

The Obama Campaign: An Online Revolution



Phil Noble

PoliticsOnline
News, Tools & Strategies

Trend #1

There are new 'metrics' of success.

Metrics of Success

Old

- Big Money Donors
- Polls
- Endorsements
- Press

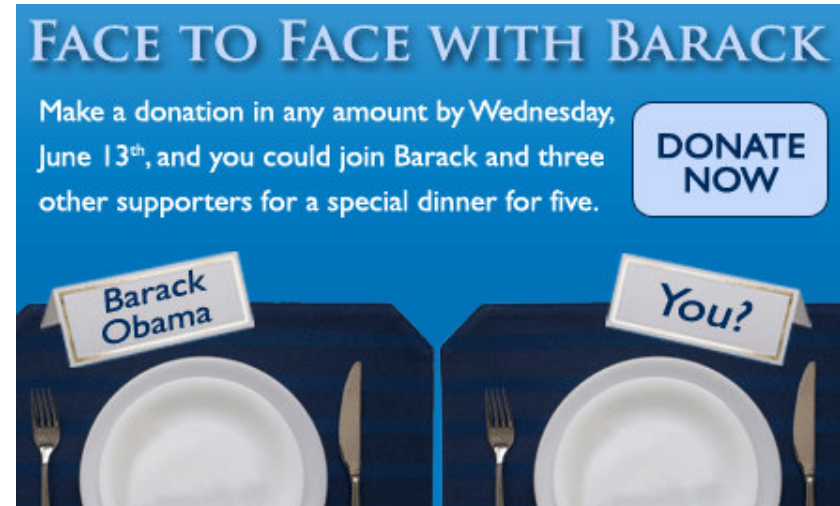
New

- Online fundraising
- Website traffic
- Online volunteers
- E-mail sign up
- MySpace friends
- Search terms
- Technorati index

Big vs Small Donors: The Power of Online Fundraising



\$3 mil
@ \$2,300
Per person event



\$2.1 million
< \$250
Thousands donate and
Four chosen for Dinner

Trend #2

Moved from providing information
to building activity.

YOU OWN THIS CAMPAIGN

8,927 People Participating



We're going to transform the political process by bringing together hundreds of thousands of ordinary Americans to build a campaign responsible to no one but the people. No matter what you give, you can participate in our donor recruitment drive.

I WANT TO:

MATCH
Someone's Donation

MAKE
a First-Time Donation

My.BarackObama.com

This Campaign is About You.



Create Your Own Profile



Find Supporters Near You



Plan and Attend Events



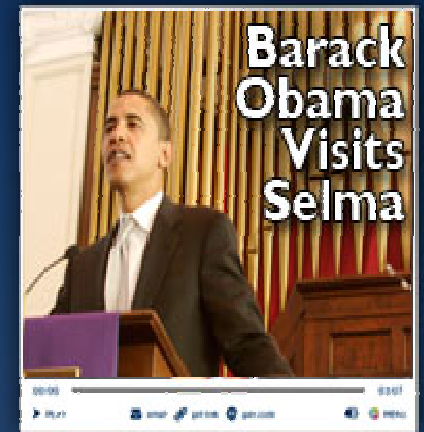
Network With Your Friends



Become A Fundraiser



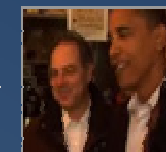
Write Your Own Blog



BARACK TV



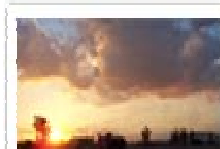
ANNOUNCEMENT
Watch Senator Obama make his presidential announcement to 15,000+ people in Springfield, IL.



CONCORD, NH
Get the word on the street from New Hampshire natives about Barack Obama.

In the News

- ▶ Obama draws 1,000-plus in Dubuque



Click here to support Senator Obama's Iraq De-Escalation

Upcoming Events

- ▶ Mar. 10 | Town Hall Meeting Dubuque, IA
- ▶ Mar. 10 | Meet the Candidate

Trend # 3

Rise of Personal Media or

'Voter Generated Content'

Will I Am – Independent Video 12 million+ YouTube Views



Trend # 4

The campaigns are 'moving'
to commercial, non-news sites.

Tools: Social Network



WIKIPEDIA
The Free Encyclopedia



Prediction



Huge Victory 55+%

JFK of the 'Net

The first global digital
political leader of the
21st Century

PoliticsOnline

News, Tools & Strategies

Free Site

Free Newsletters