

Enrique Alfaro Ramírez Receives More Electoral Votes Due to Social Media Efforts



Beginning in 2002, InDatcom began assisting their clients with digital solutions to more effectively market online campaigns. Since their founding, InDatcom has evolved into a much more comprehensive communications and digital marketing agency. Their early experience with technological solutions signified that with a strong pre-existing knowledge of digital marketing, they were fully prepared to integrate social media as a new communication tool for their customers. The effective use of social media as a communication channel to increase social buzz for their clients is highlighted in the political campaign management of Enrique Alfaro Ramírez.

Enrique Alfaro: Background Information

Alfaro took office as the Mayor of Tlajomulco de Zúñiga, Jalisco in 2010 and was dedicated to promoting citizens' issues. Alfaro then decided that he would run as a candidate in the 2012 elections for the Governor of Jalisco, which is economically the third strongest state in Mexico. Mexican politics are dominated by three main parties, the PRI, PAN and the PRD. These three parties dominate the majority of all national, state and municipal elections throughout Mexico, thus giving smaller parties little chance of electoral success.

Nonetheless, Alfaro decided that he would run as the candidate of a smaller party, the Movimiento Ciudadano (Citizens Movement), which was founded in July of 2011 and was associated with the earlier Partido Convergencia (Convergence Party). This party is determined to restructure Mexican political institutions to focus on citizens being more involved in political process and activities. In the last 2006 Jalisco State election, the party's candidate received only 17,829¹ electoral votes. However, with a clear cut mission and a plan to integrate guerilla communication campaign tactics, Alfaro set out on a mission to run a successful political campaign for Governor of Jalisco.

¹ Jalisco's official 2006 electoral results <http://www.iepcjalisco.org.mx/sites/default/files/ElecciondeGobernador.pdf>

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Social Media: Preparation For Alfaro's Political Campaign

Before Alfaro officially began his political campaign for Governor of Jalisco, he contacted InDatcom to determine how they would utilize social media as a communication channel to connect party supporters. InDatcom teamed up with Alfaro in early 2011, during Alfaro's last year as Mayor. Alfaro began using Twitter and Facebook as a platform; which allowed its citizens to report complaints, receive real time feedback and resolve local citizen's issues.

The Movimiento Ciudadano is not one of the designated parties with access to radio or television advertisements because of Mexico's electoral regulations related to previous election results. Without access to traditional media sources, Alfaro relied on alternative means for campaign exposure. Luckily, Alfaro was already taking advantage of social media and thus had a more developed community than any of the other candidates running for governor.

Social Media: The Execution of Alfaro's Political Campaign

Aristóteles Sandoval Díaz, Alfaro's main competition and elected Governor of Jalisco, had more than four times the budget to run his political campaign. Therefore, Alfaro decided to maximize the use of social media as a communication channel to raise awareness about his political campaign and connect his supporters. Although Alfaro had a significant lead in his social media campaign before the election, Sandoval quickly saw the positive impact of a developed social media campaign, and began focusing on dramatically increasing the number of Likes on his Facebook Page. Even though Sandoval surpassed Alfaro in the total number of Likes, Alfaro understood that maintaining high levels of Fan engagement was critical for mobilizing his supporters and increasing his political campaign effectiveness via social media. Later, due to a Facebook effort to remove fake Likes from Pages, the number of Likes on Sandoval's Page decreased and eventually had less than Alfaro².

² <http://www.proyectodiez.mx/2012/10/01/limpia-de-perfiles-falsos-en-facebook-desploma-likes-de-aristoteles-sandoval/22619>

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Alfaro's Social Media Campaign KPIs: Facebook and Twitter

- » **Fan Growth** - January 1st, 2012 Alfaro had **32,118 Fans**. By the end of the campaign on July 1st 2012, Alfaro had **254,163 Fans**.
- » Fan Growth Rate - This is a 691% increase in Fans.
- » **Follower Growth** - January 22nd, 2012 Alfaro had **8,653 Followers**. By the end of the campaign on July 1st 2012, Alfaro had **36,912 Followers**.
- » Follower Growth Rate - This is a 327% increase in Followers.

