

The Role of Social Media in Political Marketing: 2014 Local Elections of Turkey

Elif Yolbulan Okan*

Assistant Professor, Institute of Social Sciences, Yeditepe University, İnönü Mah. Kayışdağı Cad. 26 Ağustos Yerleşimi 34755 Ataşehir - Istanbul, Turkey
eokan@yeditepe.edu.tr

Ayper Topcu

Phd, Institute of Social Sciences, Yeditepe University, İnönü Mah. Kayışdağı Cad. 26 Ağustos Yerleşimi 34755 Ataşehir - Istanbul, Turkey
ayper@yahoo.com

Serhat Akyüz

MBA, Institute of Social Sciences, Yeditepe University, İnönü Mah. Kayışdağı Cad. 26 Ağustos Yerleşimi 34755 Ataşehir - Istanbul, Turkey
sakyuz@gmail.com

Abstract

The field “political marketing”, although relatively new, has grown quickly over the last decade. Nowadays, it attracts scholars from a number of disciplines outside the mainstream marketing field. Political parties started to use the marketing instruments as part of their electoral campaign activities. The term “Political marketing” includes these activities made by political parties to affect voters and is focused on influencing the individuals regarding political candidates to reach the maximum number of vote. One of the marketing instruments that political parties use to reach the voters is the magic of social media. Since the rise of the internet in the early 1990s, the world’s networked population has grown from the low millions to the low billions. Over the same period, social media have become a fact of life for civil society worldwide. As the communications landscape gets more complex, and more participatory, the networked population is getting much more importance and gaining greater power since social media gives people, the opportunity to access information much more easily, and it also gives more opportunities to engage in public speech. As a result, it enhances the ability of people to undertake collective action. This paper examines the effects of political marketing and especially using social media on voters of the 30 March 2014 local elections in Turkey. Firstly, it reviews the theory of marketing in broad terms and political marketing as part of it. And then, the new and popular social media channels were identified. Political marketing activities done via these social media channels during 30 March campaign period were investigated and the effects of political marketing and especially social media usage of parties on the results of elections have been examined in this respect.

Keywords: Political marketing, social media, Turkey’s local elections in 2014

1. Introduction

The field “political marketing”, although relatively new, has grown quickly over the last decade. Nowadays, it attracts scholars from a number of disciplines outside the mainstream marketing field. Political parties started to use the marketing instruments as part of their electoral campaign activities. (Kotler and Kotler, 1999; Scammell, 1999)

The term “Political marketing” includes these activities made by political parties to affect voters and is focused on influencing the individuals regarding political candidates to reach the maximum number of vote. In today’s world the ideologies lose their importance especially because of the globalisation and it causes to differentiate from other political parties to improve different strategies in their election campaigns.

Marketing has earned a special status among academic circles over the past few decades. We have seen that marketing science has entered to politics affairs as well. In the latter part of the twentieth century, commercial marketing concepts and theoretical frameworks have been applied to politics with growing sophistication. (Henneberg, 2004) There is a common consensus that political marketing has notable importance in politics/is extremely important for politics: elections, referenda, governing, lobbying, public services management, etc., they all represent the marketing triumph of an approach that first originated in business and then transformed the nature of modern politics (Newman, 1999).

Democratic regimes have improving and expanding structure in regards to both political parties and elections systems. Fast improving and becoming more popular of mass media especially after second half of 20th century had an impact on political campaigns. Seeking for applicability of marketing methods in political field occurred “political marketing”. This concept has been started to be used once in 1950s and 1960s in US. As to Turkey, it

is witnessed that political campaigns had changed forms since 1977. Becoming more effective of propaganda after using of advertising agencies and increasing numbers of voters created need to use mass media commonly. One of the marketing instruments that political parties use to reach the voters is the magic of social media. Since the rise of the internet in the early 1990s, the world's networked population has grown from the low millions to the low billions. Over the same period, social media have become a fact of life for civil society worldwide. As the communications landscape gets more complex, and more participatory, the networked population is getting much more importance and gaining greater power since social media gives people, the opportunity to access information much more easily, and it also gives more opportunities to engage in public speech. As a result, it enhances the ability of people to undertake collective action.

This paper examines the effects of political marketing and especially using social media on voters of the 30 March 2014 local elections in Turkey. Firstly, it reviews the theory of marketing in broad terms and political marketing as part of it. And then, the new and popular social media channels were identified. Political marketing activities done via these social media channels during 30 March campaign period were investigated and the effects of political marketing and especially social media usage of parties on the results of elections have been examined in this respect.

