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Subject: That Was One Heck Of A Campaign Season

Here at Push, we have been working our butts off for months and months. A lot of late nights. A lot of weekends. And when I say we have not only our largest staff but also our most talented one, I mean it sincerely.

We have done some really great work. Really nice videos, totally cool social posts, super effective fundraising emails. And everything started with solid digital strategies and advertising that was well planned and precisely targeted.

When I have a spare minute to really consider all that we did, and how much the company has grown and grown up, what I mostly feel is pride. I am so proud of this team. And so blessed to be with them.

Here's the latest from digital, Push, beer and politics:

News From Push Digital

This Has Been One Hell Of A Campaign Season

That's probably putting it too mildly. But like a lot of people, I've run out of words to describe some of the things that have happened.

7 Things All Project Managers Know To Be True

So you're a project manager? You manage projects? If only it was that simple.

I Hate To Say It, But I Was Right

Actually, I don't hate to say it. But, truth be told, I'd rather not be right on this one.

Wesley's Personal Blog

Dropping The Hammer

The velvet glove? Or the iron fist? The fact is, if you're in charge, you'll need both.

Rocking and Rolling Through Savannah

I took on a half-marathon for the second straight Saturday.

You're Not Moving to Freakin' Canada

Things That Drive Me Batshit Crazy #5

News From Frothy Beard

Are Mermaids Real?

Of course they are. You haven't seen one? Maybe you don't know where to look.

You Can Hold An Albatross In Your Hand

And you should! Our new brew has flown in and landed

Introducing Holy Water—the Beer With the Taste of Charleston

Frothy Beard is in the Holy City, and we will soon move into our new brewery, which used to be a church. So you understand the desire to create a special beer that captures our excitement!

Important Links, Stories And Other Fun Stuff From This Week

This Republican Super PAC Created a YouTube Influencer to Woo Young Voters

In the final throes of the 2016 campaign, YouTube influencers changed the way politicians now approach last-minute messaging.

The political data game: How first-party data shaped the 2016 election

Campaigns in 2016 featured the most sophisticated data operation in electoral history. Political marketers used more first-party data than ever to create targeted messages aimed at moving voters to the polls.

Mobile Nears Half of US Online Ad Revenues

With mobile advertising growing at a rapid pace – up 89% year-over-year in H1 – it's not hard to imagine that they'll claim a majority of online ad revenues by year's end.

Facebook says ad revenue growth will start slowing down next year

Facebook, which has been riding a rocket ship in terms of revenue growth over the past three years, told investors that it expects that growth to slow "meaningfully" in 2017.

Until next week,

Wesley Donehue

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