Congratulations to former Governor Mark Sanford as he was sworn in today as the newly-elected Congressman from the 1st Congressional District of South Carolina! It's hard to believe that just a few short weeks ago, pundits across the country had written off his chance at victory, before he came from behind to score a nine-point victory over Elizabeth Colbert Busch.

From the *Washington Post:*

> **His campaign team was outstanding.** Sanford ran a flawless GOP primary and runoff campaign focused on redemption and the power of second chances. In the wake of the revelations about his trespassing at his ex-wife's house, he appeared to go rogue for roughly 10 days with a series of odd strategic "moves" that nearly cost him the race. But, in the closing weeks, Sanford started to listen to his consultants again — Jason Miller doing ads and general strategy, Jan van Lohuizen doing polling, Jon Kohan as campaign manager and Joel Sawyer as communications adviser — and re-focused his message to one about Colbert Busch's ties to national Democrats like House Minority Leader Nancy Pelosi.
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> That message, as Sanford himself acknowledged Tuesday, was what led him back from

near-certain political destruction. Wrangling a candidate like Sanford, who has seen a lot of success in his political life and tends to think he is his own best adviser, isn't easy but his campaign team did it — and deserve a ton of credit.

The team at Push Digital is pleased to have been a part of his campaign, designing his Web site, acting as social media and online advertising consultants, and our Senior Vice President Joel Sawyer acting as Sanford's communications director for the campaign. Push Digital is delivering results for some of the biggest campaigns across the country. **Click here** to visit our Web site and learn more about what we at Push can do for you!