2. Concept of Marketing Revisited

The American Marketing Association defines marketing as "the performance of business activities that direct the flow of goods and services from producer to consumer or user. This position has come under attack from various quarters as being too restrictive and has prompted one textbook on marketing to note: "Marketing is not easy to define. No one has yet been able to formulate a clear, concise definition that finds universal acceptance". (Rewoldt, Scott, and Warshaw, 1973; Hunt 1976)

The marketing staff of the Ohio State University in 1965 suggested that marketing be considered "the process in a society by which the demand structure for economic goods and services is anticipated or enlarged and satisfied through the conception, promotion, exchange, and physical distribution of goods and services." (Marketing Staff of the Ohio State University, 1965; Hunt, 1976)

Kotler and Levy in 1969 suggested that the concept of marketing be broadened to include non-business organizations. They observed that churches, police departments, and public schools have products and customers, and that they use the normal tools of the marketing mix. Therefore, Kotler and Levy conclude that these organizations perform marketing, or at least marketing-like, activities (Kotler and Levy, 1969; Hunt, 1976) and Lazer called for a definition of marketing that recognized the discipline's expanding societal dimensions. (Lazer, 1969; Hunt 1976)

Luck took sharp issue with Kotler and Levy by insisting that marketing be limited to those business processes and activities that ultimately result in a market transaction. (Luck, 1969; Hunt, 1976)

Kotler and Levy then accused Luck of a new form of myopia and suggested that, "The crux of marketing lies in a general idea of exchange rather than the narrower thesis of market transactions." (Kotler and Levy, 1969)

Other marketing commentators began to espouse the dual theses that:

- (1) Marketing be broadened to include non-business organizations, and
- (2) Marketing's societal dimensions deserve scrutiny. (Hunt, 1976)

Thus, Ferber prophesied that marketing would diversify into the social and public policy fields. (Ferber, 1970) And Lavidge sounded a similar call to arms by admonishing marketers to cease evaluating new products solely on the basis of whether they can be sold. (Lavidge, 1970; Hunt, 1976)

Kotler and Zaltman coined the term social marketing, which they defined as "the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research." (Kotler and Zaltman, 1971; Hunt, 1976) Further, Dawson chastised marketers for ignoring many fundamental issues pertaining to the social relevance of marketing activities: (Dawson, 1971; Hunt, 1976)

Kotler has since reevaluated his earlier positions concerning broadening the concept of marketing and has articulated a "generic" concept of marketing. He proposes that the essence of marketing is the transaction, defined as the exchange of values between two parties. (Kotler, 1972; Hunt, 1976)

2.1 The Scope of Marketing

The most widely used conceptual model of the scope of marketing is the familiar "4 Ps" model popularized by McCarthy in the early '60s. The model is usually represented by three concentric circles.

- The inner circle contains the consumer, since this is the focal point of marketing effort.
- The second circle contains the marketing mix ("controllable factors") of price, place, promotion, and product.
- Finally, the third circle contains the uncontrollable factors of political and legal environment, economic environment, cultural and social environment, resources and objectives of the firm, and the existing business situation. (McCarthy, 1960; Hunt, 1976)

Kotler made some observations concerning the desirability of classifying marketing phenomena using the concepts of micro, macro, normative, and positive. (Kotler, 1972)

2.2 Analysing Approaches to Marketing

The institutional, commodity, and functional approaches analysed existing (positive) business activities (profit sector) from a marketing systems (macro) perspective. (Hunt, 1972)

The managerial approach adopts the perspective of the marketing manager, usually the marketing manager in a large manufacturing corporation. Therefore, the emphasis is micro and in the profit sector. The basic question underlying the managerial approach is: "What is the optimal marketing mix?" Consequently, the approach is unquestionably normative. (Hunt, 1972)

In general systems approach the goals, organization, inputs, and outputs of marketing are examined to determine how efficient and how effective marketing is. Constraints, including competition and government, are also studied because they affect both the level of efficiency and the kinds of effects obtained. (Hunt, 1972)

During the late 1960s, the environmental approach to marketing was promulgated by writers such as Holloway, Hancock, Scott, and Marks. This approach emphasized an essentially descriptive analysis of the environmental constraints on marketing activities. These environments included consumer behaviour, culture, competition, the legal framework, technology, and the institutional framework. Consequently, this approach may be classified as profit/macro/positive. (Holloway and Hancock, 1964; Scott and Norton, 1968; Hunt, 1976)

3. Political Marketing

The democracy is the most common political system all around the world. Free competitive elections are the opportunities that citizens can choose their rulers and it is the best tool to reflect the needs and preferences of people. Political marketing provides the candidates to overcome these problems effectively. Additionally, it increases the power of political groups in political disputes and their promoting activities that has already done only by using traditional ideas and tactics of political science through using a consistent framework of marketing and modifying basic concepts of commercial marketing so that be applicable to parties or political individuals.

During the past years many definitions have been proposed. Shama (Shama, 1976) defined political marketing firstly as "the process by which political candidates and their ideas are directed at voters in order to satisfy their potential needs and thus gain their support for the candidate and ideas in question". At the beginning of January 1969, Kotler & Levy argued that elections should be one of the new arenas of marketing interest as "Political contests remind us that candidates are marketed as well as soap." (Kotler and Levy, 1969)

Lock and Harris defined that "political marketing is concerned with communicating with party members, media and prospective sources of funding as well as the electorate". (Lock and Harris, 1996) Wring defines political marketing as "the party or candidate's use of opinion research and environmental analysis to produce and promote a competitive offering which will help realise organisational aims and satisfy groups of electors in exchange for their votes". (Wring, 1997) Henneberg proposed that "Political marketing seeks to establish, maintain and enhance long-term political relationships at a profit for society, so that the objectives of the individual political actors and organisations involved are met. This is done by mutual exchange and fulfilment of promises" (Henneberg, 2002). The American Marketing Association (AMA) defines political marketing as "Marketing designed to influence target audiences to vote for a particular person, party, or proposition" and Winther-Nielsen considers political marketing to be "concerned with reciprocated exchanges of value between political entities and their environments. (Winther-Nielsen, 2011)

