

Canadian Social Media Voters' Pulse (Canadian Election, 2015)

Tom Vassos, BES, MBA

Author, *Canadian Social Media Voters' Pulse*

**Author, *Destination Innovation – Creative Mobile Marketing
and Commerce Strategies***

1-416-436-8431

tomvassos@yahoo.ca

Twitter: @TomVassos

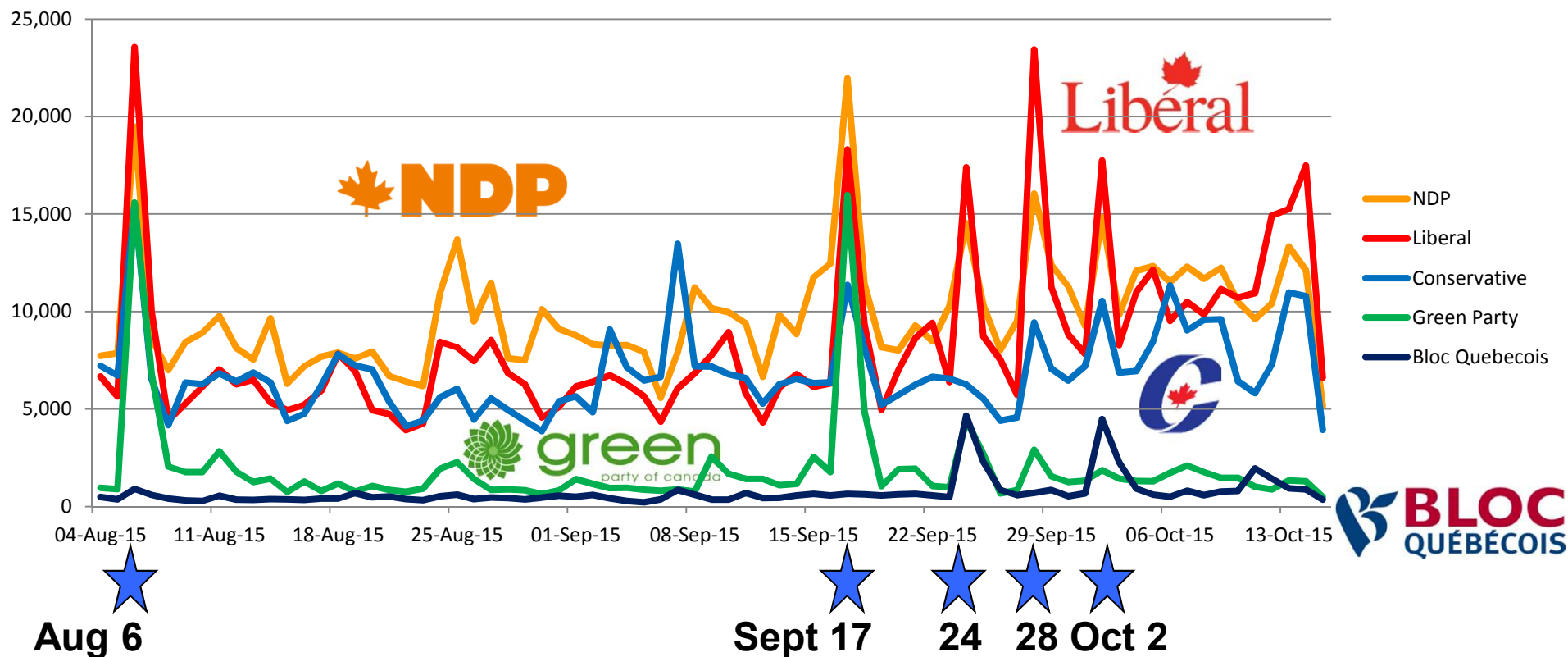
Data Source and Analytics Source:

