

USING THE E-MARKETING TOOLS IN A POLITICAL CAMPAIGN

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ABSTRACT

Election campaigns occurred during the emergence of modern political parties at the end of the 18th century in the United States of America, or in the first half of the 19th century in Europe. They are defined as organized activities whose main characteristic is mass communication. Campaigns are divided into positive, negative and comparative. Positive campaigns tend to gain the confidence of voters by promoting positive characteristics of a political subject. Negative campaigns gain voters' confidence by attacking a rival party or a candidate, while comparative campaigns strive to gain confidence by comparing parties, candidates and political ideology with the competitive party. Political marketing is mostly used in periods prior to and during elections. Aim of each campaign is to gain political public's support, or in other words, to gain the planned number of votes. There are three goals of each campaign: raising voters' turnout in elections, publicizing qualities of a political subject and raising money, as well as recruiting campaign activists. Political subjects tend to influence voters with their programs, which depends on whether the political campaign will be successful or not.

Political marketing in realization of its goals uses numerous techniques and resources. Most common methods that enable propaganda of political marketing are: promotional materials, posters, leaflets, newspapers, newsletters, press advertising, election videos, presentation materials, e-mails, banners, telemarketing... This paper presents the results of a research whose goal was to determine the use of e-marketing tools in electoral campaign by political parties and candidates on the election for Croatian Parliament in 2016. Research was conducted through two parallel courses: an e-mail questionnaire about political parties/participants in elections and a questionnaire/message on Facebook social network to all parties/participants in elections. The main research goal is to determine whether political subjects use e-marketing tools in electoral campaigns. From the scientific point of view, use of e-marketing tools in electoral campaign has not yet been explored. In that sense, this research contributes better understanding of use of e-marketing in political activities. Results can be used to improve e-marketing, as well as a frame for further research and successful political activity.

KEY WORDS: e-marketing, e-marketing tools, electoral campaign, political candidate, political party .

1. INTRODUCTION

The multi-party system indicates a certain competition of individual parties, programs and candidates on the "political market". In the aforementioned context, there is a greater need for political marketing that aids in presenting and selling certain political ideas and political subjects. Of course, political communication exists from the very beginning of political activity. In order to come to power and to lead, it is necessary to present oneself to citizens or voters. Facts mentioned above are the reason for the existence of political programs, platforms and other political documents that are created by political subjects. Political marketing appears as a new tool of political communication that occurs as a consequence of democracy, general voting right and development of means of informing. Electoral campaign is defined as organized activity whose main features are mass communication and timing. During the electoral campaign political subjects present their program and try to reach the voters with the goal of gaining as many votes as possible in municipal, city, county, parliament and political elections. Characteristic of electoral campaign is active approach with high intensity. After the electoral process had finished, political subjects lower the level of communication with voters. Political winners and opposition continue the communication, but with less intensity and with a goal of informing the public about current political events. Success of electoral campaign is assessed by election results.

This paper defines and analyses the use of e-marketing tools in electoral campaign. It is necessary to define the electoral campaign, participants of the campaign, process and tools of communication with voters. Goal of each political subject is to gain and keep the ruling power. Goals of this paper are to define the electoral campaign, e-marketing in the campaign, to conduct a research, draw conclusions and accept or reject the hypothesis of the paper. Beginning of the paper sets a hypothesis: "Political subjects in the Republic of Croatia are not aware of the influence of e-marketing on the electoral campaign". Research will try to determine the use of e-marketing by political subjects during the electoral campaign for elections for Parliament in 2016 in the Republic of Croatia in electoral units IV and VIII. Research is conducted by the author of the paper who used a part of this research for his PhD thesis entitled "Political marketing in digital environment". The paper is based on primary and secondary research. Methods of analysis, questionnaire, interview, compilation and synthesis are used. From the scientific point of view, use of e-marketing tools in electoral campaign has not yet been explored. In that sense, this research contributes better understanding of use of e-marketing in political activities. Results can be used to improve e-marketing, as well as a frame for further research and successful political activity.