3.1 Globalization of Political Marketing

The aspect of 'broadening' the core explananda of marketing (Kotler and Levy, 1969; Luck, 1969; Kotler, 1972; Enis, 1973; Hunt, 1976; Arndt, 1978; Arndt, 1982; Hunt and Burnett, 1982; Hunt, 1983; Levy, 2002) has enhanced the scope for cross-fertilisation between disciplines. In the area of social and non-profit marketing (Andreason, 1994; Kotler and Andreason, 1995) the application of marketing theory to the political sphere constitutes a relatively new phenomenon (O'Shaughnessy, 1990; Kotler and Kotler, 1999).

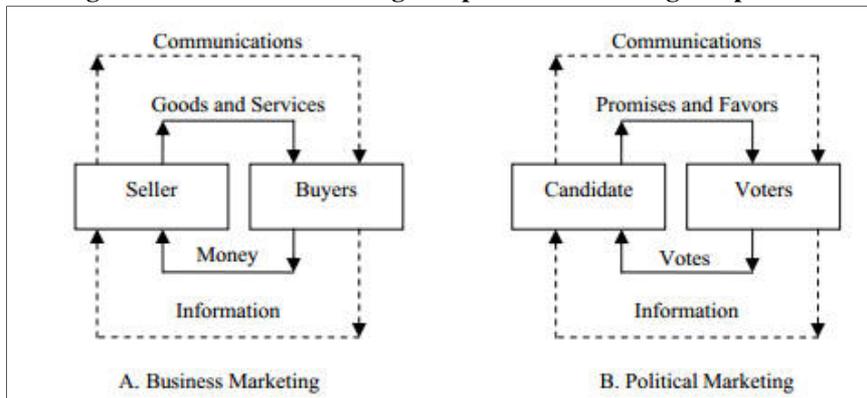
There exists a considerable stock of knowledge concerning political marketing, especially in the areas of campaign management, political marketing strategies and comparative political marketing (Newman, 1994; Kavanagh, 1995; Scammell, 1995; Holbrook, 1996; Butler and Collins, 1999; Baines and Egan, 2001; Johnson, 2001; Lees-Marshment, 2001) but crucial elements are still not defined very well in marketing terms, e.g. the 'political market', or the 'political product', and the underlying exchange process (Scammell, 1999; Newman, 2002; O'Shaughnessy and Henneberg, 2002). This is sometimes explained by the notion that "traditional marketing frameworks do not fit neatly into a political marketing configuration" (Dean and Croft, 2001, p. 1197).

To clearly state what we mean above, there are four broad groups called the four Ps of marketing: product, price, place, and promotion in conventional business marketing and the mix of these groups should maximize the profit. Each of the four marketing tools should be align with their four Cs: communication, convenience customer solution and cost to deliver a customer benefit from the perspective of the consumer's view.

The four Ps and Cs exist in political marketing as well. While the product includes favours or promises which is conveyed by parties or candidates, electoral support is the price of four Ps and the voter is the customer. The promotion plan also includes billboards, advertising, door to door canvassing, TV debates and flyers.

According to Kotler (Kotler, Marketing for Nonprofit Organizations, 1982), conventional campaigning is merely the art of attracting voters by intuition, whereas political marketing is science in action. A new industry focusing on political marketing has emerged over the last 30 years. For instance, the American Association of Political Consultants claimed at that time to have had over 800 active members who handled campaign businesses worth more than US\$1 billion a year. (Scammell, 1998)

Figure 1 - Business marketing and political marketing compared



Source: (Kotler, *Overview of Political Candidate Marketing - Advances in Consumer Research*)

Figure 1 presents the comparison between business and political marketing and the structural processes of them are basically the same. The business marketing map shows that dispatching goods, services, and communications to the market are output of the Seller and in return it receives dollars and information. The Political marketing map also shows that promises and favours are the output of the Candidates and uses general communications to convey these and gathers voter information.

3.2 Structural and Process Characteristics of Political Marketing

The structural characteristics of political marketing consist of the political product, organization and the market (Butler, P. & Collins, N., 1994). The political product has three parts: the person/party/ideology (multi-component); the significant degree of loyalty involved and mutability. In shifting policy strong loyalty allows any party or candidate a certain degrees of flexibility. Mutability is about the alterable purchase whenever candidate or party that enters into coalitions with others after the election.

The political organizations are able to tend to maintain the amateurism that a negative view of marketing they have ; because they are mostly dependent on volunteers and control over operations which is exceptionally difficult. The political markets include resources and the willingness to commit them and also the electorate creates a political market. The process characteristics of political marketing are concerned with procedures that govern marketing activities. The main issues are style in electioneering, the different advertising and communications standards, the political polling, the news and media attention paid to the process and voters vote for a candidate other than their favourite to defeat their least-favoured candidate (Figure 2).

