

## **The Internet Revolution – How do Local Candidates take advantage of it?**

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*"I believe that eVoter has the potential to revolutionize the way voters can use the Internet, by giving them an integrated platform, based on their address, to access information on candidates in order to make an informed voting decision." - Jo Ann Davidson, former Republican National Committee Co-Chair*

*"eVoter is a unique resource for candidates to reach voters." – David Wilhelm, former Democratic National Committee Chair*

High profile campaigns such as Scott Brown's for Senate in Massachusetts showed how big budgets can leverage the Internet, but for smaller campaigns, the options are limited. The truth is that local candidates are basically hidden on the Internet because they get very little traffic. Often, voters who are going to vote in high profile races may not even know there are local elections that are also on the ballot. And as political professionals know, many voters don't even know what local districts they live in.

Most voters use the Internet like everyone else. They search for what they are looking for using a search engine, like Google or Yahoo (and, by the way, it's a fallacy that they are young students – how many times do you do Internet searches a day?). The problem is that if you are a down ballot candidate, the vast majority of these voters are not looking for you. They are not searching your name, or even your office. It's far more likely that they are searching for more general terms like "Republican candidates in San Diego". What they are really looking for is one source from where they can access the election information that they want.

### **eVoter is that source – an unbiased, non-partisan, election information website:**

eVoter was designed with the goal of providing voters with free concise, unbiased information on every candidate and measure on their ballot. The way it works is that voters enter their address and generate a personalized Sample Ballot online containing the Candidates and ballot measures for their voting district.

This ballot is interactive and voters can view candidate profiles, filter their ballot to see organizational endorsements, directly message candidates, contribute to campaigns, and support candidates.

For \$25 to \$100 local candidates can post their profile on the eVoter ballot and communicate their positions on issues to voters. This profile is far more than a static ad – it's a mini-website where candidates can fundraise, manage their online campaign, and gather grassroots support using tools that were previously either too costly or cumbersome.

## **Voters visit eVoter because they are looking for this information!**

In the June primary, over 200,000 voters visited eVoter, where they looked at their ballots and read on candidate profiles (for an average of 2 minutes per profile). Most of our traffic came on Sunday June 6<sup>th</sup> through Election Day June 8<sup>th</sup>. Based on our results for those three days, over 5% of Californians who voted at their polling places, visited eVoter – 75,000 on Election Day alone.

And, it's important to note – these were visitors who were actively looking for polling places, sample ballots and information on candidates. They found eVoter overwhelmingly through search. Because eVoter is a highly relevant election information site and we market ourselves to voters, we come up very high in election related search results. When they get to eVoter, our analytics show they make use of the information on the site. They look at organizational endorsements (like California Voter Guide's) and they click on candidate profiles.

The result is that the candidates who had eVoter profiles in the June primary reached voters who probably would have never seen a message from them otherwise. Instead of sitting there unnoticed on the Internet – waiting for people to search their name, office, or specifically look them up on Facebook – these candidates connected with an average of 5% of their electorate for about 10 cents a contact. Not 10 cents a lead or an address or a piece of mail to a likely voter who may or may not read it, but 10 cents per voter who proactively visited eVoter looking for information and then, armed with their polling place information (we are the only statewide polling place locator with toll-free customer service), went out to vote.

## **Part of a comprehensive Internet Strategy**

eVoter is designed to be part of a comprehensive online strategy to reach voters. In addition to essentially piggy-backing on our search results to attract voters who are looking for election information, Candidates with eVoter profiles get the benefit of eVoter's social media reach by being cross-promoted on eVoter's Facebook and Twitter pages. In addition, there are extensive sharing tools right on every candidate's eVoter profile.

Although most of our traffic is a result of voter's searching for information via search engines, eVoter also partners with major media outlets across the State, including Yahoo! and NBC Television Stations from Eureka to San Diego, to power their online voter information. This ensures that candidate profiles and organization endorsements receive maximum exposure - when motivated voters are on the Internet making their choices - all for a very minimal cost to candidates and free for voters.

## **Voters are hungry for unbiased and easy to use information and are increasingly using the Internet to find it.**

This is a fact – over 55% of American used the Internet to find election information in

2008 and that number is rising. The Internet is not just about reaching young voters and students or a particular demographic group. It is about being accessible to voters who take the time to search because they want to know what's on their ballot. The numbers speak for themselves – over 5% of California voters who voted on Election Day visited eVoter on Election Day and the two previous days looking for information. That percentage will increase in the November election with the presence of more undecideds (especially partisan voters who are undecided in downballot races).

Why miss this opportunity to get your message to these voters when it really counts?

**Create your eVoter Profile today at: [www.evoter.com/signup/? co=cvg](http://www.evoter.com/signup/?co=cvg)**

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