2. USE OF E-MARKETING TOOLS IN A CAMPAIGN

In the 21st century, political subjects (political parties and candidates) act as business subjects. Using market information and tools, they affect the molding of the ultimate product they offer on the market. Definitions of political marketing vary, but most of them explains political organization (whether it is a product that is offered, a politician, a candidate or a government) and their relationship with the market or towards the market (whether it is the public in general, citizens, or in a more precise way, membership) (Tomić 2014, 28). Each political subject is oriented towards the voter. The goal of each form of marketing is gaining profits, while from the consumer's point of view, the goal of marketing is to satisfy his needs.

2.1. Political marketing during electoral campaign

Political marketing has its particularities due to which it is categorized into a specific type of marketing. However, the principle of action is similar to traditional marketing. Political marketing uses an aggregate of techniques to research the market, inform about voters, adapt its political program to needs and wishes of voters, to highlight the differences in regard to competition and try to gain profit (winning the elections). The notion connected with political marketing is political communication that refers to:

- all forms of communication used by politicians and other political entities in order to reach specific goals;
- communication aimed at some entities by non-politicians, such as voters and newspaper journalists,
- communication about those entities and their activities that exists as such in reports, introductions, and other forms of media discussions about politics (Bongrand 1997, 8).

Certainly, the term political communication encompasses verbal and non-verbal communication alongside all visual resources used in communication. It is necessary to emphasize that political communication also refers to peers who inform the public about political events and political subjects through media, debates, and other communication channels. Participants of political communications are politicians, journalists and citizens. The most complete definition of political communication is: "Political communication is a mutual/interactive process of exchanging political contents among political entities, during the time of political (electoral) term of office or elections, through communication channels (media), and with the goal of achieving certain effects (Tomić, Spahić and Granić 2008, 37)". The goal of political marketing and communication is to establish a two-way communication with voters. The ultimate goal is to gain votes through gaining confidence, sympathy and support. Of course, political communication occurs continuously without cessation, while political marketing is mostly used during political campaigns. Nowadays all political parties are aware of the importance and effect of the proper use of marketing. Political subjects, depending on their funds and size of political party, use cutting-edge marketing techniques in order to achieve better results in the elections. Largest parties employ marketing experts who help them implement the political marketing process. On the other hand, small political parties independently carry out the marketing process based on party members' knowledge and skills. The beginning of each marketing activity starts with market research. Political market research seeks to recognize the concerns and problems of citizens. After market demands research, political subjects form their product – political program. It is necessary, through marketing, to inform the voters about what political subject can offer and what changes and activities will be carried out once he comes to power.

Contemporary marketing techniques are used to acquaint the candidates with the highest number of voters and to point out their advantages over the competition. One of the biggest advantages of political marketing is to examine the public view on which policies to propose and adopt. Based on the results, the political party selects the candidates who will

represent the party in the elections. During the election campaign, political subjects focus on the market: profile voters, segment the market, and modify their political product. The only correct path to success in the political market is the implementation of a political program. A political party and a candidate must present a viable political program that will bring better living conditions to the individual and community in which the political entity operates. The election campaign is defined as an organized activity characterized by mass communication. It was born at the end of the 18th century in the United States and at the beginning of the 19th century in Europe. The key elements of each election campaign are: rules, candidates, electoral body, problems, resources, and election campaign strategies. Regardless of the type of political elections, prior to the announcement of the candidacy, the rules of competition according to the electoral laws are determined. The rules are defined as: the terms of the candidature, the time of candidacy, the way of calculating the time in office, the electoral threshold, who has the right to vote, who can vote, the way of funding, the use of television time ... The main entities or subjects of the election campaign are political candidates.

In most cases party holder is the most distinguished, and he is the candidate for the highest position that can be won on the elections. Political party, in cooperation with a marketing team, determined the central topic of the campaign, its motto and the biggest difference in regard to their competition. Object of the campaign is electoral body that consists of all persons who have the right to vote. Great difference in market competition in regard to political competition is the possibility of a negative campaign. Almost always a situation occurs in which political parties accuse each other of avoiding actual problems. The most common topics of arguments between the candidates refer to economic politics, social politics and external politics. As in each marketing process, the term resources encompasses people, funds and time. Each political party assesses its resources and plans a budget to be invested into the campaign. Success of the electoral campaign depends on the choice of strategy. According to available literature, there is an explanation about two types of campaign: image and issues campaign. Image campaign is a campaign in which political subjects tend to gain voters' support by promoting positive picture of their qualities in public.