Figure 2 - Structural and Process Characteristics of Political Marketing

Structural Characteristics	Process Characteristics
<p>The Product</p> <ul style="list-style-type: none"> • Person / party / ideology • Loyalty • Mutability <p>The Organization</p> <ul style="list-style-type: none"> • Amateurism • Negative perception of marketing • Dependence on volunteers <p>The Market</p> <ul style="list-style-type: none"> • Ideologically charged • Social affirmation • The counter-consumer 	<ul style="list-style-type: none"> • Style versus substance • Advertising & communications standards • News & media attention • Political polls • Tactical voting

Source: (Butler, P. & Collins, N., 1994)

3.3 Political Marketing System

Political parties and their candidates are leading our social lives to carry out marketing activities through communicating with the programmes and campaigns. In political marketing, politicians communicate with voters through ideas to get their vote and to achieve this they are going to need information regarding voter's needs and wants through the process of marketing intelligence.

Marketing consists of actions undertaken to elicit desired responses including behavioural responses such as vote or support from a target audience. In effecting successful exchanges, marketers analyse what each party expects from the transaction (Kotler, 2003).

Political campaign techniques have almost always followed the lead of commercial marketing (Grigsby, 1996). Politicians and activists are able to quickly adapt techniques effectively in the marketplace. Political campaigns have derived from a party to a marketing concept. Voter mobilization was the most critical factor for successful campaigns. Modern political campaigns use the marketing concepts by commercial marketers. The most important of the marketing concept is voters' wants and needs.

4. The Role of Social Media in Political Marketing

Social Media Marketing applies various social media platforms to perform marketing communication and includes activities sharing of content (text, videos and images) for marketing purposes. The use of social media has grown very fast over the last several years. If the social media strategy implements correctly, marketing with social media can bring remarkable success to the business. Facebook now has 1.3 billion users (Statisticbrain.com) worldwide. Twitter has 241 million monthly active users (Twitter.com) and Instagram 200 million monthly actives (Instagram.com)

Businesses make social media the one of the most instruments of their marketing activities. Reach target audiences across multiple platforms allows to engage target audiences within two-way communication. The social media also help increase traffic to the website. As of this reason, more users are able to reach websites through links that shared in social media web sites.

4.1 Social Media Use in Political Marketing

Social media have become coordinating tools for nearly all of the world's political movements, just as most of the world's authoritarian governments are trying to limit access to it. The use of social media in political marketing has evolved seriously in the last 10 years. Facebook, YouTube and Twitter as a platform campaigns and candidates reach out to voters the power of social media have understood much more clearly now.

Social media campaigns should be used in an efficient way through reaching volunteers and increasing their shares on the platforms for the multiplier effect. The campaigns that created by political candidates and parties are easily accessible to the target audience through social media platforms, thus, marketing activities can be managed with voters reviews in a more interactive way. The volunteers can easily communicate with other voters in the same region through the location based usage of social media and the campaigns can be carried out in an interactive manner.

Social media has opened the doors to a new type of political dialogue. Political party, candidate's main marketing strategy is reduced from society to peer to peer level and provides the distribution into the trust based on social platforms. It also enables travelling whole information through internet and allows voters to participate as an opinion leader to the political marketing activities.

4.2 Popular Social Media Platforms

Facebook - Online networking service to find similar activity with the friends or meet new people that have in common shares. All posts are being shared in the News Feeds Section and aims that create a multiplying effect.

Twitter - Micro-blogging or mini blogging service with limited text-based messages of 140 characters or less. Users subscribe to the other accounts as Followers and tweets appear in Followers' news feeds.

LinkedIn - One of the biggest online professional networks in the world. Set up a professional profile, also for the business or organization to add "Connections" or "Contacts" for networking. It is also useful for job search and recruitment.

Google+ - Social network platform owned by Google, it has similar features with Facebook. Connections are called "Circles" and users can access the "Stream" on their platform pages easily to interact with others.

Pinterest - Virtual online bulletin that allows users to store and find any images or videos that needed. All content shared on Pinterest is driven entirely by visuals. It may be considered as personalized media area.

YouTube - Video-sharing website where users can upload, view, share videos up to 15 minutes in length. It also provides a forum to connect, inform, and inspire and reach other users in the social platform.

Instagram - Free photo sharing and editing application. It provides taking pictures or videos with the mobile phone then chooses one of the filter to transform into professional-looking snapshots in fast and efficient way.

4.3 Obama's Political Marketing Strategy

Obama best understood the potential of new media and the advantages of the opportunities offered passed into history as the politician although he was not the leader to implement social media tactics to the market. Obama's campaign was not positioned as a simple fan page or twitter account. The strategy was based on the energy of

being part of a whole, participation and come together around a goal.