Salesforce Marketing Cloud – The Leader in Social Monitoring



2015 Canadian Social Media Voters' Pulse

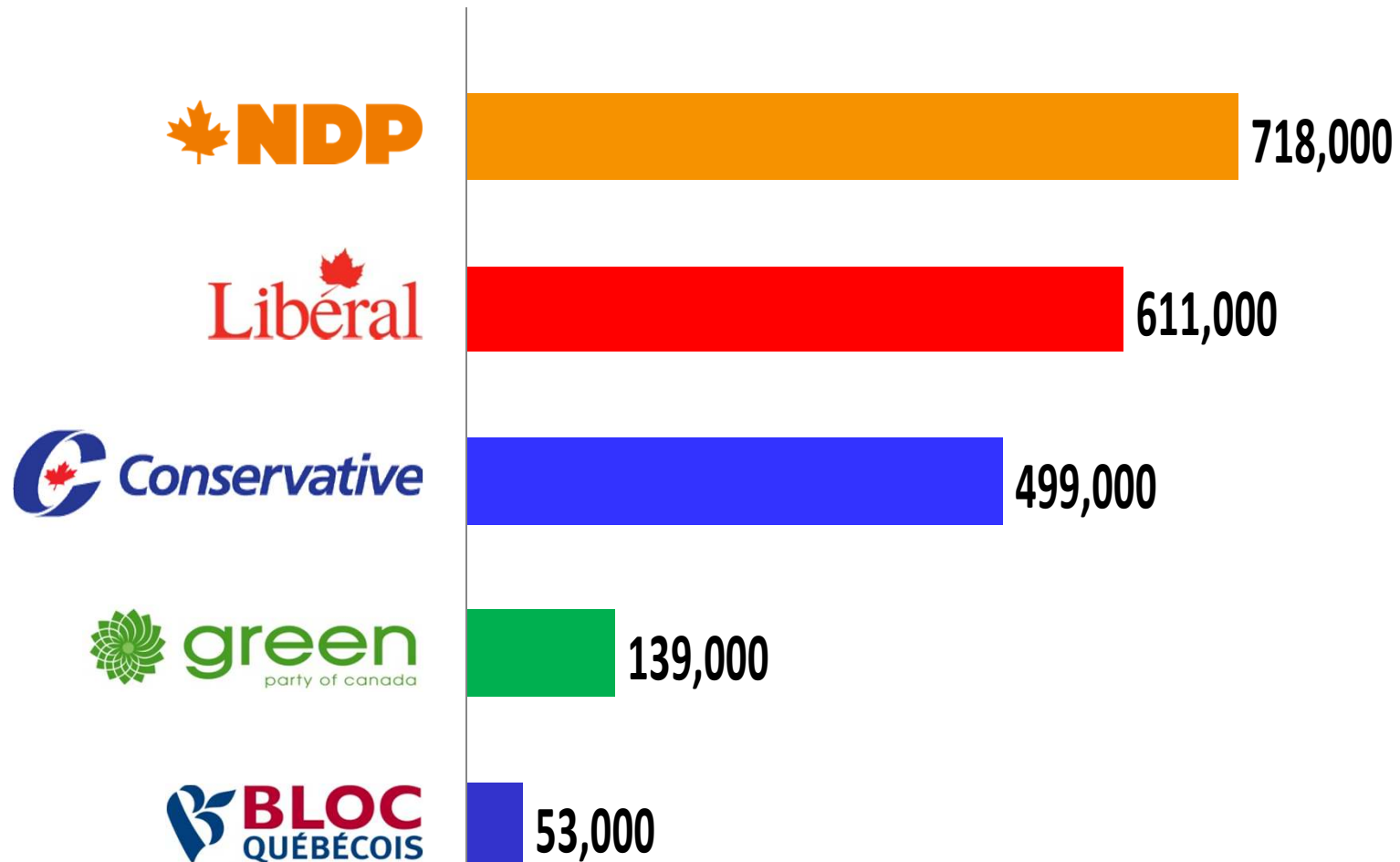
