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**THE MARKETING REVOLUTION IN POLITICS
What Recent U.S. Presidential Campaigns
Can Teach Us About Effective Marketing**

By Bruce I. Newman

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If you are in business, you should read this book. If you are in political campaign management, you should read this book. If you are in nonprofit management you should read this book.

It illuminates new marketing strategies that can be used in all three arenas.”

–Rick Ridder, political consultant and professor, University of Denver

**WHAT BUSINESSES AND NON-PROFITS CAN LEARN
FROM POLITICAL MARKETING**

**THE MARKETING REVOLUTION IN POLITICS
By Expert Bruce Newman Reveals How Recent
Presidential Campaigns Have Transformed Marketing
– And How Others Can Emulate Their Success**

There's a marketing revolution taking place in politics right now, one where the old rules don't matter and where new rules are being tested every day. Whether it's master-brander Donald Trump rejecting traditional political polling, or Hillary Clinton seeking to reshape her image and become the first woman President, these candidates are making use of the latest techniques to win the hearts and minds of voters. For the first time ever, businesses need to pay attention to what's happening in politics, if they too want to be on the cutting edge of the new marketing revolution.

How this came about and how to move ahead are the topics of marketing expert Bruce I. Newman's new book, **THE MARKETING REVOLUTION IN POLITICS: What Recent U.S. Presidential Campaigns Can Teach Us About Effective Marketing** (Rotman-UTP Publishing, January 2016). Newman, who teaches at DePaul University's Kellstadt

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Graduate School of Business and is the founding editor of the *Journal of Political Marketing*, not only looks at the innovative marketing methods that have been developed in the political arena over the past decade – particularly those mastered by the Obama campaigns – but also examines the ways that organizations like Disney, Google, Procter & Gamble, and even the Vatican, have adapted similar techniques.

“The political world has exponentially raised the bar on marketing. Organizations that ignore this paradigm shift do so at their peril,” says Newman. In **THE MARKETING REVOLUTION IN POLITICS**, he presents seven lessons, based on recent U.S. presidential campaigns, that marketers in any industry can use. These include:

Follow the Marketing Concept – Understand the marketplace and the needs and wants of your customers.

Use Technology Strategically – Make use of advances in technology.

Integrate Research Methods – Confirm, adapt, and refine the mixture of products and services that are offered.

Develop a Unique Brand Identity – Establish an overall brand that ties together all of the products and services being offered.

Create a Winning Advertising Strategy – Develop a promotional campaign strategy that communicates the essence of the brand to targeted customers.

Build a Relationship With Your Customers – Once the link with customers is established, maintain and nurture it through the appropriate media channels to build long-term relationships.

Be Prepared to Engage in Crisis Management – Recognize that today’s world is chaotic and unpredictable, so be prepared to respond to crises at any time.

Technology – encompassing big data, customer analytics, micro-targeting, and social media – is at the heart of the marketing revolution. “One of the great lessons from both Obama campaigns was the use of analytics as a creative force,” writes Newman. “Organizations across the country are now repositories for large amounts of information that can be put to

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use in similarly cutting edge marketing efforts.” Newman points to MetLife, for example, which has implemented an application that integrates several databases, providing sales representatives with a wealth of customer information. “As in the Obama campaign, this system allows for real-time decision making, even as customers are navigating the firm’s website,” the author explains.

Big Data is also the foundation for micro-targeting. Newman details how the Obama team used pioneering data analytics to connect with different subsets of voters. Similarly, marketers of all products, services, and ideas can use micro-targeting to reach customers, understand their needs, and discover which products and messages will most appeal to them.

The presidential campaigns were also able to leverage the use of social media. In addition to platforms like Facebook and Twitter, the Obama team implemented an incredibly effective email strategy. “Every aspect of the emails was tested, from subject lines to content,” Newman writes. He then shows how businesses and the non-profit sector, in particular, can adapt innovative approaches to social media.

Beyond data-centered decision making, **THE MARKETING REVOLUTION IN POLITICS** underscores the importance of tapping diverse sources to develop a successful strategy, as the Obama campaigns did by bringing together experts in analytics, polling, fundraising, branding, advertising, customer relations, and crisis management. “While the challenges facing a presidential campaign may be unique, the strategies that can be used to solve them are not,” contends Newman. The ultimate guide to marketing, **THE MARKETING REVOLUTION IN POLITICS** gives businesses and non-profit organizations alike the tools they need to adapt the most cutting-edge marketing strategies to their own circumstances.

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ABOUT THE AUTHOR

Bruce Newman, author of **THE MARKETING REVOLUTION IN POLITICS**, is a professor of marketing and a Wicklander Fellow in Business Ethics in the Kellstadt Graduate School of Business at DePaul University and founding editor of the *Journal of Political Marketing*.