Figure 3 - Obama's Social Media Success by the Numbers - Source: (The Social Pulpit, 2009, p. 4)

E-mail	13 million people on the e-mail list Who received 7,000 variations of more than 1 billion e-mails ⁴
Donors	3 million online donors Who contributed 65.5 millions times ⁵
Social Networks	5 million "friends" on more than 15 social networking sites 3 million friends on Facebook alone ⁶
Web site	8.5 million monthly visitors to MyBarackObama.com (at peak) ⁷ 2 million profiles with 400,000 log posts 35,000 volunteer groups that held 200,000 offline events 70,000 fundraising hubs that raised \$30 million ⁸
Video	Nearly 2,000 official YouTube videos Watched more than 80 million times, with 135,000 subscribers 442,000 user-generated videos on YouTube ⁹
Mobile	3 million people signed up for the text messaging program Each received 5 to 20 messages per month ¹⁰
Phone calls	3 million personal phone calls placed in the last four days of the campaign ¹¹

The secret of the success of the Obama's campaign was effective use of social media and getting the support of volunteers who want to make a difference and the technology became an indispensable part of the strategy to collect donations. Obama won with the support given to messages to which election volunteer's email and online content sent every day through social media.

Obama's campaign was managed more efficiently than other competitors to plan, communicate and also creation of the movement and the group supporting for the grassroots master plan in the natural way by helping voters. As a result of this activities the Democrats and Obama had been performed the most successful internet based political marketing in the history in which information technologies and social media were the main driver to mobilize the masses.

Obama made young people more active than ever before. Obama constructed not an ordinary political base, but more of a database millions of supporters can be connected and engaged by simply a few clicks on the keyboard. Obama has a different political strategy than ordinary. It was a good example of effective use of young people than ever before. The team had very powerful database that included the information millions of volunteers to be able to get viral effect of the social media very easily and quickly.

The success of the Obama team has showed how to spread the message effectively and efficiently through social media platforms and it was a really good guide for every political campaigns. All speeches and online events were broadcasted to reach voters by social media. Blogs were the channels to distribution of the campaign to the masses. The other web sites that refer the link in their pages to the campaign sites resulted multiply effect to reach more voters. The linked tweets were posted through Twitter to spread the Obama message with in real time. YouTube was used to edit and post within hours of speech or event.

The team has designed web site pages with the specific URLs to increase the traffic that comes from search engine which is the one of the most important, valuable and high return activities. Purchased keywords for search advertisement has also positive impact to be driven users in natural way. The mobile channels the most cost effective way to convey the message with mobile offers and SMS to reach voters directly anytime and anywhere. All campaigns had been designed individually tailored and improvements were made real-time according to the feedbacks to enhance the whole campaign strategy.

Obama changed the rule of the games completely in the past and future. The results of the Obama's campaign showed the power of social media that individuals could make a huge difference if given right tools and managed in right way.

4.4 Social Media Usage in Turkey

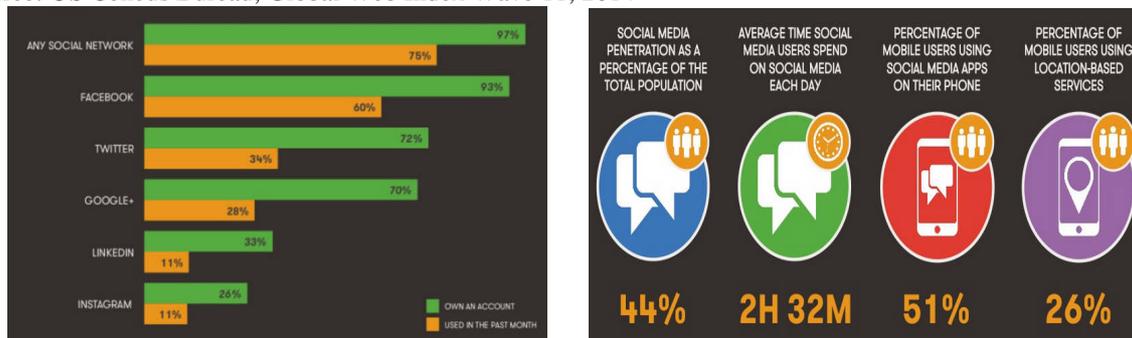
Social media has rapidly grown in popularity over the last decade and it is a serious alternative to the printed media. Social network site usage takes a significant progress globally and in Turkey through rising the percentage of people connecting to Internet via PCs and especially mobile devices.

Turkey ranks the second in the number of Facebook users with almost 33 million monthly active users (Facebook Statistics by Country, 2013). Turkey's LinkedIn ranking is 17th with nearly 3.2 million users which correspond to almost 4.21% of the population (LinkedIn Statistics, 2014) (Figure 4)

Figure 4 - Social Media Use in Turkey, January 2014

Figure 5 - Social Indicators, January 2014

Source: US Census Bureau, Global Web Index Wave 11, 2014



According to US Census Bureau, social media penetration as percentage of the total population is 44%, 2.5 hours is the average time social media users who spend on social media each day and mobile users using social media apps on their phone is more than 50%. (Figure 5)

