



## Análisis de las estrategias de marketing político digital del candidato Xavier Hervas en los electores millennials [

2021

text (article)

Analítica

The influence of the digital political marketing strategies applied by the candidate Xavier Hervas to the millennial voters in the digital media were reflected in the results of the presidential elections Ecuador 2021; the candidate obtained the fourth place with 15.68% of the votes. Therefore, the main objective of the research is to analyze the influence of digital political marketing strategies in electoral campaigns in favor of the candidate. The focus of the research is quali-quantitative, this is a flexible method that allows to collect, analyze and classify the information of the studied phenomenon, together with a descriptive and documentary modality, since it is intended to explain the influence of the strategies towards millennial voters. The collection of information was carried out through primary sources with the survey instrument for the respective analysis and secondary sources where the textual data will be validated. For the application of the instrument, a study sample of 384 people with ages ranging from 16 to 41 years was established in Ecuador, a segment that is immersed in the voting decision. As a final result, the most important strategies of the candidate were determined: The candidate's participation was made known forcefully in digital media, the voters demonstrated a very positive acceptance, later a wide acceptance by the female public was identified, the strength of their image is composed of his campaign proposals, viral trends and professional career, the most relevant themes in campaigns were employment, education and health, the perception of interest and confidence that he demonstrated within this process was positive, it is concluded that Facebook, TikTok and Instagram are the three preferred platforms and where it is recommended to work with innovative content if you want to generate excellent results

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