**Executive Summary:**

Online political campaign is a very delicate process which involves regular analysis & instant implementation .  
Time is very important in political e-campaign because the right message at right time should reach people so that it may help in increasing the followers and reaching targeted audience in limited time.  
Developing the positive image and to make sure it reaches to each and every person in the constituency.

**Immediate goals:**

Developing a positive image about candidate

Make sure candidate is in reach of people by means of social network

Include localized events in social media platforms

Planning the goals for campaigns

Get experts to analyse the data and do the necessary things so the candidate should reach maximum no of people in minimum amount of time

Regular website updates so people can know about the work done

Multi platform promotion

Well groomed articles

Website and app development

**immediate term goals are achievable by just approaching methodical , planned , analytical and very important is to have the experts to have look onto it.**

**About Chunav Parchar**

Chunav Parchar is a Delhi based Digital Marketing Agency.  
We have skilled professionals who possess rich flair of digital marketing , social media development , website and application development along with the brand building.  
Easy to Communicate team So our client can focus on work and leave the social media communication to us.  
We Provide the best solution we can and our main focus is on our clients reputation building among people.

Peer to peer digital marketing solution

Biggest platform to interact with youth of nation

Research and analysis of data

Content Development

Graphic design

Social media management

Video/Photography Editing and promotion

Website and application development

Minimize the communication gap between client and company

SWOT analysis ()

Complete profile monitoring

OVERVIEW:

Building the identity of the candidate

Reputation management of candidate at individual level

Grow follower base

News and feed management

Collection of data on regular basis by field manager

Enhancement of the work done by the client

Stand on social and political evils

Polls ,surveys, Feedbacks

Personalized app with integrated social platforms so there can be direct interaction

Maintaining public relation of the client

**Tools, technology and platform needed:**

**Website**:

A Dynamic CMS-Based website with device-independent UI wich should be updated on daily basis.

Daily Update of Local area information so that people should be aware of it.

An about page for and about the candidate, along with Contact information so that people can reach to him.

Reprenstation of the goals and achievements of the candidate.

Party manifiesto details over the website so people can know party goals.

A single platform for all social media link on one place so people can connect with candidate easily.

**Ambient Social media platform**:

Provide Social media platform For all Major Websites along with linkdin , quora , mouthshut , etc.

We Provide all these support along with Experience staff so that they can maximise the reach to people.

Regular article writing and posting it on a regular basis so candidates thought must reach to people

**Youtube channel** :

Setting up Youtube Channel And promoting it so that it can reach to maximum no of people

Meta-data Writing of each video and publish it on wall

Sharing and promoting of video so it can receive maximum numbers of likes

Channel tracking so we can see the consistent growth of the subscribers

Promotion of video on other social media platforms

Video editing and publishing

Paid promotion by means of youtube advertisement .

**Direct Campaign tools**

Whatsapp group creation for public encouragement

Bulk messaging on whatsapp and Telegram and other messenger based service

Missed Call membership for surveys and polls by the people

Bulk messaging and sms survey campaign for people

SMS marketing

Push Notification on updates

**Mobile application building :**

application building for android and ios platform so that it can reached to each and every follower of yours.

Regular updates on notification of your regular activity and work done

Direct link to all social media platform integratewd within app so thewre is no hasssel to find candidate.

People can know about the upcoming notification on the application

**Content Management team:**

Regular article writing

Article submission over social media channels

Provide the press release documentation

Creating blogs and posting them over social media and forum platforms

Provide full support on any content related issue

We will basically target the youth for campaigns because they are more socially aware and influential.

**Online Platforms for political e-campaigning**:

the online campaign will be a overall approach towards social media.since most of people are available on socially connecting websites like facebook ,instagram ,twitter , etc.  
Therefor, we need to cover all the social channels present.

**FACEBOOK:** It is a very big platform in todays Fast Growing World.All alone in india there are over 30 crore facebook user and among them 1/3rd people visit facebook on daily basis

* We will create Facebook Page for the candidate
* We will promote Facebook Page of candidate by means of boosting,sharing pages on different portals
* Awareness Campaign about the works done by the candidate
* Polls,feedback,surveys and contests over the social media platform itself
* Hashtag promotion by choosing and posting appropriate hashtags trends
* Posting regular post over the page walls
* Images and video posting and boosting them so it reaches to maximum no of people
* Local awareness campaign so that candidates and locals have a good bonding
* Create groups and communities based on social campaign to maximise the reach
* Analyse what time is best for sharing post so that it can reach to targeted audience
* Campaign for social cause so it should have a positive impact on the society
* Increasing brand value by increasing followers and popularity among users
* Increase maximum number of follower so you can reach to maximum public
* Messenger support so people can contact on easy basis
* Photo album wall posts so people should know about the regular curriculum
* Polls and quiz over facebook so people should know things about candidates
* Paid promotion for boosting posts , videos , photographs and events.