On the other hand, issues campaign is based on the relationship of political subjects towards questions and problems which are perceived to be of highest importance for social life of voters. Political campaign is implemented when there is a continuous thematic link between individual activities of political subjects. Certainly, the goal of electoral campaign is to gain support of political public and to collect a planned number of votes. All competitors, or in other words, political candidates and parties, adopt certain principles on which political competition is based. Those are: principle of integrity, principle of consistence, principle of competitiveness, principle of continuity, principle of positive approach, principle of cooperation, principle of alacrity, principle of feedback, principle of experience and principle of unity of identity. The main feature of political campaigns is to persuade voters to vote for a certain candidate. Goals of each campaign are to publicize the qualities of a candidate, increase voters' turnout and recruiting campaign activists. Political subjects through their campaign strive to affect the voters. Simply defined, electoral campaign is:

1. an activity (planned and organized),
2. of political parties and candidates (party associations, independent lists...),
3. in (pre)election period (prior to and during the political campaign),
4. through application of integrated (marketing) communication (combination of communication channels and election techniques),
5. to present candidates and program (exposure + attention),
6. to build party and personal image (confidence towards the party, competence, fairness and reputation of candidates...),
7. and subsequently to gain voters in order to achieve planned election goals (remain in power, gain power, participate in power...) (Tomić, Spahić and Granić 2008, 43).

Fundamental function of each campaign is to ensure conditions for presenting and promoting political candidates, parties, programs and ideas with the goal of ensuring voters' support. Political subjects strive to mobilize their sympathizers. Strategy with which political subjects wish to participate in electoral campaign depends on resources, knowledge and position of a political party. Key factor are resources. Political party that does not have sufficient funds and cooperation with a team of experts cannot expect success in the elections. Each electoral campaign differs from elections to elections. General strategy of each campaign is identification, presentation of arguments, attacking the opponent, assessment of pre-election government and vision of the future after winning the elections. Successful electoral campaign has predetermined organizational structure. The head of electoral headquarters is defined, and he is the most important person simply due to his main task being execution of the campaign plan. Prior to publicizing the electoral competition, his task is

to find people who will carry out various tasks related to the campaign. Apart from campaign leader, other departments essential for implementation are secretary of headquarters, department for program development, department for research, department for advertising and public appearances, finance department, department for volunteer work, technical service and logistics. As in each great team, success depends on the synergy effect of all team members.

2.2. E-marketing tools in electoral campaign

Depending on the strategy, resources and target market, political subjects define marketing techniques used in the campaign. Marketing tools and techniques through which campaign is implemented are: promotional materials, posters, leaflets, newspapers, newsletters, press advertising, election videos, presentation materials, e-mails, banners, telemarketing, public gatherings, conferences... All methods, regardless of the form, have advertising in common. Political advertising refers to lease and use of advertising space, paid by commercial prices, in order for political parties to present themselves to the mass public. This paper explores and analyzes use of e-marketing tools in campaigns. E-marketing tools in electoral campaign refer to using e-marketing techniques in political marketing. Electronic marketing (e-marketing) is a way of realization of marketing activities of a company (or, in this case, a political subject) through intensive implementation of information and telecommunication (Internet) technology (Panian 2000, 87). Simply put, e-marketing is identical to marketing, apart from a whole process being based on the use of Internet. Nowadays political subjects cannot solely use traditional or just e-marketing; they have to use all communication channels available. Political e-marketing represents an extension of traditional marketing. Nowadays Internet is regarded as an ideal platform for interactive politics.

