

TOM NELSON FOR SENATE

A DIGITAL CASE STUDY

We joined the campaign in January of 2021. Over the course of 18 months, we grew his social channels significantly:

 **300+%**   **600+%** 

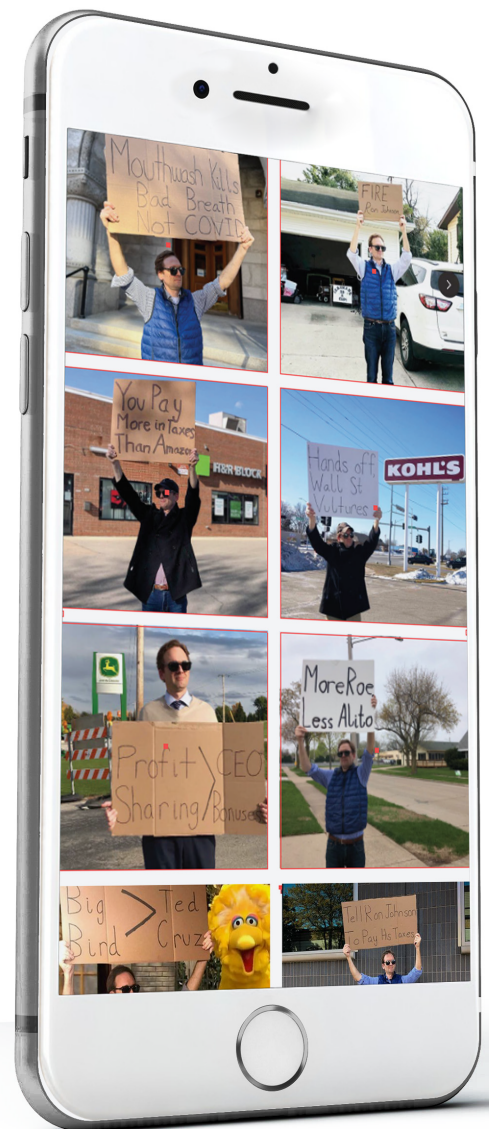


In February, we launched a billboard in Ron Johnson's backyard that garnered statewide and national press, helping solidify us as a top-tier campaign.

We consistently created viral content, finding particular success with the "Tom With Sign" campaign, earning hundreds of thousands of impressions across our social media channels.

While our small grassroots campaign had a small staff and a tiny fraction of the budget, our digital program punched way above its weight. Not only did we consistently outperform all of our better-funded opponents (which included two self-funded multi-millionaires), we were a top performing Senate campaign nationally, as tracked by FWIW.

Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Lifetime Facebook Ad Spend Comparison as of Aug 2022
Average Total	11,739.52	2.233%	2.19	\$2,646,437
1 Dr. Mehmet Oz	80,667	0.068%	3	\$342,531
2 John Fetterman	53,007	1.817%	3.57	\$1,922,988
3 Marco Rubio	24,660	0.074%	3.57	\$1,052,548
4 Herschel Walker	18,425	1.865%	2.43	\$1,151,384
5 Reverend Raphael Warnock	16,929	0.557%	2.86	\$8,061,338
6 Captain Mark Kelly	16,096	1.249%	1.29	\$10,124,922
7 Tom Nelson	12,009	4.185%	4.29	\$32,177
8 Ron Johnson	8,403	1.337%	0.86	\$367,359
9 Michael Bennet	8,185	1.973%	0.57	\$1,566,893
10 Tim Ryan	8,076	0.826%	2.43	\$1,842,236



"[Josh took] complex messaging challenges and address[ed] them with smart, innovative and highly effective solutions. Our campaign would not have gotten as far as it did without Josh and his brilliant ideas." - Tom Nelson

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COMMUNICATIONS

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