SYSTEMS ANALYSIS OF POLITICAL E-MARKETING AND PERSONAL BRANDING IN THE USA PRESIDENTIAL ELECTIONS OF 2016

Radomir Mihajlovic[1], Lyudmila Zharova[2], Jelena Mihajlovic[3], Vito Leggio[4]

[1]*NYIT, New York Institute of Technology, New York, USA*
[2,4]*FON, University of Belgrade, Belgrade, SERBIA*
[3] *Faculty of Business Studies and Law, University ''Union - Nikola Tesla", Belgrade, SERBIA, e-mail: jelena.savic@fpsp.edu.rs*

Abstract: *Upon elaboration on the historical origins, with ontological and taxonomic analysis of the current business, political and technological terminology in use today, this work presents an analysis of the strategic approach to the use of the modern information and communication technology (ICT), of the Internet and electronic commerce in political campaigns of marketing and promotion of particular ideological views, as well as in the personal branding of politicians, with the special attention to the presidential elections. Particular example analyzed was the case of the 2016 presidential elections in the United States, which was one of the most illustrative cases showing how cyber technology based electronic marketing could be applied and how it was used by the winner of the elections President Donald Trump. Based on systems analysis and theory of communication protocols, this work also presents a unique formal general definition of marketing with its application to political marketing in a democratic process. In the context of the defined hybrid marketing, the use of the inbound political marketing with the reversed direction of marketing communications, not towards the voter but towards the candidate, has been identified as an original and effective approach to planning and execution of political e-marketing activities.*

Keywords: *Personal branding, electronic commerce, political market, electronic marketing, political culture, politician's perception, hybrid marketing, political campaign, democratic process, elections.*

1. INTRODUCTORY REMARKS

The terms "business", "management" and "marketing" are widely used in almost all languages of the world, even in Russian and Serbian. Parallel to the metamorphosis of the old world as we knew it, into the global village, we are also witnessing a sort of global metamorphosis of almost all languages, cultures and even individual ways of thinking. Adoption

of modern Anglo Saxon business terminology has multiple reasons. One of the main reasons is awkward translation and lack of one word equivalents in many languages. For instance, from the Serbian notions "buying and selling", "making and maintaining operational order " as well as "publiclly announcing availability and value", which require several words to precisely represent the semantic content or meaning, it is much easier and practical to simply use one word Anglo Saxon terms "business," "management" and "marketing." Instead of resisting to what French media call "Anglo Saxon cultural imperialism" and domination [1, 2 and 3], it is much more practical to accept, and use, new to all nations of the world, one word terms, such as "business", "management", "marketing", "Internet", and so on.

The development of modern information and communication technologies (ICT), with the advancement of the Internet use to run entertaining and business application software, helped propagation of the Anglo Saxon technology related terminology. Even though all of the modern business and technology related terms originate from the North America, people refer to this new vocabulary as English.

From the language sequence of "Greek, Latin and English," one may conclude that languages of global importance, throughout history, have been, and remain today, languages of global assertiveness of imperial and colonial powers. It is interesting that in the absence of American, Australian, Scottish or British languages, England and not America or Great Britain, is the one that presents itself as modern imperial power dictating global trends in business, science, technology, and even culture. In this context, nothing parallels English and nothing appears more opposed to these dictates than the Arabic language. Arabic language, as a mandatory language to be used in religion appears as the global language of the Muslim world, supported by Saudi Arabia as an imperial power. The fact that Arab culture in essence is opposed to all activities related to profitability and banking, did not stop many countries in the Arab world to accept democratic political processes, Western technology and the way business is conducted in the Anglo Saxon world.