E-marketing tools inform the population, encourage political participation and open up the possibility to participate in decision-making. The advantage of the e-marketing tool is low cost, 0-24 communication and massive use. Political parties and candidates of the world have realized the importance and role of e-marketing. Nowadays, each political party must have an email address, website, social network profiles, mobile application, Youtube channel ... With the help of the e-marketing tools mentioned above, politicians are implementing the e-marketing process and perfecting their final product with the aims of achieving the goal – winning elections. The specificity of the election campaign in the 21st century is that political subjects cannot allow focus on only one voter segment. They are directed to a complete voter body. This is the advantage of the e-marketing tools. The most common way of communication and propaganda is through paid ads on popular portals, social networks, and apps. In addition to this, they use the online payment option to highlight their actions and programs with the aim of presenting their actions to voters. It is almost impossible not to be part of an election campaign because political subjects use all the mass communication tools available to them. The fact is that after the radio and television, the Internet drastically changed the political campaign.

In the past, political campaign based on touring the state and holding group political gatherings. Nowadays, campaign marketing leader is focused on each person who can vote on the election using e-marketing. The biggest growth of investments into channels of communication during elections is gained by e-marketing. Regardless of the form of channel e-marketing uses, the point is that its influence grows day by day. There was a specific situation that occurred on the last presidential elections in the United States of America according to which the winning campaign of Donald Trump spent 50% of its funds on digital marketing, which refers to radio, television and e-marketing tools. According to the conversation with marketing experts, political subjects opt for e-marketing due to its speed. Digital communication enables quick change and creation of content that is from the very moment of publishing available to a large number of people. Marketing experts insert videos, advertisements and messages of political subjects into all channels of e-marketing: search engines, websites, e-mail, social networks, advertisement engines...

Fundamental tool of e-marketing in electoral campaigns are social networks. They represent groups of users with common interests that are gathered around some Internet service, with active involvement and creation of virtual communities. From the point of view of marketing and political marketing, social networks represent a marketing tool that found wide acceptance with users and marketing experts. The best known social networks are Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google+... Using social networks political subjects are creating a large, free client base which is of crucial importance not only in implementing research activities directed to satisfaction of their needs, but also other marketing activities in the most efficient way. Through social networks political subjects gain an easy approach to potential voters, quick feedback and possibility of forming a long-term relationship. Social networks demand big investments of funds into advertising and educating. Negative comments can appear at any moment, so it is necessary to hire a person in a political subject to do continuous work on a business profile, which lasts 0-24 during the campaign. With the development of Internet, social networks developed as well, and they enable communication and connection among users. Along with the growing popularity of social networks that manifested most through the number of users and their daily activity, the interest of marketing specialists for the use of social networks for advertising purposes also increased. The basics of social networking are sponsored postings.

The advantages of using e-marketing tools in electoral campaign are: sharing information by word of mouth, two way communication, relatively low campaign costs, quick feedback, increase in recognition and increase in web site visits, creating and checking ideas. Apart from social networks, using e-marketing such as banners and advertising on search engines are also popular. Banner represents a graphically shaped advertisement that can be found on web pages and it is defined by its length and width, determined in pixels. It is placed on popular web sites that have a large number of visitors. Web site's owner rents the advertising space and enables advertisers to position the banner on his page. The purpose of the banner is to pique one's interest to click the banner and seek for additional information on a political subject.

2.3. Analysis of e-marketing in electoral campaign

Goal of this research is to analyze political subjects and to elicit an answer to the hypothesis: "Political subjects in the Republic of Croatia are not aware of the influence of e-marketing on the electoral campaign". In the Republic of Croatia most politicians do not have their own campaign, while most political parties rely on voters according to party affiliation. The aforementioned facts result in small investment of resources and energy into contemporary methods of marketing. As it is stated in the introduction, the research was conducted during the pre-election campaign for members of Croatian Parliament in 2016. Research was done on what was used in the electoral campaign by political parties and coalitions, as well as candidates in the political process.