How Alfaro Used Social Media

- » **Created Alfaro en Movimiento (Alfaro on Movement) website** - Alfaro supporters and political activists became independent journalists reporting on rallies and demonstrations. This also allowed activists to coordinate location and meeting times for rallies, in addition to increasing activist turnout via content sharing.
- » **Created Alfaro Responde website (Alfaro Answers)** - The purpose of this site was to provide accurate electoral facts and official descriptions of Alfaro's political views.
- » **Pasos por la Esperanza (Steps for hope), May 27th 2012** - Using the Alfaro en Movimiento website and social media outlets like Facebook and Twitter, the rally had more than 55,000 attendees. It is estimated that more than 50% of attendees were informed of the rally due to Alfaro's social media efforts.³
- » **Alfaro 140** - On this platform, Alfaro's Twitter community supported the dissemination of project proposals and donated daily tweets by linking their accounts. It was possible to monitor the campaign coverage, analyze relevant tweets, view statistics and metrics on Twitter participation of anyone who wished to "turn Jalisco's history page" (Alfaro's official campaign slogan).

³ Pasos por la Esperanza video extract on YouTube <http://youtu.be/kfaVDMCc3A4>

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- » **Created Guardián Electoral website (Electoral Watchdog)** - This website was created to promote voting transparency due to the bad reputation of Mexican political institutions. Citizens were able to upload pictures from each voting box and the system automatically added all votes so users could do a customized search by location and electoral zip code.
- » **Facebook** - Received high engagement rates on Facebook. More than 25,000 people commented on the Pasos por la Esperanza event. Minimal overhead costs to operate the Facebook political campaign.
- » **Twitter** - Promoted Alfaro's campaign, acted as a support center, and coordinated political activist events and rallies. Highly engaged Twitter followers with minimal overhead costs.
- » **YouTube** - Created interactive and engaging videos that were promoted on Alfaro's official website, Facebook and Twitter.⁴
- » **Socialbakers Analytics PRO** - Tracked Facebook, Twitter, and YouTube performance with analysis of KPIs. Additionally, helped set benchmarks to determine goals for each stage of the political-social campaign.

How Alfaro Used Social Media

Definition of ROE: A performance measure used to evaluate the efficiency of a social media campaign. This metric measures the rate of return on a social media campaign by subtracting the amount of capital invested from the total increase in fan growth and engagement rates.

For political candidates the return of engagement is measured as the number of electoral votes that an extended social media campaign produced. In the 2012 Jalisco state elections, Alfaro's social media campaign produced the following results:

- » Alfaro invested 101,045 USD⁵ towards his social media political campaign. This capital was spent to have full time social media managers responding to fan questions, to post engaging content and for external costs relating to the production of content (I.e. YouTube Videos).

⁴ Alfaro's most popular videos on YouTube <http://www.youtube.com/user/EnriqueAlfaroR/videos?sort=p&flow=grid&view=0>

⁵ Alfaro's Internet campaign and video production costs http://enriquealfaro.mx/sites/default/files/informe_de_gastos_de_campana_enrique_alfaro_31-mayo-2012.pdf

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- » Alfaro began the political campaign with **13%**⁶ approval in the polls and three months later he received **34%**⁷ of the total electoral votes, losing the election by less than **150,000 votes** from a total of **3.4 Million**
- » In the 2006 state elections of Jalisco, the Convergence Party received **17,829 votes**. In the 2012 elections the Movimiento Ciudadano (formerly the Convergence Party) received **1,161,622 votes**. That is more than **65 times** the number of votes received.



“With limited access to traditional media for campaign advertising; social media was the perfect inexpensive communication channel for promoting my campaign, rallying political activists and interacting with my supporters,” said Enrique Alfaro Ramírez, former Mayor of Tlajomulco de Zúñiga, Jalisco. “By utilizing social media as a communication channel, I received more electoral votes than any previous candidate not affiliated with the PRI, PAN, or PRD parties running for the Governor of Jalisco. I am proud to be one of Mexico’s first political candidates to successfully run a political campaign on social media, which resulted in a large increase of electoral votes.”

Enrique Alfaro Ramírez, former Mayor of Tlajomulco de Zúñiga, Jalisco



“From the beginning of Alfaro’s political campaign, InDatcom was heavily invested in promoting campaign messages, mobilizing supporters and acting as a community support center via social media,” said Ismael Sanchez Anguiano, CEO of InDatcom. “We firmly believe that the collaborative efforts of InDatcom and Alfaro positively correlate with a direct increase in electoral votes, and thanks to Socialbakers we have the metrics to prove it. The success of Alfaro’s political campaign clearly illustrate that social media is one of the most effective tools for a political campaign agency to utilize.”

Ismael Sanchez Anguiano, CEO InDatcom

⁶ El Universal’s poll, March 27th 2012 http://www.eluniversal.com.mx/graficos/pdf12/enc_Jalisco280312.pdf

⁷ Jalisco’s official 2012 electoral results <http://ceprep2012.iepcjalisco.org.mx/>

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