goBIG media

CASE STUDY

## CREATING A SOCIAL MEDIA BEHEMOTH

Leveraging the power of social media to build, message, and mobilize a grassroots army
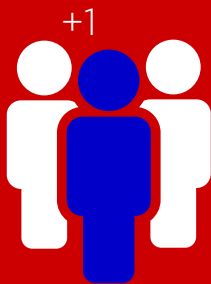
THE ISSUE

Entering the midterms, Rebuilding America Now, the biggest spender on behalf of Donald Trump for President in critical swing states during the 2016 election, was in the midst of an identity crisis. Despite other PACs taking the reins in direct support of the President's reelect and the pivotal midterm elections, the Super PAC wanted to remain impactful and be so in a way that provided evergreen capability. In the midst of a pivotal midterm election and with 2020 on the horizon, RAN's objective was to once again be the driving force behind a Trump surge in key swing states by filling a void left by other major super PACs and political committees; RAN was prepared to support the President's legislative agenda at all costs and in a tone and voice that was consistent with the President's own. By identifying audiences on social media that were most empathetic with President Trump, Go BIG Media engaged and mobilized first-time voters from 2016 who would be key to winning in 2018 and beyond. We provided RAN a vision and comprehensive strategy for how to uniquely leverage the power of social media to reach these voters again, setting themselves up for sustained success in 2018 and beyond.

OUR STRATEGY
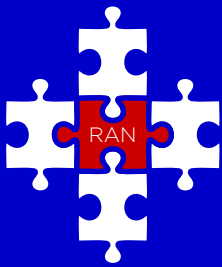
POSITION RAN TO FILL A VOID LEFT BY OTHER PACs

Our research showed that many of the first-time voters who came out to support Donald Trump in 2016, were being neglected for higher propensity midterm voters. Additionally, our data showed these voters, inside of a larger audience of voters empathetic with Trump and his positions, felt the mainstream media was not giving the President enough credit for his accomplishments. This constituency felt that Democrats and the media were only focused on one thing: to discredit the Trump presidency, by driving their own the false narratives. Using the same proprietary data we used to identify our target audience, we then established the key messages that would move this group, and drive them to action.

BUILDING A SOCIAL MEDIA ARMY

Knowing both the issues our target audience cared most about, and what psychological drivers motivated them best, Go BIG Media created hundreds of variations of creative for Facebook that attracted a following to our page, which in turn acted as a funnel for voter contact information and retargeting. In doing so, we tested language, imagery, and calls to action on our creative everyday, in order to optimize delivery, and keep costs low. RAN enjoyed an average cost of just 11 cents per like!
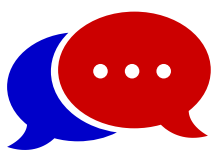
CONTINUE THE CONVERSATION AND ENCOURAGING ENGAGEMENT

By going directly to voters through social media and amassing a large online following of vocal Trump supporters, RAN developed a powerful pulpit from which it could disseminate information, fight back against liberal attacks, and push the President's agenda tens of thousands of times over within our larger universe. As a result, RAN now had at their fingertips a vehicle by which to mobilize hundreds of thousands of Trump supporters.

THE RESULT
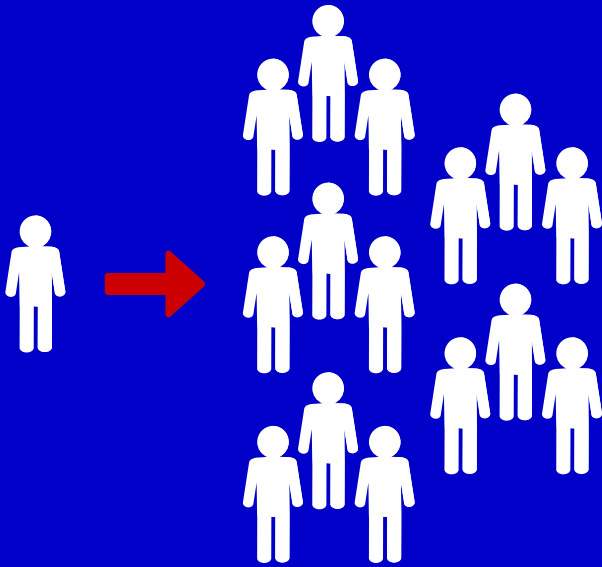
SOCIAL BUILD SUCCESS

Go BIG Media's use of precise targeting, mixed with custom message creative, took Rebuilding America Now from an online presence of only **2,000 followers to over 315,000 in just a few months.**

EPIC ENGAGEMENT

In turn, this led to RAN's Facebook page holding the third most engagement of any political entity in the 2018 cycle, following only the RNC and DNC's pages. During the last two weeks of the midterms, **RAN's engagement actually surpassed that of the DNC without a single dollar spent!**

REBUILDING
AMERICA NOW
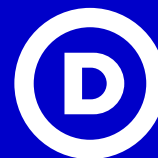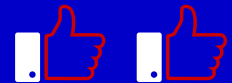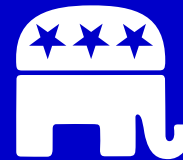
A POWERFUL MEGAPHONE

By making a small investment in their social presence, coupled with consistent, powerful messaging, RAN now possesses the largest online following of any super PAC, and is poised to mobilize these supporters for a myriad of purposes, including but not limited to GOTV, audience persuasion, political contributions, message amplification, and information propagation.

RAN BY THE NUMBERS

313K
FOLLOWERS ADDED

160x
SOCIAL GROWTH

8M
PEOPLE REACHED EVERY MONTH

2.46M
PEOPLE REACHED WITH 1 POST OCT. 17

4.2M
TOTAL ENGAGEMENTS

75M
IMPRESSIONS DELIVERED

1M
ORGANIC VIDEO VIEWS

750K
MIN. OF VIDEO CONSUMED ORGANICALLY

Campaigns &Elections

2019 REED AWARD WINNER:
BEST USE OF SOCIAL MEDIA
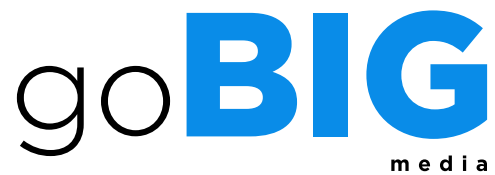
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To learn more about how
Go BIG Media can help your
campaign contact us at

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