Research was conducted in electoral units IV and VIII with 46 political parties and 476 candidates. Two units mentioned were chosen due to their differences; the first is primarily rural, while the second one is mostly urban; with the goal of comparison according to the characteristic mentioned. Why are e-marketing tools important in a campaign? According to data from the international web side Internet World Stats that contains data on Internet usage, statistics from social media and Internet data of market research for more than 243 individual countries and world regions, the Republic of Croatia in 2017 has 3,13 million Internet users, which represents 74,43% of population. If social networks are analyzed, the Republic of Croatia has 1,8 million Facebook users, which represents 57,4% of citizens who use the Internet. The reason for highlighting the aforementioned data is marketing potential that can be used by political subjects. The research was conducted during the extraordinary parliamentary elections 2016. Main research goals are:

- to determine to what extent and in which way political parties and candidates in a campaign for pre-term elections for Parliament in 2016 used e-marketing tools and
- to ascertain to what extent and in which way political parties and candidates in a campaign for pre-term elections for Parliament in 2016 used the Internet as a means of interaction with voters and their inclusion in a political process.

On 16th of June 2016 Croatian Parliament stated a motion of no confidence (recall) with 125 votes for the Government of Tihomir Orešković. The aforementioned Government served for 146 days, which is the shortest term in modern political history of Croatia. On 16th of July 2016 the President of the Republic of Croatia Kolinda Grabar Kitarović announced the call for pre-term elections (snap elections). After declaring electoral lists, a research was conducted with the aforementioned goals in which content analysis method explored: core functions of Internet pages (World Wide Web and e-mail) of political parties and candidates, as well as use of web 2.0 service (social networks: Facebook, YouTube, Instagram, Twitter, LinkedIn, Pinterest).

E-marketing tools mentioned were analyzed due to their wide use and popularity. Electoral units differ, according to a number of potential voters, in 54.095 voters (electoral unit IV – 329,852 and electoral unit VIII – 383.947). Electoral unit IV includes Virovitica – Podravina and Osijek – Baranja County, while electoral unit VIII includes Istra county and the west part of Primorje – Gorski Kotar County (cities and municipalities: Baška, Cres, Crikvenica, Dobrinj, Kostrena, Kraljevica, Krk, Lovran, Mali Lošinj, Malinska – Dubašnica, Matulji, Mošćenička Draga, Omišalj, Opatija, Punat, Rab, Rijeka, Vrbnik). According to the response, electoral unit IV had 53,86% potential voters, while electoral unit VIII had 51,65% of potential voters. Research was conducted through two parallel courses: an e-mail questionnaire about political parties/participants in elections and a questionnaire/message on Facebook social network to all candidates in elections. Analysis was conducted on whether political parties and coalitions, and individually parties and candidates from those coalitions that went through elections, have a mobile application, Internet page, Facebook profile, Facebook page, Twitter, Instagram, LinkedIn, Youtube channel, Flickr, Pinterest and Wikipedia page. Research was conducted using analysis of the available content and by sending an e-mail. E-mail was sent from the address zarko.stilin@gmail.com on 27 August 2016 on e-mail addresses of headquarters of all political parties who participated in the elections for Parliament in electoral units IV and VIII.

Content of the e-mail:

Dear Sir or Madam,

I am a student of postgraduate PhD study of Management at the University of Josip Juraj Strossmayer in Osijek, Faculty of Economics Osijek, and as a part of my thesis "Political marketing in digital environment" I am doing a secondary research on effects of Internet and social networks campaign on voters' decision and preferential vote. Secondary research, after which the primary research will be conducted using phone questionnaire, is done in two electoral units, IV and VIII, and I will also conduct a research in a campaign for local elections in 2017 in several local government units. Therefore, I have a couple of questions:

Is your party/coalition conducting an Internet campaign on a party website (e-mail, web, application) and/or social networks (Facebook, Facebook page, Twitter, Instagram, LinkedIn, YouTube channel, Flickr, Pinterest, Wikipedia)? Do you have a budget intended for such activities? Do you carry out your campaign only on a national level or specifically for electoral units? Does your party conduct a personalized campaign for candidates on the Internet on the party website (e-mail, web, application) and/or social networks (Facebook, Facebook page, Twitter, Instagram, LinkedIn, YouTube channel, Flickr, Pinterest, Wikipedia)? Are you planning a budget for the Internet campaign and how much will you allocate?

Does any of your candidates in electoral units IV and VIII who use channels (e-mail, web, application) and/or social networks (Facebook, Facebook page, Twitter, Instagram, LinkedIn, YouTube channel, Flickr, Pinterest, Wikipedia) conduct a personalized campaign online?