Chatter Volumes – By Party



★ Debate Nights

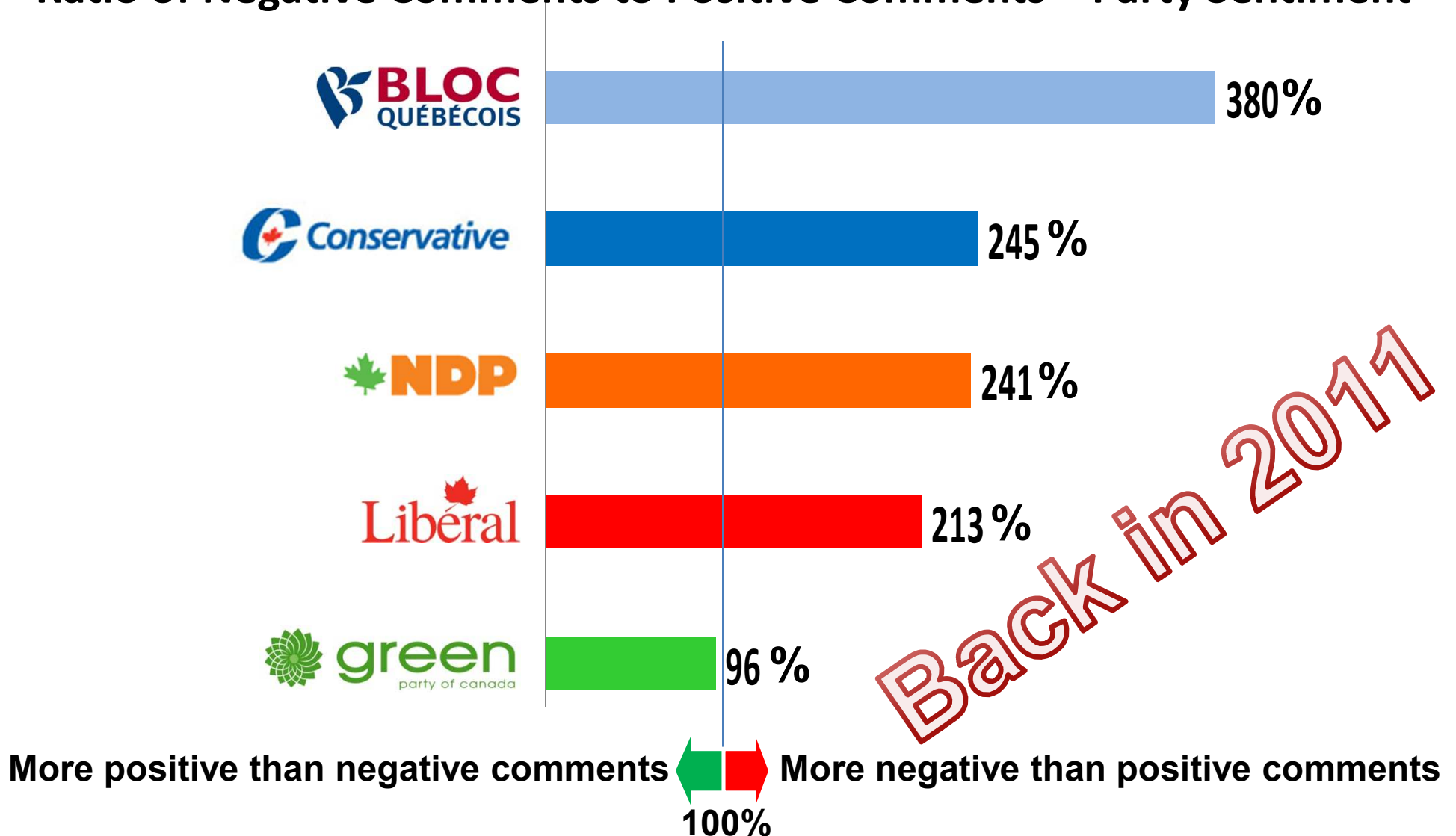
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Chatter Volumes – By Party



