

OSSALABS

Larry Hogan 2014 Governor Campaign



One of the hottest elections of 2014 was the Maryland Gubernatorial race, which pitted underdog Republican Larry Hogan against Democrat Anthony Brown, in a heavily Democratic state.

“ OssaLabs helped us focus our limited resources toward issues that mattered most to Maryland voters. Instead of guessing, we had solid data to support decisions about when to respond to news stories or opposition attacks and when to stay on message. ”

- Hannah Marr, Hogan for Governor

The Challenge

While the Hogan campaign had cultivated a large and engaging social media community, they lacked the tools and technology to take full advantage of social media by tracking the topics and issues that mattered most to voters.

Using OssaLabs' Social Impact Pro

Enter Social Impact Pro. Using our social media listening tool, the Hogan for Governor campaign was able to effectively:

- Know when to respond to issues of interest and when to stay on message
- Rally constituents by engaging them on those top-of-mind issues that are driving them today
- Understand which talking points and topics were resonating with the electorate and which were not

The Impact

Using Social Impact Pro, the Hogan campaign made better strategic decisions based on quantitative data from social media intelligence. They used their social media presence more effectively by focusing their time and resources on key issues that were relevant to voters, winning accolades from numerous commentators and surprising everyone with an election day victory.

- The Hogan team discovered that attack ads from the opponent were generating minimal engagement, primarily from the opponent's core supporters. Based on this, they stopped responding to these attacks and instead stuck with their winning message about jobs and the economy.
- During a debate, Hogan claimed that he would "play goalie" if elected, and block legislation from the largely Democratic legislature. While mainstream media called this a "gaffe," the team analyzed social media data and found that, to the contrary, this comment was well received by their supporters. Armed with this knowledge, the campaign intensified efforts to promote it on social media, further energizing their supporters.
- Using quantitative data from Social Impact Pro, the Hogan team adjusted their messaging strategy to focus on content that generated engagement, such as jobs and the economy, and less on gimmicky tactics such as tweeting about the unpopular "rain tax" every time it rained, which were not generating engagement.

