Features and Services

online Town Crier ™

Spot-on's Online Town Crier application helps campaigns and candidates make the best use of Facebook's social and political networking capability—the very things that draw supporters, actual and potential, to the site.

There are lots of reasons politicians love Facebook
50% of Facebook users are women, most over 30
58% of likely voters are on Facebook
57% read political news and information
41% forward political information to friends

Online Town Crier lets candidates personalize their messages, provide up-to-date news and information and give supporters more effective ways to spread their messages.

And it gives users a way to share their enthusiasm for a candidate or cause.

The Online Town Crier app sits side-by-side with a user's profile page giving them easy access to—and daily reminders about—the campaign or candidate.

SA	Sample App	
	Game Requests	2
	App Requests	7
	More ▾	
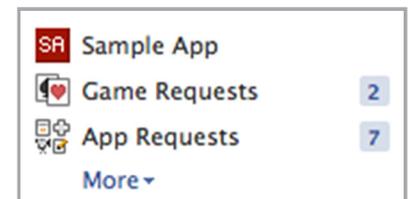
Online Town Crier is a flexible, easily edited, application designed with political candidates in mind. Online Town Crier can include:

- Featured online campaign video or TV ad
- A map for the next rally
- The campaign Twitter feed

- A slide show from a recent house party
- An election day count-down meter
- A new feature you come up with that helps your campaign win!

The features can be changed from week to week, depending on the campaign's needs.

THE Social Media Tool for Politics

Online Town Crier isn't just a great way to entertain and inform supporters. It provides campaigns and candidates with useful information about supporters—information that can't be gleaned from "pages" or "likes".

Online Town Crier can collect email address as well as "real world" zip codes. We can track—and reward—the supporters who are active and engaged with others, deploying the app and becoming themselves, Town Criers to their circle of trusted Facebook friends.

With permission, Online Town Crier can also collect data about who uses the app and how they use it. Data, the lifeblood of any campaign, is included in our application's pricing package. And it's also a step in creating our specially tailored Pinpoint Placement ad buys.

By aggregating user profiles (through a third-party data house) Spot-on builds accurate profiles of users. We then create a hand-tailored ad campaign targeting those voters across the web, pinpointing the right voters at the right time with the right campaign message.

Ads show up when and where they're wanted on sites a campaign can trust.

Friends follow the advice of friends—every campaign knows this. Online Town Crier makes it easy to apply this knowledge to the online world in a seamless, easy-to-use package of features, data collection and ad placement. Pinpoint Placement takes that information and spreads the word even further. It's a winning combination.

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PINPOINT
PERSUASION
CAMPAIGN TOOLS FOR TODAY'S POLITICS