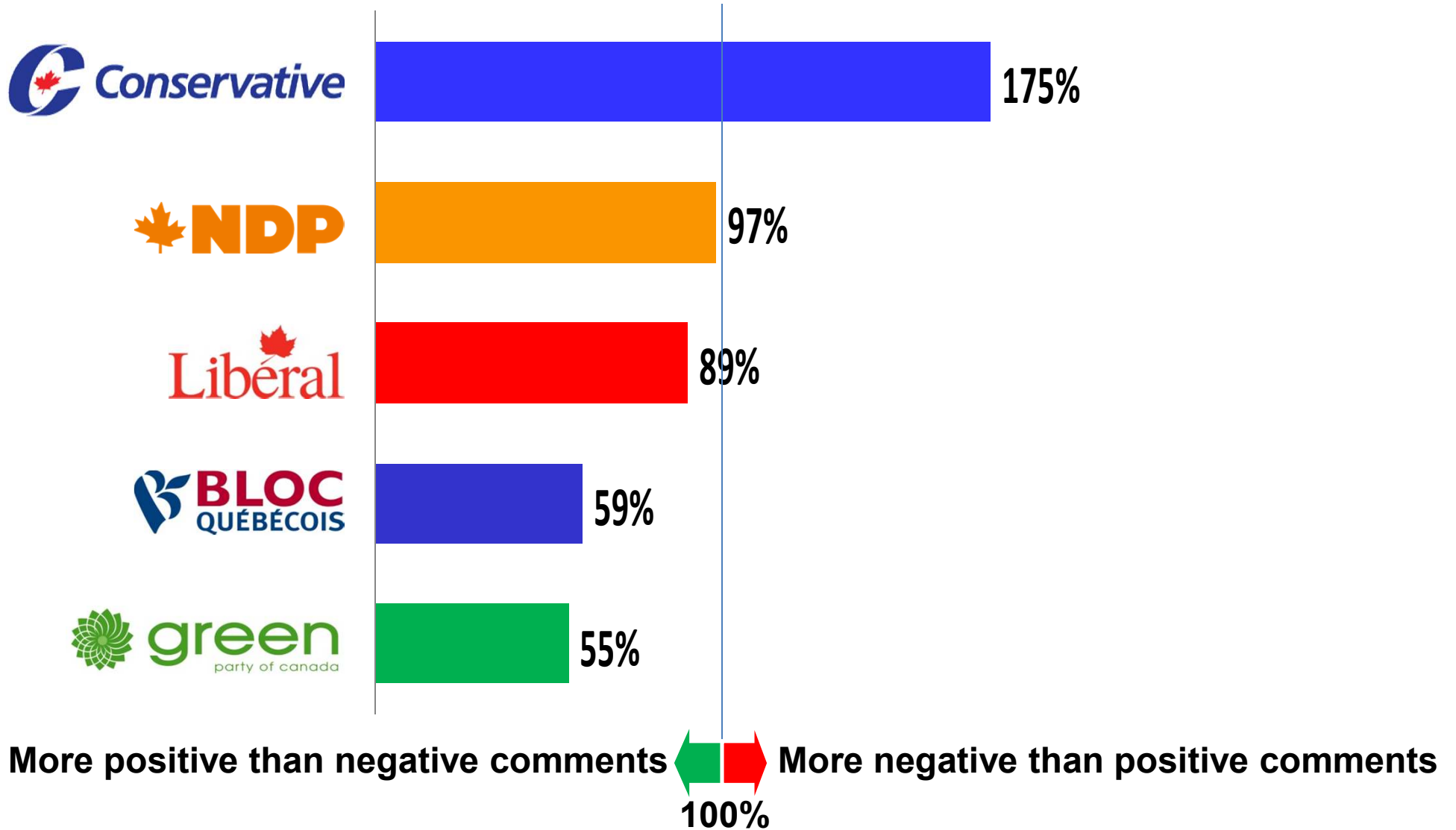
2011 Canadian Social Media Voters' Pulse