The meaning of "imperial and colonial power" has certain negative connotation that implies intrusion, forced discipline, a loss of goods and freedom of the colonized. On the contrary to all axiomatic assumptions, each of the historical empires, such as Ancient Greek, Roman, Anglo Saxon, or Arab empire, through the colonization or their form of globalization of certain geographic areas, has performed expansion and positive unification within their prosperous worlds. With rare exceptions, it appears that each globalization effort driven by the superior culture has introduced more freedom and prosperity to the colonized worlds. This seemingly contradictory view is directly opposed to the emotions of those with the nostalgic attachments to the worlds of the past, to those with belief systems that are impervious to facts. Without new freedoms and prosperity, the above mentioned globalizing powers would not possibly last for as long as they did, [4].

The first great colonial power, Ancient Greek alliance of city states, has introduced to the Mediterranean world something that is known today as politics and democracy. By definition, democracy is related to all agreements and activities of a group of people who can speak freely about the issues of common interest, which can freely negotiate by creative presentation of arguments, and can align opinions of the majority and minority, in a form of mutually accepted decisions and views known as laws. While these decisions and views might be called the legislation or laws, a creative presentation of arguments may be viewed as logical, or semantic marketing and sales of ideas. The sales price of political ideas appears to be a free acceptance of arguments by the previously opposing party, without application

SYSTEMS ANALYSIS OF POLITICAL E-MARKETING AND PERSONAL BRANDING IN THE USA...

47

of any physical force. Presentation of the arguments in support of political ideas leading to political agreements may be viewed as a form of political marketing. In addition, one may say that democratic political process makes democracy look as some kind of information market, where messages with logical semantic value can be traded. Ancient Greek market place in Athens known as "Agora", was also a form of information market. Ancient Athenians would engage in public speech and debate, and appear as conducting political marketing aiming at the final "sale" of the winning political agreement.

Technological progress and ICT availability present great possibilities to modern day politicians and political campaign managers. ICT can be used to enlarge population of participants in the democratic process and to cover millions of citizens. Strange enough, until the emergence of the so far unseen political phenomena of Donald Trump, available ICT infrastructure and modern high-tech mechanisms were used for political debates and activities under the protocols unchanged since the Ancient Greece of Pericles. We can claim that current president of the USA, according to some accidental [5] winner of the last presidential elections, in a quite intentional and premeditated manner, far from any stochastic, randomness or accidents, made significant contribution to the history of politics and evolution of democracy. In a very creative and innovative manner, using profound market analysis and perfect application of the ICT cyberspace as a platform, Donald Trump has practically revolutionized political marketing. Donald Trump has literally made a paradigm shift in the field of political processes management. Using the latest Internet communication applications, such as social networking programs, he has opened real-time communication channels with millions of voters at a marginal cost, and by doing so he has managed to outdate democratic mechanisms of the past. Trump's short tweeter messages, passionate YouTube speeches, and massive blog postings have become harbingers of a new era of high-tech politics.

Are we to expect the replacement of the old fashioned Senate and Congress of the old Roman style with the cyber Congress and the cyber Senate with millions of cyber senators and cyber congressman debating on topics of common interest, will remain one open question. The powers of the past are opposing the progress that Donald Trump has signaled. Quite trivialized right to just vote for or vote against has already become insufficient in the complex globalized democratic world. Apparently, Donald Trump has declared a need to investigate and develop new paths towards better communication of political ideas.

In this paper we discuss some key elements of the political process in the cyberspace, emphasizing economic dimension. We also analyze the strategic planning of political marketing and electronic personal brand promotion that Donald Trump has demonstrated during the election campaign in 2016.

2. MEDIA, NEWS AND POLITICAL MARKET ANALYSIS

Popular text book on political marketing "Mass Media and American Politics" [6] and other similar books [7, 8 and 9], in a reader friendly manner present historical evolution of various forms of political communication, as well as factors that shape daily mass media semantic content and news coverage. Authors, Graber and Dunaway [6], specifically elaborate on media and journalists, and on how voters are affected by the news content.

