

Ravi Singh, Campaign Marketing Guru, on Cala on CNN en Espanol

WASHINGTON, D.C., Jan. 31 (SEND2PRESS NEWSWIRE) – On Monday, January 31st on Cala, journalist Ismael Cala will interview Ravi Singh, a young Indian marketing guru who has been behind several digital political campaigns around the world.

With his company ElectionMall.com, Singh continues to be a pioneer in digital political campaigns. Among his many campaigns, the most successful one was created for current Colombian President, Juan Manuel Santos, where he helped Santos gain online support during his electoral campaign.

Singh will talk about the digital revolution in Latin America and the importance of Social Media as a means of communication in the political and business world.

Moreover, Singh will reveal his 10 tips to open and manage a successful Twitter account.

Cala, Monday through Friday at 9 p.m. (ET) on CNN en Espanol (for channel information, please contact your cable provider).

About CNN en Espanol:

CNN en Espanol, CNN's independently produced 24-hour network in Spanish, provides continuous news coverage of major world events, live breaking coverage supported by context and in-depth analysis, worldwide business and financial news, global weather updates, sports and feature programming on such topics as health, technology and entertainment. It is currently available in 25 million cable and DTH households throughout Latin America, and 5 million households across the United States. In its 13 years, the network has set the standard for credible, timely and relevant news coverage that offers viewers a unique way to engage with their world, providing them with all the news, information and actuality they need to stay informed and make smart decisions to secure their futures.

About ElectionMall, Inc.:

Established in 1999, ElectionMall.com, a strategic partner with Microsoft for the campaigns and elections space, is a non-partisan world leader in providing on demand Cloudbased solutions for campaigns and elections worldwide, effectively utilizing technology and business know how to enable candidates, advocacy groups, and nonprofits to generate enhanced gains in awareness, funds, & votes.

ElectionMall has 2 registered international patents. ElectionMall has identified over 54 different campaign behaviors and has categorized them into five specific product offerings, including: Build, Manage, Raise, Promote and Shop, creating a one-stop-shop that encompasses the entire life-cycle of a campaign. ElectionMall is headquartered in Washington, D.C, Chicago and L.A. with international offices in Brussels, Belgium & Bogota, Colombia. For more

information, visit www.electionmall.com or call 1-888-932-2946.

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