Ratio of Negative Comments to Positive Comments – Party Sentiment



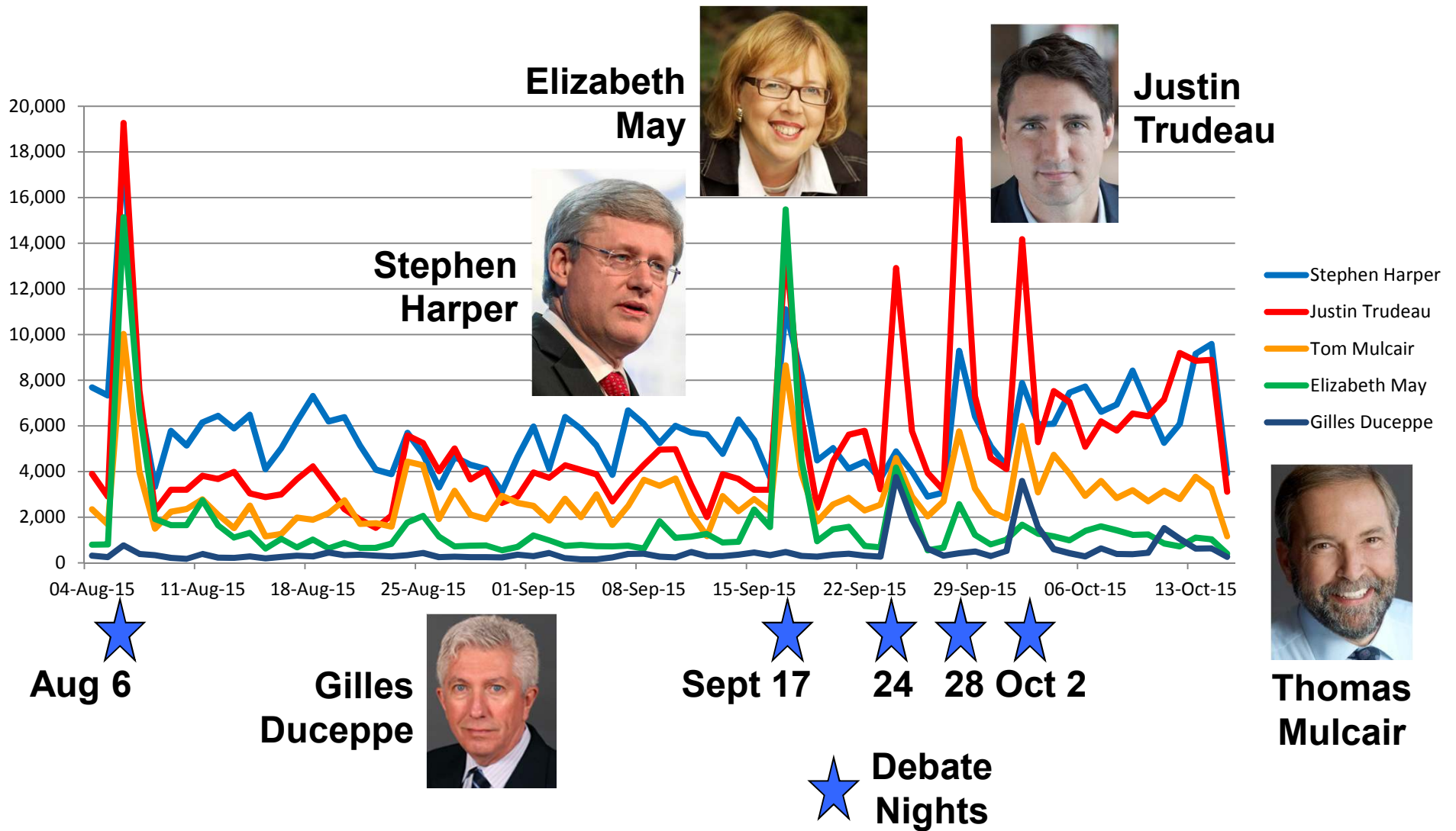
2015 Canadian Social Media Voters' Pulse