The explicit recognition of the media importance in the political process has been recognized in the 18th century. For instance, as early as 1776, Thomas Paine has started printed

media (hard copy) political campaign against English colonial rulers of North America. In his writings [10] he elaborates on problems of American politics and the media. Thomas Pain's address was aimed at the average American reader. In plain English he was trying to bring mainly negativities of living in the same state with English. He wrote about the "crowded" America, of sufferings of Americans in intolerable circumstances and he called for large investments in American military industry of the time, in the naval fleet. Upon deep data analysis of numerous speeches of Donald Trump, the authors agree that writings of Thomas Paine and speeches of Donald Trump have many elements in common, i.e., they are strongly correlated.

Modern mass media technology and semantic landscape, handled by the technology, have evidently brought significant changes with respect to the media of the past. One particular media content change is the growing presence and tolerance of negativity and incivility, [11,12 and 13]. Modern journalists, who are in charge of shaping up presentation form, i.e., format specifics of the news, frequently rush to report captivating news loaded with negativity. It appears that emotional influence on consumers of the news content is more important to the media owners than the informative influence. Reporting positive informative news may be considered by some editors and journalists alike, as less exciting and even boring.

Current tendency of the American main stream mass media (MSM) to attract audience attention by impression, shock or amusement [14] has inspired some politicians to use the same strategy in their personal political branding, public appearance and political marketing. One of the most successful modern political figures that has effectively used mass media audience acquired trait to favor impression, shock and amusement, is US republican presidential candidate and the winner of the 2016 elections, Donald Trump. Donald Trump has used his previous mass media engagements to study both, the media and the audience. Being exceptionally intelligent and observant, he has acquired enough of the experience needed to effectively use new defining attributes of the modern mass media and its content consumers.

Without any doubt, the news media influences people's political views. Donald Trump and his political marketing managers were aware that news coverage is hard, if not impossible, to purchase, (in the marketing sense to push), but quite easy to obtain for free (in the marketing parlance to pull).

Peter Hitchens [15 and 16] critical out of the box writer, explains that modern conforming journalists are actually becoming servants of their government and the establishment. In the environment of news industry, being in a quiet agreement with the establishment, the contest between political parties has been reduced to negativity or unpopularity competition. Hitchens writes how modern parties are offering change without alteration and how politicians are able to win office without any principles or ideology. In his opinion, conservatives are certainly not conservative any more, and political parties of the UK and USA are all blending into one view party. Many researchers share this view with Peter Hitchens [17, 18 and 19] and also agree that populist parties of right orientation tend to emerge when mainstream parties converge. Political market research has shown that main stream parties tend to converge towards the main stream or mean value voter, while other parties, being different appear as radical or populist [20 and 21].
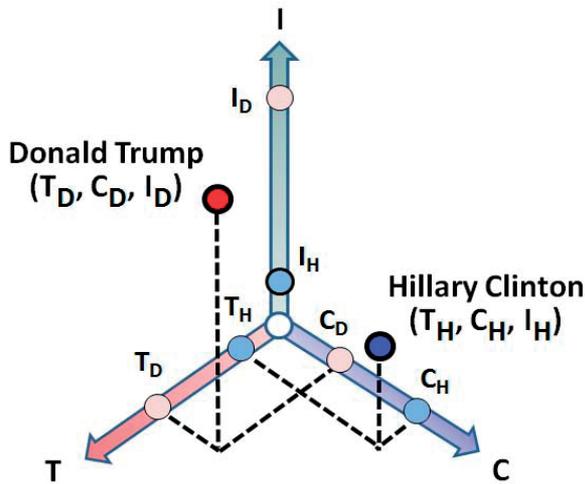
SYSTEMS ANALYSIS OF POLITICAL E-MARKETING AND PERSONAL BRANDING IN THE USA...

49

Figure 1. Three dimensional (Technology, Context, Information) model of the cyberspace relevant activities, [22].