**Twitter:**

* We will Create a twitter account for candidate
* Tweets and retweets on each activity done by the candidate
* Tweet details about the candidate like the work done in past , future works ,etc.
* Increase followers through group, existing mails and specific tools for promoting it
* Update regular tweets on daily basis so it should reach to maximum no of people over twitter
* Keyword based tweets so it maximise the impact over twitter platform
* Profile content writing so it should present well in front of people and they love it.

**Instagram:**

* Account Setup or creation for the candidate and publish it.
* We will create the pages for candidate and promote it so people can get a hold of it
* Increase followers on account on a constant basis either by boosting it sharing it.
* Images and videos posting so it should reach to maximum no of people
* Provide paid promotions so it gets better views and more popularity and respect
* Daily updates like day to day work, work for society ,etc to socialize the account
* Online surveys so that we can know what are the things that need to be fixed
* Hashtag trends and promotion so it should have maximise reach towards people
* Provide appropriate responses on comments so that candidate should gain popularity

**Linkedin:**

* We will help in Account Setup or creation
* We will create profile and publish it over different channels
* Candidate Page Creation and sharing it on different social media platforms so that people can get connected to the candidate
* Increase page followers by boosting it over and over again and posting with trends
* Post regular updates so that people get a hold on about the daily updates about candidates
* Profile maintainance on a regular basis and posting it on

**Pinterest:**

* We will help in Account setup creation so that it will be hassel free
* We will help in Creating custom business URL for candidate
* We will Update the Pinboards for the candidate so it should have a reach over pinterest on it
* Increase pinterest follower by sharing it on other media platform and boosting
* Following relevant pinners who have a large no of followers so that we can be in reach of people
* Re- pinning posts so candidate should reach to maximum no of people

**Google +**

* We will help in Account setup and creation
* Expert content writer will write applicable and appropriate posts
* Increase google plus followers by simply boosting and sharing
* Regular posts on a daily basis on what are the things done what will be the future plan
* Maintain Profile and updates on a regular basis so people can interact frequently
* Google+ community Updates and sharing will help in maximise the impact

**Forums/Quora/Q&A websites**

* Accounts creation for different forums and websites so candidate can reach to people
* Relevant joining over groups so people over group must know whou you are where are you from
* Active participation over accounts so there must be some question and appropriate answers for that
* Q/A analysis of candidate so that candidate should be popular among people

**Telegram:**

* Quick chat responses for the telegram account of candidate
* Group creation over this messaging app so the loyal followers can know what to do and what not
* Growing follower base in india using this swadeshi app
* Group and bulk messaging over messaging app using specialise tools

**Reddit:**

For sharing smaller contents because of its wide use in youths to get the day to day current affairs and views of it on public as it is a social news aggregation, web content rating, and discussion website.

**Tumblr:**

* We will Micro-blog on Tumblr so it should maximise the reach to people.
* Sharing Facebook posts and Tweets on panel
* Content Sharing over Social media network and posting it on other platforms

**Live Ads:**

* Mini documentary over local websites and pages so that it can maximise the views and sharing
* Combination of photos and videos Publications
* Push notification over mobile

**WhatsApp:**

* There are 20 cr WhatsApp users in india
* WhatsApp Group creation
* WhatsApp bulk messaging
* Sharing of posts and linked videos

**Physical platform:**

**SMS Marketing:**

* Bulk messaging
* Surveys and polls over sms

**Push Notifications:**

1. Notification on mobile apps:

Daily updates

Campaigns

Rallys

Work done and achievements

**Telephonic Surveys:**

* Feedbacks from voters of your Constituency
* Data Collection of work done
* Positive impact
* Public attention
* Direct Contact with voters without Physical appearance

**Documentary:**

* Achievments and aims
* Manifesto Projection
* Field of work
* Provide documentary with 4K U-HD Quality

**Photo sessions :**

* Regular photos of events you visit
* More presentable photographs with high quality
* Photographs with other members and people of your constituency

**Announcement and Recording**

Record and publish aim, goal, speech, announcement of gathering , rally over social media platform

**Printing support**

CDR files of banners , flex, pamphlates, press release and other printing support

**Campaign Roadmap:**

* Overall growth of activity around social media
* “What to show and What to not” Strategy of content
* Analysis and prediction of traffic growth so that its easy to measure growth
* Provide reports on daily/weekly/monthly basis
* We will first analyse your positive profile (Work done,Achievments,Behaviour) and formulate our online campaign plan.
* The quick cap report will be sent on daily basis
* Time to time we may forward questionaires so that people can know about Candidate
* All the content before publishing will be delivered to you so that it will be a mutual collaboration
* Creating trend reports on weekly basis and performance report on monthly basis
* Proper SWOT analysis by experts so that we know your strength weakness opportunity and threats

**Reporting**

All the activities as mentioned as above will be reported on a weekly basis. There will be separate reports for each process and a Leadership report that would give a summary of the activities and projection for the coming 4-weeks.

* Follower growth
* Positive aspects growth
* Awareness and overall visibility
* Traffic trend analysis
* Traffic and follower projection
* Analysis and study statistics

All reporting will be done by a senior project political campaign expert

**Cost and related details:**

Providing a positive