Ratio of Negative Comments to Positive Comments – Party Sentiment



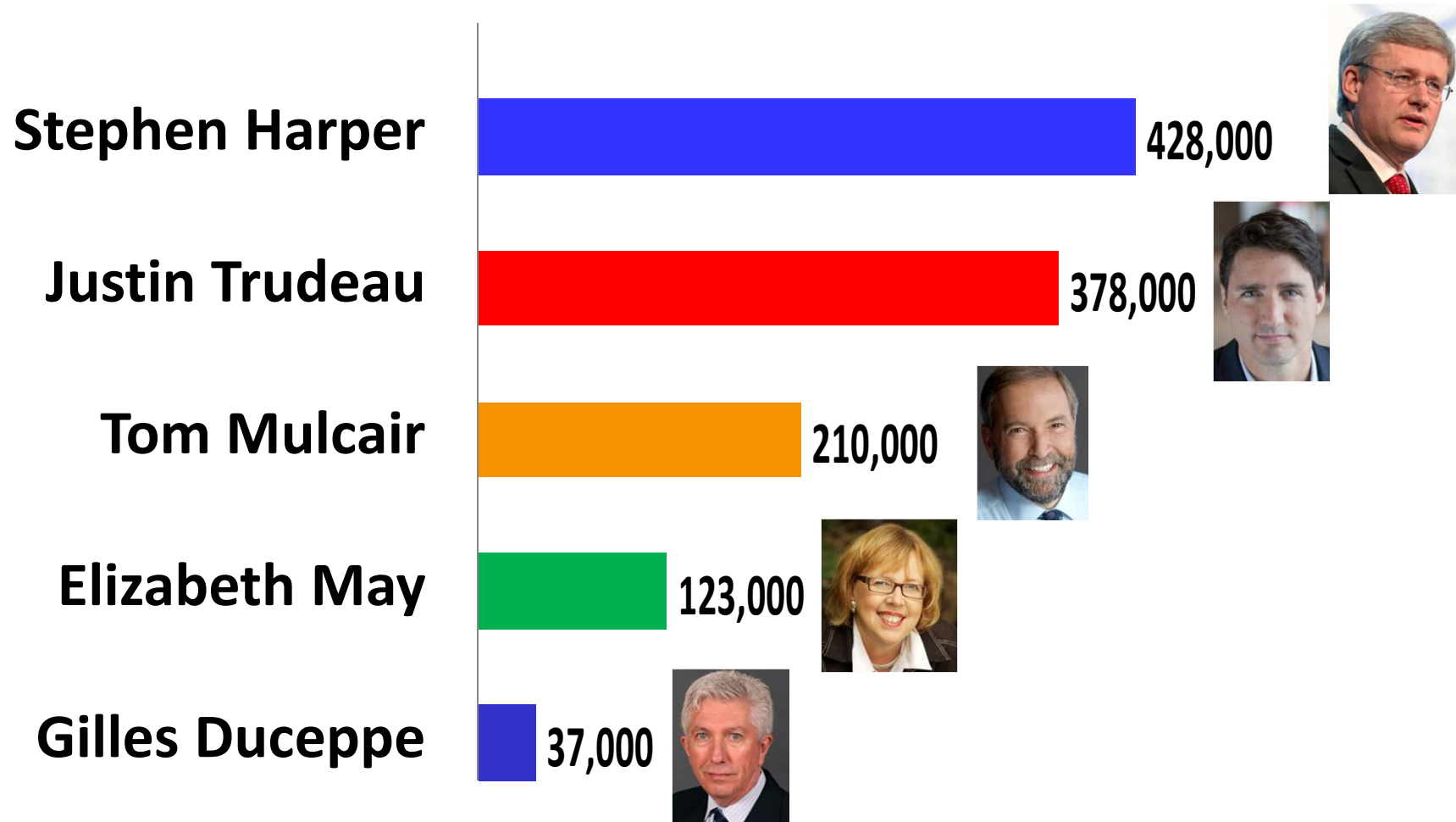
2015 Canadian Social Media Voters' Pulse