Donald Trump has most definitely conducted very thorough political market analysis and has quite creatively planned his political marketing campaign. His early interviews indicate that he was aiming at the White House for over four decades. Previous elections have proven that winning elections as a member of a third party would be unacceptable to almost all powerful lobby groups [23]. The state of two converging parties was well analyzed by Donald Trump. His decision to leave Democratic Party in December 2011 [24] and join Republican Party was one of the key strategic political marketing movements. Democratic Party had its candidate in the White House for eight years, and according to the unwritten agreement the time has come for a republican candidate to enter elections and win without major resistance in the lobby circles. The alleged agreement, possible only between convergent parties, has been signaled by the presence of a large team of competent, experienced, young and charismatic republican candidates faced with two aged democratic candidates, one with the pronounced speech handicap and the other in poor health. Bipartisan agreement to alternate presidents may be likely if candidates would not depart from the common political line. The most undesirable departure from the common party course would be in the domain of foreign politics.

Based on his political market analysis, Trump apparently made a decision to announce himself as a candidate of difference, to take populist third party position but align himself with the Republican Party, to openly support the most powerful AIPAC lobby, and in the spirit of Thomas Paine, to support stronger military and greater America. We shall not elaborate on the issues of why US main parties are converging and why were most of American voters ready for the presidential candidate that not only promises a change, but keeps promises and works on changes. We leave interesting topics of why were American voters ready for a change, and why has middle class income steadily declined since 1970, to researchers

working in the field of economics, social sciences, domestic and foreign politics, etc. To accentuate the crisis of the growing lower class and the declining middle class, we present statistical summary of savings bank accounts of Americans in 2016. Statistics report shown in Figure 2 indicates that almost 70% of Americans are poor and are most likely full time unemployed [25]. This report partly clarifies why politics as usual to Donald Trump and his supporters was unacceptable.
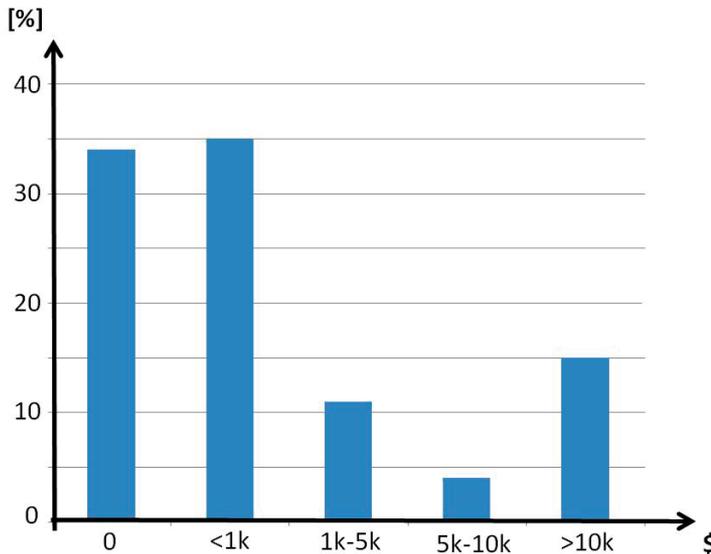

Figure 2. Average savings accounts of US citizens in 2016, [25].

Donald Trump has perfectly matched his positioning strategy to the situation in the political market as well as to his past experience in business, and experience accumulated while dealing with politicians and mass media.

In his writings and public appearances, Peter Hitchens highlights pictorially the "flock mentality of journalists," explaining how the news is made, how news coverage is guided, and describes the presence of occasionally crude and sometimes refined bias in the news. Danielle Sremac, in her book "War of Words" [26] documents so far never seen details of refined use of well worded and choreographed news in the political marketing. Danielle Sremac has devoted her book to the mass media participation in rationalizing the costly military aggression on Yugoslavia in 1999, and aggression that has paved the way to the sequence of even more costly military actions. Following on this so called "flock mentality of journalists," with most of the journalists assuming the predefined position that democratic presidential candidate Hillary Clinton was a candidate of the establishment choice [27], Donald Trump has launched a series of radical and politically incorrect speeches. He knew that his call for the wall along US-Mexican border would be taken as an embarrassing

SYSTEMS ANALYSIS OF POLITICAL E-MARKETING AND PERSONAL BRANDING IN THE USA...

