

Romney's Market Share Decreases Despite Social Media Growth

Written by Australian Business
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Obama and Romney Online Performance

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) Mitt Romney's total internet market share decreased by .48% and he carries 19.88% of the total internet market share on this week's Spartan Internet Political Performance Index (SIPP Index). This means Barack Obama still holds the majority of the internet market share with 80.12%. Even though Mitt suffered a decrease in market share over the past week, [online marketing firm](#), Spartan Internet, has found that he has been making strides in the growth of his social media following.

For month of May, Mitt Romney garnered 9% of his total Twitter followers and 9.5% of his total Facebook "Likes." These numbers are far greater than Barack Obama's 3% growth on twitter and 1.5% on Facebook.

Mitt Romney continues to gain a higher percentage of his following on Twitter and Facebook per month than Obama. However, Barack Obama's head start in 2008 is what is keeping him ahead of Mitt Romney on the SIPP Index.

This week's results can be found at: <http://www.spartaninternet.com/sipp-2012-presidential-election.php>

Spartan Internet has leveraged its web expertise to objectively develop the SIPP Index to quantify 650 relevant factors into a single representative score for each candidate's overall internet market share out of 100%. The 650 factors are derived from numeric values from across the Internet such as social networks, candidate websites, and blogs, news media and search engines. The resulting score is indicative of each candidates overall online ability to reach individuals and connect on key issues.

About Spartan Internet:

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Spartan Internet Consulting is a leading online marketing consulting firm and strategic internet planning and implementation services provider. We service global clients, as well as small businesses with SEO and [paid search marketing](#). Spartan Internet has more than 30 specialists on staff with offices in Lansing, metro Detroit, Fort Lauderdale, and Washington DC.

Spartan Internet, Internet Marketing