Chatter Volumes – By Leader



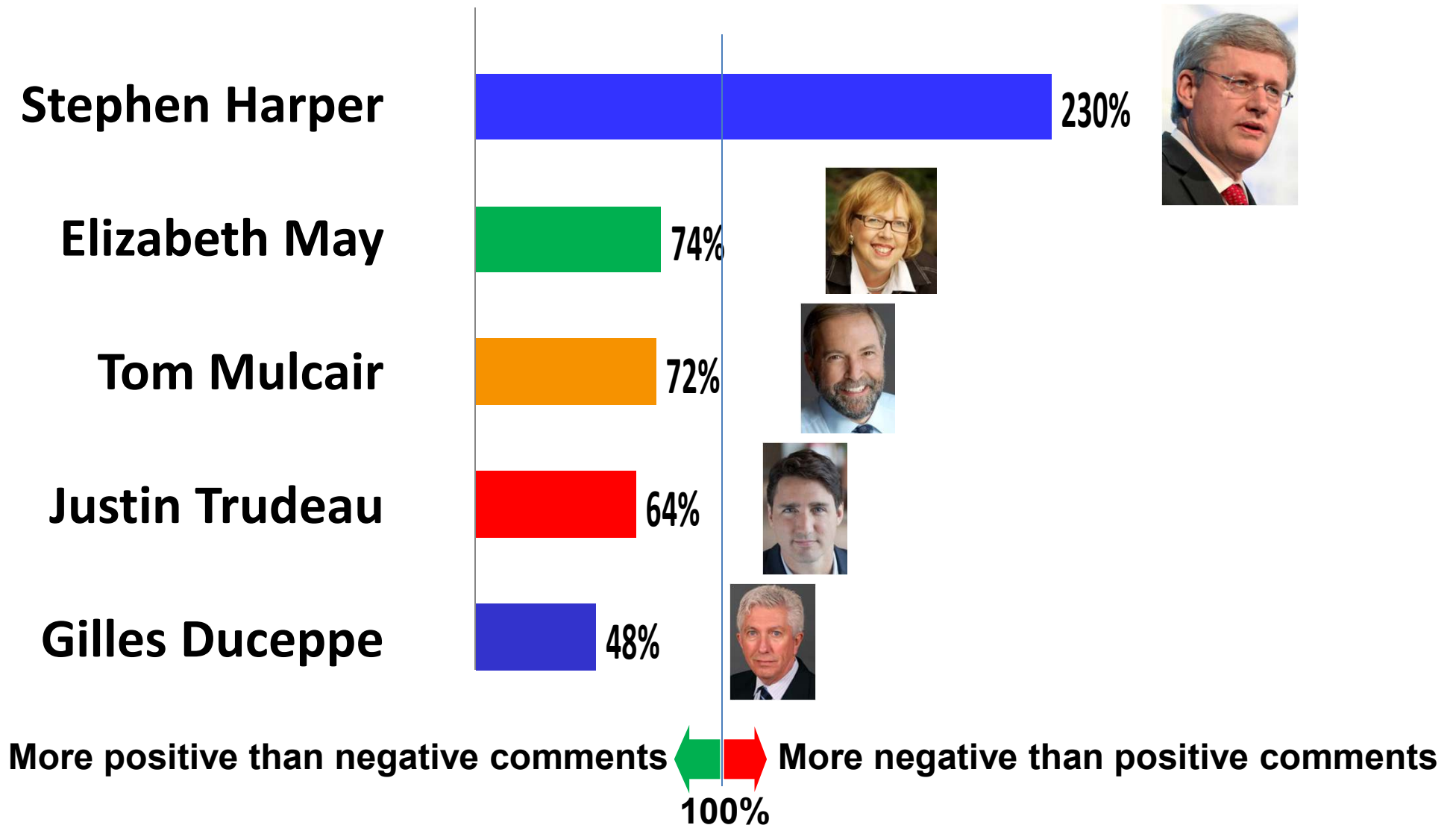
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Chatter Volumes – By Leader



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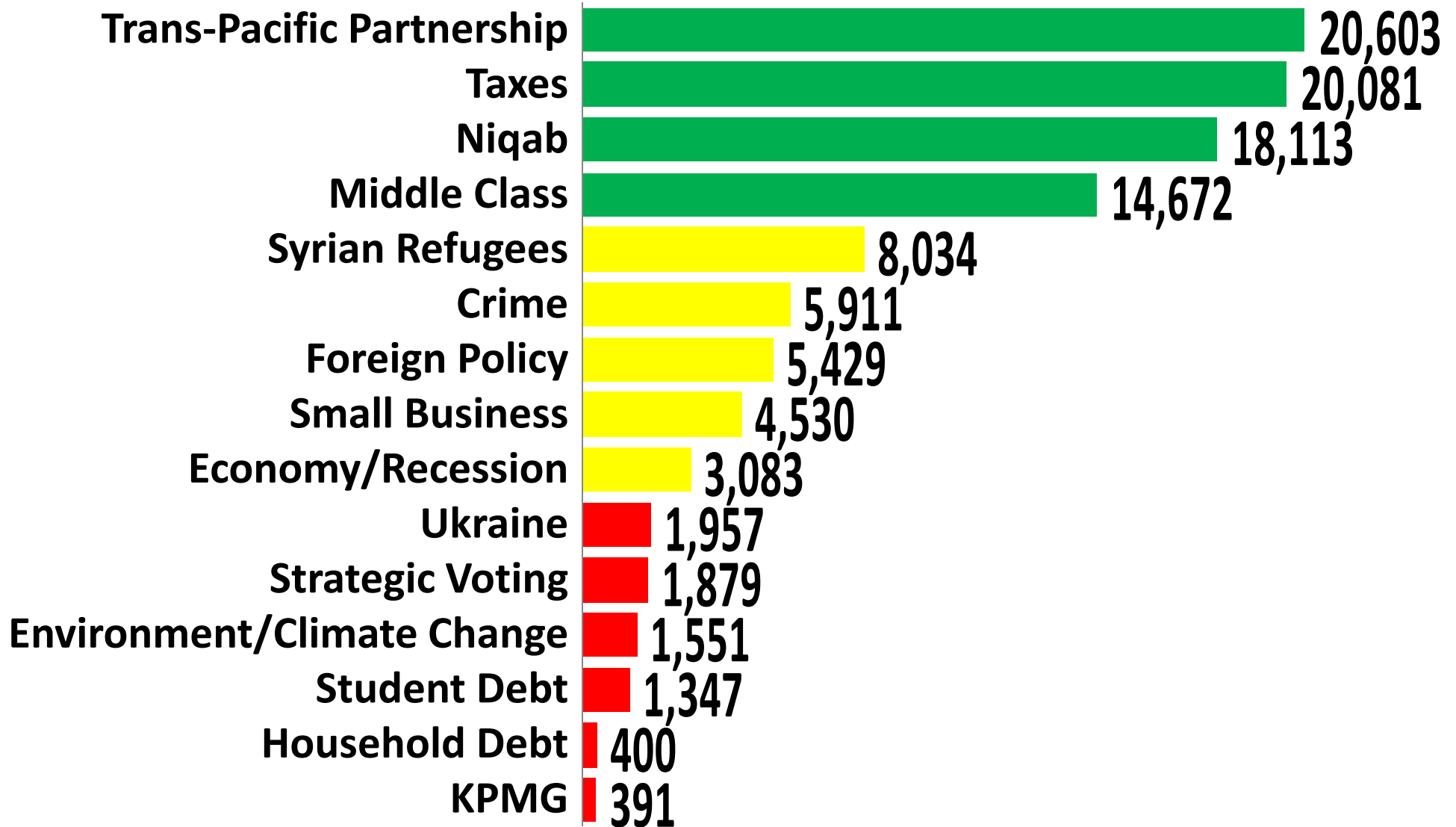
Ratio of Negative to Positive Comments – Leader Sentiment