51

and welcome in the news delivered by the media houses owned by his opponents. By rising the tension and by tolerating continuous rewording of his statements taken out of the original context, news misreports of his bigotry, sexism and radicalism, Trump has managed to pull massive attention. Advertised heavily by the negative, what he calls "fake news," he has managed to fill up sports arenas and theatres with thousands of ticket paying supporters. We refer to the semantic marketing strategy of this sort as the pull by inversion of purpose.

Donald Trump has perfectly understood the technological transformation of the mass media space. The rising importance of the Internet and the introduction of numerous social media applications have brought new dimensions to the contemporary media. Trump was well aware of the cyberspace capabilities, of the power of a new web journalism, and of the possibilities to make election process web coverage available at voter's convenience. He discovered how to use cyberspace to pull voters attention. In addition, he knew that modern smart phones are Internet work stations in the hands of millions [28] and that cyberspace could be used to circumvent main stream media bias. Simply, he knew that the main stream media will not be main for too long.

We consider all encoded data and ICT powered data storage, processing and communication infrastructure as cyberspace. Following up on such a view and definition of the cyberspace, we model different cyberspace events using three dimensions of cyberspace activities described in [22]. To better understand political electronic marketing or e-marketing of Donald Trump in the cyberspace we quantify his efforts in each of the dimensions shown in Figure 1. Three dimension of the model are represented by:

- Axes T labeling technological dimension (hardware and software or ICT),
- Axes I labeling semantic or information dimension, and
- Axes C labeling contextual or physical space and physical activities dimension.

C dimension covers the environment of all ICT systems and processes, i.e. all physical objects, subjects and activities related to what may be taking place in the remaining two dimensions. Our systems and deep data analysis indicate that Donald Trump has positioned his political e-marketing deeply in the first quadrant of the model shown in Figure 1, while his opponent Hillary Clinton has positioned her activities in the cyberspace mostly along the C axes of the model. For strategic reasons, speeches of Hillary Clinton lacked significant information content; she rarely spoke and barely used technology. She relied mostly on the heavily financed push style of marketing of Donald Trump's negativities.

Donald Trump has started transformation of politics and democratic processes by extending political market from the two dimensional (C, I) space in the direction of the third T-dimension. He has announced that democracy of tomorrow in the globalized world will be impossible without the ICT support.

3. POLITICAL E-MARKETING

Marketing is commonly defined as an activity or processes of creation, communication, delivery and exchange of offering-messages that have value for customers, clients, partners or consumers in general. Some analysts look at marketing as a management process by which goods and services move from concept to customer. Marketing and sales are evidently

two different concepts and activities. Marketing is message exchange activity and sale is goods or services trading activity. If the ultimate goal of any business activity is to sell goods or services to the satisfied customer, right before the sales closing, marketing activities end. Figure 3 illustrates simplified ad hoc model of the sales chain, indicating that marketing ends when sales closing starts.

Figure 3. General model of the sales chain with production, marketing, sales and consumption.

Marketing as a process involves planning, design of marketing material, and execution of promotion and advertising. For example, new car models are usually the subject of intense marketing campaigns. Manufacturers of goods or suppliers of services, marketing teams and sales, distribution and delivery teams do not have to belong to the same organization.

If the subject of sales activity is some sales entity that could be a product, some goods, a right or some service, we may offer the following formal definition of marketing:

Definition 1: Marketing is a collection of specific communication messages and activities having as a purpose increased probability of selling of some sales entity in the given period of time.

This definition focuses on the marketing as a form of communication using messages to promote sales. Sales promotion is any activity that makes a sale more likely.

In general we may distinguish three forms of marketing:
- Push marketing,
- Pull marketing, and
- Hybrid or push-pull marketing

The push and pull terms were originally used in logistics and supply chain management [29 and 30].

Push marketing involves combined resources of sales entity owners, wholesale distributors, retailers or sales agents and sales facilitators, applied to creation of new, or enhancement of the existing consumer purchase demand. The most common push marketing method is paid advertising. Investment and payment for the advertisement clearly separates push marketing from the pull marketing. Excessive investment into unsuccessful push marketing campaign is one of the most frequent reasons for new business failure [31].