5. Usage of Political Marketing and the Elections in Turkey

5.1 The Election System in Turkey

The Grand National Assembly of Turkey (Türkiye Büyük Millet Meclisi) has 550 members, elected for a four-year term (five years before the 2007 referendum) by a system based on closed list proportional representation according to the D'Hondt method. To participate in the distribution of seats, a party must obtain at least 10% of the votes cast at the national level as well as a percentage of votes in the contested district according to a complex formula. The president was elected for a seven-year term by the parliament prior to the 2007 constitutional changes, and will be elected for at most two five-year terms by the people in the future. Turkey has a multi-party system, with two or three strong parties and often a fourth party that is electorally successful. Since 1950, parliamentary politics has been dominated by conservative parties. Even the ruling Justice and Development Party (AKP) tend to identify itself with the "tradition" of Democrat Party (DP). The leftist parties, most notable of which is the Republican People's Party (CHP) draw much of their support from big cities, coastal regions, professional middle-class, civil service, military officers, and the religious minority of Alevi's. The last general election was the one that took place on June 12, 2011 and the latest local elections took place on March 30, 2014. (www.wikipedia.org, Elections in Turkey)

According to the results of the latest local elections in Turkey, distribution of the votes among political parties is as follows: AKP: 43.31%, CHP: 25.59%, MHP: 17.63%, ...others

5.2 Political Marketing Activities and Social Media Effects in Turkey

Parties and the candidates are taking the advantage of marketing science to design, implement activities and gain competitive advantages especially in recent years.

In Turkey, the internet technology has started to be seen in the political marketing campaigns particularly after the November 3, 2002 elections. Use of internet technology was very limited during this election. The majority of the parties created their web sites but only Motherland Party concentrated on their party web site to reach young voters during that elections. (Aktaş, 2004)

In 2007 elections, an internet based marketing tools began to be used more than before. YouTube have been used extensively for political purposes at 2007 elections. The election propagandas have been moved to video sharing site YouTube because it was prohibited to perform any election propaganda on TV. About 10 thousand videos have been added to YouTube and watched millions of times by voters. Conversations of party leaders, specially designed video clips, election campaign songs, promises and the images that criticize leaders and the competitors are placed more in these videos. As can be seen, the use of social media in Turkey is fairly new and is not as active as it is in the United States of America yet. (Türkkan, 2007)

Together with 2011 elections, the use of social media in the political arena began to increase significantly. Statements of the party leaders debated by social media users at online environment and people started to share their ideas and opinions to interact with other users in the ecosystem. It was possible to see which party was mentioned most in social media. The results showed that AKP was 20.9%, CHP came after them with 20, 3% then the third was MHP with 13,4% and others were 7.5% BDP, 7.2% HEPAR, 5.2% BBP. (Siyasi Partiler ve Sosyal Medya Genel Bakış, 2011)

First two parties used internet technology very heavily. Today, FriendFeed had lost its validity.

At the local elections of March 30 this year, all the political parties in Turkey were undergone through an examination for their usage of social media platforms. Facebook, Twitter and YouTube were emerged as the most preferred platforms for the political parties to reach their voters. LinkedIn and Pinterest services were not

used by any political party. Instagram was only used by Kemal Kılıçdaroğlu who is the president of CHP. Unlike the other methods of communication, political parties could not have used these platforms effectively since serious effort needs to be spent and the questions of the voters needs to be answered solemnly. Use social media by the political parties for only the advertisement purposes, was resulted in unreached targets. CHP and MHP for example resulted in second and third parties although they use twitter more. Their efforts were mainly for advertisement purposes and lack the interaction with the voters. (Figure 6)

Figure 6 – March 30, 2014 Social Media Statistics of Top Four Political Parties in Turkey (alphabetical order)

	Ak Parti	BDP/HDP	CHP	MHP
Facebook	akparti 1,2 million	bdpgenelmerkezi 310 thousand	herkesicinhp 811 thousand	milliyetcihareketpartisi 1,4 million
Twitter	akparti 64.500 followers 3.647 tweets 0 following	bdpgenelmerkez 59.000 followers 27.400 tweets 117 following	herkesicinhp 178.000 followers 16.600 tweets 230 following	mhp_bilgi 127.000 followers 10.300 tweets 44 following
Youtube	akpartigenelmerkez 1,752 subscribers	bdpgenelmerkez 5,979 subscribers	chpyayinI 7,559 subscribers	milliyetcihareketmhp 3,348 subscribers
Instagram	X	X	kilicdaroglu 168 posts 5,904 followers	X
Google Plus	akparti 146,959 followers 10,122,791 views	bdp 285 followers 23,285 views	chpgenelmerkezi 114,046 followers 1,377,438 views	X
Linked-in	X	X	X	X
Pinterest	X	X	X	X

Google has created a special page for the 2014 local elections. It could be reached at yerelsecimler.withgoogle.com and within this service, it was possible to contact with a candidate at the elections. Provincial election news, trends, rising calls were able to be monitored and followed. Hangout section brought candidates and voters through a platform to mutually communicate. Provinces were ranked based on election news. Trends tab showed the three Mayor candidates (Istanbul, Ankara, Izmir) at Google Insights. (Yerel Seçimler, 2014)

Candidates and voters could communicate real time on-line through Google Hangout service in Election Talks section. Publications within the program can be monitored on the calendar as a reminder. On broadcast day, the channel could be watched live from Google+ event page or YouTube (Yerel Seçimler, 2014)

When looking at the results of Election Talks of the participants after 30 March election, seven of twenty-two candidates won the election while most of them were from MHP and BDP with six candidates. (Figure 7)