Voters' Pulse Model Author: [Tom Vassos](#). Data Source: Salesforce Marketing Cloud

2015 Canadian Social Media Voters' Pulse

Election Issues Analysis – Chatter Volumes by Issue



What does this all mean???

Justin Trudeau and the Liberals are heading for a majority government.

Liberal



Tom Vassos' Bio

Tom Vassos has taught marketing, business model innovation, technology and mobile social media courses at several universities for the past 30+ years, including the Rotman School of Management for a dozen years. Tom has taught internationally at Shanghai Jiao Tong University (SJTU) and University of International Business and Economics (UIBE) in Beijing, as well as Business Model Innovation at CEDIM in Monterrey, Mexico.

Mr. Vassos worked in the technology industry for IBM Canada for 35 years, primarily as an innovation and marketing practitioner. He is the author of the book ***Strategic Internet Marketing*** that has been translated into 6 languages, and author of ***Destination Innovation: Creative Mobile Marketing and Commerce Strategies***. As an expert in mobile technologies and trends, innovation, social media and marketing, he has spoken at universities and corporate events in 43 countries around the world.

Tom Vassos is the author of the ***Canadian Social Media Voters' Pulse***, an analysis of millions of conversations across multiple social media sites. This analysis provides deep insights into Canadian attitudes, passions and sentiments about upcoming elections.

Mr. Vassos is an Ambassador for the Greater Toronto Marketing Alliance and a frequent guest on Global TV, CBC and CTV discussing national election results, social media and technology.

Speaking and Interview Examples from Around the World – Watch the Videos
(Use the links provided, or simply search for “Tom Vassos” on YouTube or Google.)

Tom Vassos on the PBN Liquid Lunch Show with Hugh Reilly and Miranda Hill discusses mobile marketing and commerce strategies. <<http://goo.gl/tXT4x>> (Duration: 20 minutes)

Tom Vassos' Canadian Senate Interview: Impact of Smartphones/Web Tools on Canada-US Price Differentials.
<<http://goo.gl/yD5ir>> (Duration: six minutes)

Tom Vassos discusses the impact of mobile social media on business model innovation as part of the Master of Business Innovation program at CEDIM. <<http://goo.gl/yU4MG>> (Duration: six minutes)

Endorsement for Tom Vassos' extensive mobile research, book launch and MBA teaching at Shanghai Jiao Tong University – in Mandarin. <<http://goo.gl/IYNtC>> (Duration: one minute)