Push marketing based on paid advertisement uses a model-of or a message-about a sales entity and uses a marketing vehicle, e.g. a showroom, shop window, point of sale display, a bill board, main stream media presentation, Web site, etc., to informs consumer of sales entity availability and its market value.

Marketing communications are often very complex and constrained by the large number of parameters, so that innovative approach to strategic planning and execution of these

SYSTEMS ANALYSIS OF POLITICAL E-MARKETING AND PERSONAL BRANDING IN THE USA...

53

communications is one of the key success factors. Marketing efforts must be measured and justified by the values of the:

- Probability of sales,
- Projected sales price and volume, and
- Limited sales time interval.

High probabilities of selling a product in a period of one year or one day have different values for the seller, and therefore one should never neglect the parameter of time. Time parameter is of particular importance in the case of political marketing which usually has synchronized sale closing with the day of elections.

Definition 2: E-marketing is technology of delivering marketing messages in the cyberspace.

E-marketing, sometimes referred to as e-mail marketing, Internet-marketing or on-line marketing is based on direct application of the principles and methods of marketing using Internet ICT, or operating along T-axes of the model shown in Figure 1.

Since marketing is frequently hybrid in nature, involving push and pull approaches combined, and since multiple communications vehicles and models may be used in parallel, every new marketing vehicle is more than welcome.

Different sales entities are subject to different methods of marketing. Marketing complexity and unpredictable outcomes make marketing look sometimes as a kind of art. How much marketing may look as an art is best illustrated by the Donald Trump's political campaigns in 2016.

One of the decisive political marketing moves of Donald Trump was to apply hybrid marketing approach with numerous parallel mechanisms of political message delivery. By using hybrid e-marketing in the cyberspace based on the whole plethora of social networking Internet applications, Trump has managed to single out his candidacy among many extra ordinary republican primary elections candidates and distinguish himself as an exciting and inspiring option with respect to the Democratic Party candidate in the final elections.

4. NEW PROTOCOLS OF POLITICAL E-MARKETING

Media stars and politicians were first harbingers of a relatively new sub-field of marketing known as personal branding. An excellent example of a personal brand is political figure of Russian President Vladimir Putin. Vladimir Putin carefully presents a picture of himself as a thoughtful, sober, emotionally balanced, educated, cultured man with Western manners, on the one hand, and on the other, as physically strong and healthy athlete, eloquent and enduring speaker capable of debating for hours, coping with an army of curious and provocative journalists as well as with hostile debate opponents. His personal marketing of an extraordinary public figure is an example of the most successful political marketing of a kind so far, acknowledged in Russia and among the intellectuals of the world too [32].

In his strategic approach to political marketing of his personal brand, Putin has never tried to impose his personal brand upon the foreign political audience that would not have at least 10 minutes of free time dedicated to his marketing messages. Putin has managed to identify well defined political market in the West and has managed to approach it in the cyberspace using vehicles like YouTube, blogs and portals such as rt.com.

Putin is aware that the mass media in the West have great superiority when it comes to effective delivery of short projective or suggestive messages. Being realistic, he does not try to address the audience with such messages. He has ignored great segment of political market in the West but does not do the same in Russia. His reasons are very practical. Consumers of very short political messages are mostly voters-consumers of the main stream media such as television or daily press. Consumers of multimedia messages requiring more than 10 minutes of attention are predominantly computer literate, better educated, and more intellectual with the potential to possibly influence policy making in their countries, or to contribute to the spreading of a positive image about Putin.