Figure 7- The candidates joined Google Hangout and the Election Results

Province	Winner Party	Province	Winner Party
Adana	MHP	Eskişehir	CHP
Ağrı	BDP	Hatay	AKP
Ankara	MHP	İstanbul	BDP
	BDP		MHP
	CHP	İzmir	AKP
	AKP		MHP
CHP	BDP		
Antalya	CHP		CHP
	AKP	Kars	BDP
Bursa	MHP	Mersin	MHP
	CHP		
Diyarbakır	AKP		
	BDP		

Social media also provided a valuable service to continue an uninterrupted communication with the voters not affected by High Election Board election bans until the election starts when compared with other alternatives. At, March 30 and at the subsequent day, twitter conversations about the elections are 64% (10.6 millions) of all tweets (16.6 million) during the period. (Twitter'da Seçim Hakkında 10.6 Milyon Mesaj Attık, 2014) According to the Medianova data, when the election results started to be seen on TV's, at the next hours, the network traffic reached 72 Gbps which means the largest data transfer of Turkey and approximately 2 times of the normal size.

6. Conclusion and Discussion for Further Researches

A functional structure made up of holons is called holarchy. The holons, in coordination with the local environment, function as autonomous wholes in supra-ordination to their parts, while as dependent parts in subordination to their higher level controllers. When setting up the WOZIP, holonic attributes such as autonomy and cooperation must have been integrated into its relevant components. The computational scheme for WOZIP is novel as it makes use of several manufacturing parameters: utilisation, disturbance, and idleness. These variables were at first separately forecasted by means of exponential smoothing, and then conjointly formulated with two constant parameters, namely the number of machines and their maximum utilisation. As validated through mock-up data analysis, the practicability of WOZIP is encouraging and promising. Suggested future works include developing a software package to facilitate the WOZIP data input and conversion processes, exploring the use of WOZIP in the other forms of labour-intensive manufacturing (e.g. flow-line production and work-cell assembly), and attaching a costing framework to determine the specific cost of each resource or to help minimise the aggregate cost of production.

References

- Aktaş, H. (2004). *Bir Siyasal İletişim Aracı Olarak İnternet*. Konya: Tablet Kitabevi.
- Andreason, A. R. (1994). Social Marketing: Its Definition and Domain. *Journal of Politic Policy & Marketing*, **13**(1), 108-114
- Arndt, J. (1978). How Broad Should the Marketing Concept be?. *Journal of Marketing*, **42**, 101-103
- Arndt, J. (1982). The Conceptual Domain of Marketing: Evaluation of Shelby Hunt's Three Dichotomies Model. *European Journal of Marketing*, **16**(1), 27-35
- Baines, P. R. and Egan, J. (2001). Marketing and Political Campaigning: Mutually Exclusive or Exclusively Mutual?. *Qualitative Market Research: An International Journal*, **4**(1), 25-33
- Butler, P. and Collins, N. (1994). Political marketing: Structure and process. *European Journal of Marketing*.
- Butler, P. and Collins, N. (1999). A Conceptual Framework for Political Marketing. B. I. Newman (Ed.), *Handbook of Political Marketing*, Sage, Thousand Oaks, 55-72
- Dawson, L. (1972) Marketing Science in the Age of Aquarius. *Journal of Marketing*, **(36)**, 71
- Dean, D. and Croft, R. (2001). Friends and Relations: Long-term Approaches to Political Campaigning. *European Journal of Marketing*, **35**(11/12), 1197-1216
- McCarthy, E. J. (1960). *Basic Marketing*. Homewood, III.: Richard D. Irwing.
- Enis, B. M. (1973). Deepening the Concept of Marketing. *Journal of Marketing*, **(37)**, 57-62
- Facebook Statistics by Country. (2013). [Online] Available: <http://techcrunch.com/2013/12/29/facebook-international-user-growth/>
- Grigsby, J. (1996). Vote-by-mail: A catalyst for change in political marketing.
- Henneberg, S. C. (2002). *The Idea of Political Marketing*. London: Praeger.
- Henneberg, S.C. (2004). The views of an advocatus dei: Political marketing and its critics. *Journal of Public Affairs*, **4**(3), 225-243.
- Holbrook, T. M. (1996) *Do Campaigns Matter?*. Sage, Thousand Oaks.
- Holloway, R. J. and Hancock, R. S. (1968). *Marketing in a Changing Environment*. New York; John Wiley & Sons.
- Holloway, R. J. and Hancock, R. S. (1964). *The Environment of Marketing Behavior*. New York; John Wiley & Sons.
- Hunt, S. C. and Burnett, J. J. (1982). The Macromarketing/Micromarketing Dichotomy: A Taxonomical Model. *Journal of Marketing*, **(46)**4, 11-26
- Hunt, S. D. (1976). The Nature and Scope of Marketing. *Journal of Marketing*, **(40)**7, 17-28
- Hunt, S. D. (1983). General Theories and the Fundamental Explananda of Marketing. *Journal of Marketing*, **(47)**, Fall, 9-17
- Instagram.com. (2014). [Online] Available: <http://instagram.com/press/>
- Johnson, D. W. (2001). *No Place for Amateurs*. Routledge, New York.
- Kavanagh, D. (1995). *Election Campaigning: The New Marketing of Politics*. Blackwell, Oxford.
- Kotler P. (1972). Defining the Limits of Marketing. *Marketing Education and the Real World*. Boris W. Becker

