

Trump's marketing savvy

Whether you love him or hate him, one thing is true about Donald Trump: He has proven to be an unstoppable force in the current presidential election. His success may be largely attributed to his wealth and celebrity status, but it is also due to his shrewd marketing savvy, which can be seen everywhere, including his Twitter page.

He and Hillary Clinton both have high unfavorable ratings. They also have millions of followers on Twitter. I recently took a look at their Twitter pages. Clinton had 6.3 million followers and Trump had 8.3 million. A quick look at Trump's page suggests he is following some of the classic rules of marketing.

First, Trump begins his marketing with his cover photo, where he beams with confidence as he gives a "thumbs up" with his name and slogan, "Make America Great Again."

Clinton's photo shows supporters holding signs with the words, "Fighting for us." Like the front page of a newspaper, this section is ideal for a strong headline — or slogan.

Second, Trump puts punch into his profile. He shares four items with hashtags, including his slogan and a link that presents his slogan, photos, details about his campaign, and press releases. Clinton's profile presents her government titles, personal information, date of birth, and a link that asks for donations.

Third, Trump's tweets are simple, direct and conversational. Example: "Some low-life journalist claims that I 'made a pass' at her 29 years ago. Never happened! Like the @nytimes story which has be-



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come a joke."

Trump speaks the language of his supporters. Despite being a real estate mogul, his tweets are down to earth.

Clinton's tweets are more reserved. They lack the bite and sparkle of Trump's.

the day. Repetition is an effective device in both written and oral communication. It helps people to understand and remember what you are selling. Trump understands the power of repetition. Even in TV interviews, he repeats his slogan loud and clear. But what exactly is Clinton's slogan?

Sixth, Trump uses simple terms to rebrand his opponents. He uses colorful language and name-calling to demean his opponents. His attacks on anyone with whom he disagrees is unrelenting.

Trump refers to Clinton as "Crooked Hillary" just as he used "Lyin' Ted" and "Little Marco." He has tweeted about "Goofy Elizabeth Warren" and "Dummy Bill Kristol." He calls people "losers."

Clinton's attacks are more conventional. A tweet on her page reads: "The United States presidency requires steadiness as well as strength and smarts. Donald Trump is not qualified."

I submit that Trump's page has the elements of effective marketing. Clinton's page is more cautious. To her credit, however, she does reach out to the Hispanic community by including tweets in Spanish.

We may speculate on who has the best page and which elements are most effective. But, as direct response marketers know, in the end the only thing that matters is the result. And in this case, it is the candidate who becomes our next president.

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When you compare Donald Trump's Twitter page to Hillary Clinton's, there is no contest.

Consider: "Today's Senate vote is a necessary step to combat the spread of Zika — but it's not enough. Republicans in Congress should fully fund this. — H."

Fourth, Trump's Twitter feed is loaded with testimonials and comments by his supporters. On the day that I reviewed Clinton's page, I saw an endorsement by Michelle Kwan, but I didn't see a single comment from her supporters in the form of a testimonial. Good marketers know the power of testimonials, which can add spice to a piece of writing.

Fifth, Trump repeats his slogan in tweets throughout