Choreographed speech, word selection, tonality and body language are very important in public addressing. There are many ways to train and educate public speakers on the subject of selecting the words, gestures, gaze control, control of facial grimaces or setting body positions in relation to listeners. President William J. Clinton [33], and Russian president Putin [32] are among the greatest masters of speech and body language skills. It is interesting that Donald Trump has neglected audience manipulative speech and body language techniques. In other words he did not value too much activities in along the context-dimension C of the model shown in Figure 1. Public addressing technologies such as Neuro Linguistic Programming (NLP) [34, 35 and 36], were rarely used by Trump. Donald Trump had his activities intensified in the semantic (I) and technology-based (T) dimensions of our cyberspace activity model. His current neglect of these two dimensions as the President of the United States signals early signs of some future presidential problems. As a candidate and political e-marketing maestro, Trump may not be able to maintain his mastery of the cyberspace as a president.
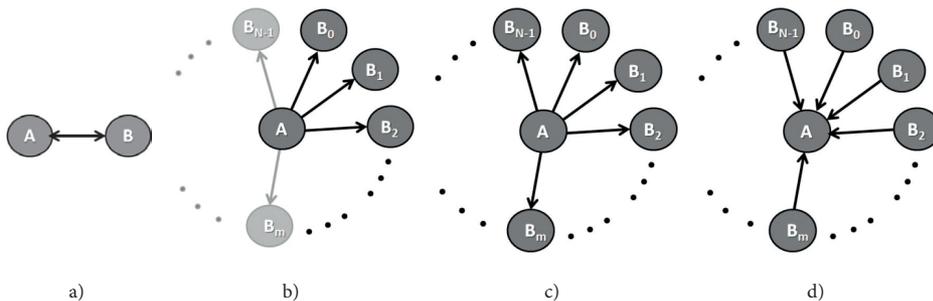

Figure 4. a) Point-to-Point duplex topology or unicast-unicall. b) Point-to-Some Points simplex topology or multicast. c) Point-to-All Points simplex topology or broadcast. d) Point-to-All Points simplex topology or broadcall.

Former President Barack Obama was the first president who raised more funds using ICT than using conventional means of donations by cash, checks or money transfers. In his second presidential campaign he has managed to collect 1123 million dollars [37]. All of the raised funds were invested in political marketing. It appears that US democracy facilitates one sublime industrial complex which, directly or indirectly, employs huge number of people. The strategic political marketing planning certainly starts with the identification and

SYSTEMS ANALYSIS OF POLITICAL E-MARKETING AND PERSONAL BRANDING IN THE USA...

55

attraction of the potential donor population. Planning to announce himself as a candidate of change, Trump has avoided using the most generous and the most influential donors. His plan was to minimize spending on MSM push marketing, to maximize pull marketing, to maximize use of the cyberspace options and widen his free political maneuvering space. By focusing mainly on the political electronic marketing, Trump has bought himself freedom.

Donald Trump has started his political marketing campaign with his own funds of only 10 million dollars enhanced by the donations collected during his entertaining and tiresome speeches across America. Political marketing campaign of his opponent Hillary Clinton and Barack Obama had price tags of over 1000 million dollars spent mostly on over-priced MSM services. Donald Trump's failure to match his Democratic Party counterparts in spending on MSM services has definitely antagonized MSM houses.

In order to gain services of the MSM, Trump has designed radical and controversial marketing strategy based on frequent and intense speeches loaded with negativity and political incorrectness. In the so called inversion of purpose, slinging mud on Trump in the MSM, paid by his opponents, helped Trump gain public attention that he could not otherwise afford. At the expense of his opponents he found himself spending a record time in the programs of all major TV networks, obtaining a record space on the front pages of leading newspapers and magazine and also having his name blasted by the high profile Hollywood and sports stars. Just in 2016, marketing by the inversion of purpose, has brought Trump's face ten times on the front page of the famous Time magazine.

Compared to the conventional methods of push marketing protocol represented by the simplex broadcast topology in Figure 4c), electronic marketing has potential to enable low cost communications with large number of potential consumers using all protocols shown in the Figure 4. Donald Trump has used all of the topologies and protocols shown in Figure 4. He has managed to implement even the broad-call protocol in the cyberspace which none of the politicians have even tried so far. His tireless presence in the cyberspace and his use of tweeter communications has earned him a derogatory nick name "tweeter-in-chief," [38].