I would like to thank you in advance for participating in the research and for your affability.

Žarko Stilin

Only two coalition lists and one party replied to the aforementioned e-mail. The e-mail itself wanted to explore: if political parties communicate via e-mail with public and what is the communication like, if they possess tools of political e-marketing and channels of communication (mobile application, Internet website, Facebook profile, Facebook page, Twitter profile, Instagram profile, Pinterest, LinkedIn profile, Youtube channel, Flickr, Wikipedia). Apart from most political subjects not responding to the e-mail, the answers are incredibly contractive and do not cover all the questions posed in the e-mail. From this research, one can conclude that political parties do not communicate with the interested public and do not read e-mails, which is devastating because they should fight for each potential voter during the electoral campaign. The next area of research is analysis of e-marketing channels used. Out of all analyzed political parties, only one party had made a mobile application that was used to promote candidates for prime minister. The application has a name "Vjerodostojno", which was the topic of the campaign lead by Croatian Democratic Union (HDZ). The application positioned HDZ as an innovator on the political market of Croatia, which supports the hypothesis that use of new e-marketing channels depends on resources of the political subject. HDZ is a political party that is a leader on the Croatian political market of many years standing. Hence the biggest number of members and the biggest number of elections won. It is necessary to emphasize that HDZ is the first political party in Croatia that started its own web page. Primary idea is to use the application to communicate with younger audience and to start the interaction with the mentioned voting body. It is interesting that none of the coalitions had a common web page, while in 2011 the winning coalition (Kukuriku) had their own common web page. The most commonly used e-marketing tool is the Internet web page, owned by 40 out of 46 analyzed political parties. After Internet web page, Facebook social network follows.

Out of 46 political subjects observed, 37 subjects used a Facebook page, while two political parties used a profile. Common feature of all Facebook profiles and pages is active communication that is manifested through posting statuses and answering comments below statuses. It is necessary to emphasize that Facebook profiles and pages were made for the entire Croatia, but not for an individual electoral unit. The number of followers on the page ranges from 50 to 17.268. However, the largest number of political subjects communicates with a small part of potential voters. 29 parties have less than 20.000 followers. From the mentioned fact one can conclude that profiles are not updated actively, but were started in the time of campaign, which results in a small number of followers. Other e-marketing tools in the Republic of Croatia are neither present nor recognized. Certain political subjects made Twitter and Instagram profiles, but they were not actively involved in them nor used them. After Facebook, the most popular social network is Youtube. On the most popular social network for video content exchange, 25 out of 46 researched political parties possessed a profile/channel. The third part of research dealt with immediate contact of all candidates who have a Facebook profile. The goal was to elicit answers about using political e-marketing tools from one side, and determine the use of those tools by sending replies from the other side. The results were discouraging. Out of 476 candidates, only 25 candidates replied. The answers were laconic and extremely illiterate. However, more than 50% of candidates lead individual campaigns for preferential voting. In conclusion, candidates did not take the role and importance of social networks as channels for political communication and promotion seriously. Their communication was based on acquaintances and personal friends from whom they sought the preferential vote.

3. CONCLUSION

Parliamentary democracy supposes a certain competition among individual parties, programs and candidates on a sort of “political market”. There arose the need for marketing activity that aids better “sales” of certain ideas, parties and individuals. Marketing is defined as a process that ensures selling products or services in a way that satisfies consumer’s needs. The terms e-marketing and e-marketing tools are defined as realization of marketing activities with implementation of information and telecommunication (Internet) technology. The main goal of each e-marketing tool is to get to know, attract and keep Internet users for a longer period of time. There is no difference between a political party and a business subject. Political subjects are voter-oriented. According to the definition, political marketing has a goal of contributing the adequacy of one candidate in relation to his potential body of voters. The main participants in political marketing are political subjects: political parties, candidates, media and citizens. In realization of its goals political marketing uses various techniques and resources. Using marketing tools refers to leasing and using advertising space. Contemporary political campaign invests more and more into reaching the voters via digital channels. The biggest e-marketing tools advantages are mobility, speed and data availability. After analysis of theoretical background, a research was conducted. Research goal was to analyze political subjects and reach an answer to the hypothesis: “Political subjects in the Republic of Croatia are not aware of the influence of e-marketing to an electoral campaign”.

