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## ■READ BEFORE I DELETE THIS■■■

## An Ex-Marketer's Guide on How to Realistically Change Diehard BBMs Into Last-Minute Leni-Kiko Voters

## (or How to Use ■m's Own Tactics to Undo Mind Conditioning)

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## Manalo
## Iglesia
## Kapatid
## Katoliko
## Miting De Avance
## Pulse Asia

To understand and properly act on the 'how' part, you need to understand the 'why' part.

Let's start with a Hitler propagandist's quote:
"Repeat a lie often enough and it becomes the truth."

That quote is the very foundation of ■m's mind conditioning for at least 6 years.

As you noticed, ■m's presence is stronger on Facebook, Youtube, and Tiktok.

Why?

Because:

1. Facebook offers a lot of angles to repeat a lie (through your friends, through in-messenger ads, through feed ads, through

groups, through pages, through videos, etc.)

and

2. Youtube and Tiktok are Video-first social media platforms. This means the lie can be easily absorbed through audio, video, and textual means.

Basically, ■m's campaign team integrated the marketing rule of 7 (or n) and the model of peer effects (or what I like to call the persuasion threshold model)

Wag kabahan, ieexplain ko tong dalawang to sa madaling paraan

Marketing Rule of 7 (or n) is an outdated rule that a person has to engage with a brand 7 times before they become a customer.

Malamang di na yan gagana ngayon since mas sophisticated na tayo, kaya nilalagyan ko ng (or n) kasi 7 na ang minimum number

https://t.co/3F869e5AJk

1930s pa yung Marketing Rule of 7. So ngayon kailangan ng hundreds of exposure or interactions.

So wag kayong magulat bakit pinpuri yung pamilya ni ■m at nilalait si VP Leni ng pamilya/close friends nyo, ■m literally had at least 6 years to expose your loved ones to lies and..

...eventually succumb to the level of mind conditioning we're seeing today.

"Eh bakit naman ganun, pinalaki naman tayo na tinuturuan sa school na mali ang ginawa ng pamilya ni ■m, at marami silang ninakaw at pinatay?"

Dito pumapasok ang model of peer effects

Simple lang naman ang model of peer effects:

Lahat tayo ay may kanya-kanyang threshold number bago makumbinsi.

Kung ang threshold number mo ay 10, ibig sabihin nun, dapat may 10 na tao muna na nagsasabi/naniniwala bago ka mapersuade na maniwala ka.

So kung ang threshold number mo ay 0, ibig sabihin pag nakakita ka ng conspiracy, automatic kang maniniwala.

Kung ang threshold number mo ay 1, kailangan may isa pa munang tao bago ka tuluyang maniwala sa conspiracy.

So kung gusto mong mangumbinsi ng taong may threshold number (TN) 10:

Maghanap ka ng sampung TN 0at ipakumbinsi mo kay TN 10.

Yan ang rough strategy.

Dito pumapasok kung bakit big deal yung ginawa ni Cambridge Analytica.

Kinalap nila lahat ng mga TN 0 through microtargeting.

Yung mga vulnerable sa conspiracy theories kasi iniisip nila mas matalino sila sa iba (Hello, Dunning-Kruger Effect!)

So ngayon, meron nang hundreds of thousands to millions of TN 0 people na hinain ng Cambridge Analytica kina ■m

Naalala nyo yung sinabi ko na maraming angles sa Facebook at dapat video social media site like Youtube or Tiktok?

Kasi sa Facebook, madali lang magshare ng conspiracy, sa YT/Tiktok nasa feed mo agad yung conspiracy content (or suggested sayo)

Ang pinakamahalagang part dito, nasa comment section yung 100s of TN 0s na proud at confident na kumbinsihin ka.

Kahit TN 100 ka, macoconvert ka.

So ngayon, dapat di ka na magulat bakit maraming supposedly matalino, professional, at mababait na tao na naging diehard ■m.

Gamit ang data, tinarget nila ang mga TN 0s para malinis name nila at masiraan si VP Leni hanggang maconvert din mga TN 1000s

So ngayong alam mo na yung 'Why' part, dito naman tayo sa How part.

Simple lang naman:

Alamin mo muna kung
1. sino balak mong kumbinsihin
2. sino pinaniniwalaan nya sa circle nya
3. sino sa tingin mo ay may pinakamababang TN

Kunwari, tatay mo balak mong kumbinsihin. Sino yung mga kasama nya na palagi nyang kausap o pinaniniwalaan?

Mga kapatid ba nya? Magulang nya? Yung paborito nyang anak? Pinsan nya? Pinsan mo? Kainuman nya? Kumpare?

At ang pinakamahalaga: Sino sa kanila ang may pinakamababang TN?

Pag na-identify mo na kung sino yung may pinakamababang TN, dun mo sisimulan yung Marketing Rule of 7/N.

Gagamitin mo na ngayon lahat ng magagandang angles or emotions na ipapaexpose or ipapainteract mo sa target mo.

For example:

If nakikinig tatay mo sa lola mo na nagkataong may pinakamababang TN, pwede mong gamitin si Vice Ganda bilang angle of persuasion since malapit si Vice sa mga nanay (eto rin dahilan bakit mahalaga yung celebrity endorsements).

Pag naconvert mo si Lola, either itarget mo yung

next lowest TN or kung sino yung within proximity ng recently naconvert mo (in this case, yung lola mo).
So that may mean yung lolo mo. Ulitin mo ng ulitin hanggang sa may enough TNs ka na para sa tatay mo.

Di mo mamamalayan na gusto mo lang itarget tatay mo pero andami mo nang nakumbinsi along the way

"Gagana ba to? Parang ang convenient naman?!" or
"Gagana ba to kung may 6 year headstart na si ■m at diehards na nakapaligid sa kanya?"

Eto sagot ko: Hindi ako sure.

Pero tinuro ko lahat sayo to kasi eto nalang natitira nating shot.

You miss 100% of the shots you don't take.

30% of voters make their decision on the last week (~19.72 million voters) &
15% make their decision on the day itself (~9.86 million voters)

Marami ka pang chance para kumbinsihin sino gusto mong kumbinsihin.

Di pa huli ang lahat. You have the power para #IpanloNa10To