In all systems of modern democracies only limited number of participants could take place in sometimes crucial debates. Small numbers of elected delegates follow multicast simplex protocol (See Figure 4 b) where delegates take turns as speakers. Besides this protocol limitations, excessive promotion of the national security, even in the absence of tangible threats, is further limiting the information flow, causing the operational point in the three dimensional model to move towards C and I dimensions, and so reduce the number of possible participants in debates of importance. Innovative Internet social networking applications, such as pollmole [39, 40 and 41] are offering possibilities to elected candidates to stay in productive communication with voters even after elections. Whether President Donald Trump will embrace new possibilities in the cyberspace, as he did being a candidate, remains one vital and open question.

5. CONCLUDING REMARKS

To politicians such as Donald Trump or Vladimir Putin the importance of creative personal branding and design of a strategic political campaign leading to the maximized population of satisfied voters was one crystal clear political goal.

As a presidential candidate, Donald Trump followed several elementary strategic rules [42]. He made sure that his messages were simple and short, with a focus on the campaign branding slogan "Let us make America great again." While other candidates, with larger budgets acted as big corporations that pushed promotional content to the consumer-voter using multicast and broadcast simplex protocols (See Figure 4 b and c), Trump behaved as a small startup company that creates high-quality information content in the cyberspace and, through the inversion of purpose, uses MSM to pull supportive audience, (See Figure 4 d).

With relentless presence on social networks, Trump continuously maintained attention of his widening and energized audience. Complementing his cyberspace activities in the semantic or information dimension, he tirelessly kept filling up halls and sports arenas with excited audience that was willing to pay an entry ticket to see or hear him. Important element of his political marketing was the intensity of his presence both physically and in the cyberspace.

David Meerman Scott [43] considers Donald Trump a marketing genius, a genius who managed to hijack media of his opponents and grab himself more than 5000 million dollars worth of MSM time and space. As a businessman, Trump was aware that a good salesman has to know his product well and his clientele even better. He knew very well both, what he was offering, and what his voters needed to hear. He kept promising change. His promises of "drying the swamp" in Washington [44], knowing that such promises would please large number of American voters worked well for him. We observe that 70% of poor and 15% of lower middle class Americans (See Figure 2) sums up to 85%, which is exactly how many voters who valued a change did vote for Trump. As many before him, Donald Trump managed to win presidential elections as the candidate of change, which will be very difficult to realize. Massive inertia and the tremendous weight of the US political system will be hard to move, unless Donald Trump, now as a president, come up with some new creations.

Even though a billionaire candidate, Trump was able to apply marketing solutions characteristic for poor candidates. The key innovation, never seen so far, was a creative hyperactivity in the cyberspace. Although driven primarily by his decision not to spend too much, and by the authentic nature of his personality, political marketing applied by Donald Trump in the cyberspace was more than impressive.

In our discussions of political e-marketing and sales, we use the term of sales entity to refer to some physical or logical object or service that is for sale. Logical sales entities involve data with semantic or informational value to the consumer. An example of a logical sales entity could be some certification message, a right to use some facility, consulting or legal advice that may cost much more than the time or media used to deliver it, etc. As president, Donald Trump is expected to provide to his voters logical sales entities, in a form of his experience, expertise, talents, and proper decisions made. Polling and measurements of approval rates are far from sufficient for successful presidency. Short term, near real time feedback and the broadcall information flow may be of the essence. Donald Trump as a candidate, has literally introduced a political revolution in the United States, and now as a president he is expected to demonstrate new protocols of "sales guarantee and maintenance of quality!"

This paper presents additional results of the predictive analytics and deep open data analysis that were, as preliminary results announced in January 2016 [45] and further discussed in January 2017 [46].

SYSTEMS ANALYSIS OF POLITICAL E-MARKETING AND PERSONAL BRANDING IN THE USA...

57

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SYSTEMS ANALYSIS OF POLITICAL E-MARKETING AND PERSONAL BRANDING IN THE USA...

59

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