The research was conducted in IV and VIII electoral unit on 46 political parties and 476 candidates through three parallel courses: the analysis of web content, an e-mail questionnaire sent to political parties/participants in elections and a questionnaire/message on Facebook social network to all candidates in elections. The conducted research adopted the hypothesis. Political subjects and candidates in the Republic of Croatia do not efficiently use e-marketing tools in their campaign. Of course, political parties and candidates cannot disregard the popularity of e-marketing, hence starting their web pages and social networks profiles. There is an impression that the aforementioned activities were carried out because they are obvious. Market research did not notice a strategic campaign and a marketing process implemented through e-marketing tools. Discouraging is the fact that candidates do not reply to messages during elections and do not lead individual campaigns through which they could accomplish fulfillment of personal goals. The conclusion is how political e-marketing did not reach its potential on the political market of the Republic of Croatia. The hypothesis mentioned is supported by the fact that using e-marketing tools in electoral campaigns is an uncharted territory. Results can be used to promote political marketing and use of e-marketing tools, as well as serve as a framework for further research to marketing experts and political subjects

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KORIŠTENJE ALATA E-MARKETINGA U POLITIČKOJ KAMPANJI

SAŽETAK

Izborne kampanje se javljaju nastajanjem modernih političkih stranaka krajem 18. stoljeća u Sjedinjenim Američkim Državama, odnosno u prvoj polovici 19. stoljeća u Europi. Definišu se kao organizirane aktivnosti čije je obilježje masovna komunikacija. Kampanje se mogu dijeliti na pozitivne, negativne i usporedne. Pozitivne kampanje povjerenje birača nastoje ostvariti promicanjem pozitivnih karakteristika političkog subjekta. Negativne kampanje povjerenje birača nastoje ostvariti napadima na suparničku stranku ili kandidata, dok usporedne kampanje pokušavaju dobiti povjerenje birača uspoređivanjem stranke, kandidata i političke ideologije s konkurentnom strankom. Politički marketing se najviše koristi u vremenu prije i za vrijeme izbora. Cilj svake kampanje je pridobiti potporu političke javnosti, odnosno dobiti planirani broj glasova. Postoje tri cilja svake kampanje: povećanje odaziva na izbore, objavljivanje kvaliteta političkog subjekta i prikupljanje novca, te regrutiranje aktivista kampanje. Politički subjekti svojim programom nastoje utjecati na birače, o kojima ovisi hoće li izborna kampanja biti uspješna ili ne.

Politički marketing u realizaciji svojih ciljeva koristi brojne tehnike i sredstva. Najčešće metode preko kojih se odvija propaganda političkog marketinga su: promotivni materijali, plakati, letci, novine, newsletteri, oglašavanje u tisku, izborni spotovi, materijali za prezentaciju, e-mailovi, banneri, telemarketing... U ovom su radu prikazani rezultati istraživanja čiji je cilj bio utvrditi korištenje alata e-marketinga u izbornoj kampanji od strane političkih stranaka i kandidata na izborima za Hrvatski sabor 2016. godine. Istraživanje je provedeno kroz dva paralelna pravca: anketni upitnik e-mailom političkim strankama/sudionicima izbora i anketnim upitnikom/porukom na društvenoj mreži Facebook svim kandidatima/sudionicima izbora. Glavni istraživački cilj je utvrditi koriste li politički subjekti alate e-marketinga u izbornoj kampanji. Sa znanstvenog stajališta, korištenje e-marketinga u izbornoj kampanji nije istraženo područje. U tom smislu, ovo istraživanje doprinosi boljem razumijevanju primjene e-marketinga u političkom djelovanju. Rezultati mogu biti korišteni u svrhu unaprjeđenja e-marketinga, ali i poslužiti kao okvir za daljnja istraživanja i uspješno političko djelovanje.

KLJUČNE RIJEČI: e-marketing, alati e-marketinga, izborna kampanja, politički kandidat, politička stranka.