine the relationship between Trump's web strategies and outreach strategies

What is STP ANALYSIS?

STP is originally a term of marketing.

It stands for **Segmentation, Targeting, and Positioning.**

This idea helps identifying the most valuable types of customer, and then develop products and marketing messages that ideally suit them.

Result and Discussion

STP analysis



Segmentation

African, Catholic, entrepreneurs, religion vs values, Hispanic, elderly people, young people, women
→ Values and Issues

Positioning

Targeting

Table 1: US Census Bureau's social and political parties' features of each state (Ida, 2017) edited

State	Black(%)	White(%)	Hispanic (%)	Republican/Democrats
Virginia	19.7	70.2	9.0	-6
Colorado	4.5	87.5	21.3	+1
Florida	16.8	77.7	24.5	-3
Georgia	31.7	61.6	9.4	-3
Michigan	14.2	79.7	4.9	-12
Indiana	9.6	85.8	6.7	+5
Minnesota	6.0	85.4	5.3	-4
Iowa	3.5	91.8	5.7	-1
Nevada	9.3	75.7	28.1	-8
Maine	1.4	94.9	6.7	-9
New Hampshire	1.5	93.9	3.4	-2
Ohio	12.7	82.7	3.6	-8
Pennsylvania	11.7	82.6	6.8	-11
North Carolina	22.0	77.0	9.0	-11
Arizona	4.8	83.5	30.7	+7
Average of 50 states	11.1	70.1	No data	No data

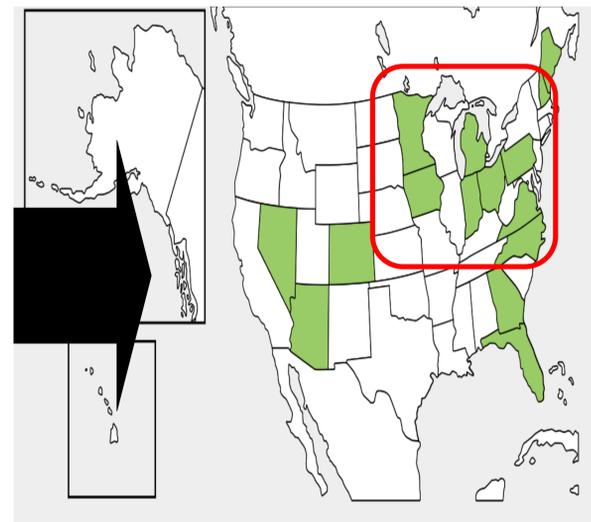


Figure1: Plot states Trump targeted

- ① Large number of White Americans
- ② Swing states and Moderates in Democrats
- ③ Focus on the Rust Belt

HOW OBAMA-CLINTON POLICIES HAVE HURT PENNSYLVANIA



Rebuilding Pennsylvania

Failed Obama-Clinton policies have resulted in a devastating policy of globalization, moving our jobs, our wealth and our factories overseas. Mr. Trump will bring back jobs to Pennsylvania, and promote policy that improves infrastructure, education and the economy.



Fixing The Obamacare Disaster

The Affordable Care Act has failed MISERABLY and it needs to be repealed. Mr. Trump is committed to repealing and replacing Obamacare with health care that benefits everyone.

Join Us
Join the movement to help us Make America Great Again.

First Name*

Email*

ZIP*

Submit

Criticized what Obama did for 8 years and emphasized how it was awful
Ex)OBAMA-CLINTON POLITICS HAVE HURT...
Putting America First -- and not globalism -- will keep jobs and wealth in America. (From Trump site)

Figure 2: Trump statement on his web site

Relevancy to outreach strategy.

Two types in outreach strategies (Watanabe,2008)

- ① Targeting swing and moderates of his opposition party and persuade them to vote.
- ② Targeting supporting layer and strengthen it's community

From the result of STP analysis, Trump's web strategies is very similar to type ① of outreach strategies.

Conclusion

Trump's web strategies has similarities with outreach strategy that would lead the US political polarizations even much deeper.