- and Helmut Becker, eds., Chicago American Marketing Assn.
- Kotler, P. (1972). A Generic Concept of Marketing. *Journal of Marketing*, (36)4, 46-54
- Kotler, P. (1975). Overview of Political Candidate Marketing. *Advances in Consumer Research*, (2).
- Kotler, P. (1982). *Marketing for Nonprofit Organizations*. Prentice-Hall, Englewood Cliffs, NJ.
- Kotler, P. (2003). *A framework for marketing management*. (second edition). New Jersey: Prentice Hall.
- Kotler, P. and Andreason, A. (1995). *Strategic Marketing for Non-Profit Organizations*. Prentice Hall, Upper Saddle River.
- Kotler, P. and Kotler, N. (1999). Political Marketing. B. I. Newman (ed.), *Handbook of Political Marketing*, Sage, Thousand Oaks, pp. 3-28
- Kotler, P. and Levy, S. J. (1969). A New Form of Marketing Myopia. *Journal of Marketing*, (33), 57
- Kotler, P. and Levy, S. J. (1969). Broadening the Concept of Marketing. *Journal of Marketing*, (33), 10-15
- Kotler, P. and Zaltman, G. (1971). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing*, (35)5.
- Lazer, W. (1969). Marketings Changing Social Relationships. *Journal of Marketing*, (33)1, 9
- Lees-Marshment, J. (2001). *Political Marketing and British Political Parties*. Manchester University Press, Manchester.
- Levy, S. J. (2002). Revisiting the Marketing Domain. *European Journal of Marketing*, (36)3, 299-304
- LinkedIn Statistics. (2014). [Online] Available: socialbakers.com: <http://www.socialbakers.com/linkedin-statistics/>
- Lock A. and Harris P. (1996). Political marketing – vive la difference. *European Journal of Marketing*, (30)10/11, 21-31.
- Luck, D. J. (1969). Broading the Concept of Marketing – Too Far. *Journal of Marketing*, (33)7, 53-55
- Lutz, M. (2009). The Social Pulpit. Edelman Research.
- Marketing Staff of the Ohio State University. (1965). Statement of Marketing Philosophy. *Journal of Marketing*, (29)1, 43-44
- Newman, B. I. (1994). *The Marketing of the President*. Sage, Thousand Oaks.
- Newman, B. I. (1999). *Handbook of Political Marketing*. Sage, Thousand Oaks.
- Newman, B. I. (2002). Editorial: The Role of Marketing in Politics. *Journal of Political Marketing*, (1)1, 1-5
- O’Shaughnessy, N. J. (1990). *The Phenomenon of Political Marketing*. Macmillan, Basingstoke.
- O’Shaughnessy, N. J. and Henneberg, S. C. (2002). Introduction. N.O’Shaughnessy and S. C. Henneberg (Eds.). *The Idea of Political Marketing*. Praeger, Westport, xi-xx
- Scammell, M. (1995). *Designer Politics*. Macmillan, Basingstoke
- Scammell, M. (1998). The Wisdom of the War Room: US Campaigning and Americanization. *Media, Culture & Society*, (20).
- Scammel, M. (1999). Political Marketing: Lessons for Political Science. *Political Studies*, (47), 718-739
- Scott, R. A. and Marks, N. A. (1968). *Marketing and Its Environment*. Belmont: Wadsworth.
- Shama, A. (1976). The Marketing of Political Candidates. *Journal of The Academy of Marketing Science*.
- Siyasi Partiler ve Sosyal Medya Genel Bakış. (2011). [Online] Available: somedya.com: <http://somedya.com/partiler/partiler.php>
- Rewoldt, S. H., Scott, J. D. and Warshaw, M. R. (1973). *Introduction to Marketing Management*. Homewood, III. Richard D. Irwin, 3.
- Türkkan, E. (2007). YouTube meydanları aratmıyor! Partilerin propaganda yarışı sanal alemde. [Online] Available: milliyet.com.tr: <http://www.milliyet.com.tr/2007/07/03/son/sonsiy07.asp>
- Twitter.com. (2014). [Online] Available: <https://about.twitter.com/company>
- Twitter’da Seçim Hakkında 10.6 Milyon Mesaj Attık. (2014). [Online] Available: somera.com.tr: <http://www.somera.com.tr/tr/twitterda-secim-hakkinda-10-6-milyon-mesaj-attik/>
- US Census Bureau. (2014). Global WebIndex Wave 11.
- Wikipedia.org. (2014), Elections in Turkey, www.wikipedia.org.
- Winther-Nielsen, S. (2011). *Politisk Marketing: Personer, Partier og Praksis*. Copenhagen: Karnov Group.
- Wring D. (1997). Reconciling marketing with political science: theories of political. *Journal of Marketing Management*, (13), 651-663.
- Yerel Seçimler. (2014). [Online] Available: www.yerelsecimler.google.com
- Youth In Statistics. (2013). [Online] Available: [turkstat.gov.tr](http://www.turkstat.gov.tr): <http://www.turkstat.gov.tr/PreHaberBultenleri.do?id=13509>