

# **Digital Marketing** **For Panchayat** **Election Campaign**

**Dynode Software**

Presented by

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# About us

We at Dynode Software Technology Pvt. Ltd. bring together creative ideas, technical expertise, digital experiences, amazing designs and engaging content to help businesses grow. We have been combining creativity and technology with human emotion to create experiences and solutions that attract attention, generate meaningful conversations and gain fans.



# Our Services



Dynode Software Technology Pvt. Ltd. is an end-to-end provider of digital marketing services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

## Our Promotional Services Include:

- Facebook Profile Creation
- Account Maintenance
- Facebook Timeline Design
- **Promotion Pages Creation**
- Facebook Event Creation
- Poster Creation For Election
- **video Creation For Election**
- Recorded Video Modification
- Facebook Posting & Sharing
- Creating Communities & Groups
- Facebook Posting on Groups
- Facebook Ads Account Setup
- **Facebook Ads Campaign Management**
- SMS Creation With Video Link
- SMS Sending to Voters
- **Manifesto Creation**

# Facebook Marketing

Facebook account setup Facebook page creation increasing page likes increasing Facebook friends Facebook hashtag creating keyword-based posting wall comments daily updates on page Paid campaign creation, Facebook photo album Facebook video uploads Facebook polls or quiz.



What can be achieved with the Facebook marketing services? We will build brand awareness, get more inbound traffic, generate more leads, engage members of the target Voters, and increase reach.

We will partner with you to give your political an edge over the competitors. We write for human readers and absolutely understand the political writing entails. We will provide you fresh posts that will act as the bridge between your election and the voter.





# Social Media Marketing

Gone are the days when using social media for the election was optional. Today almost every politician is using social media to marketing their campaigns. If you do not agree, maybe you have not yet seen the benefits and importance of putting your campaign on the social media platform.



Popular social media platforms like Facebook, Twitter, and Instagram have become advertising strategies, giving elections an effective way to engage with voters, but most importantly a costless way to reach them. Here are some of the benefits of social media marketing:

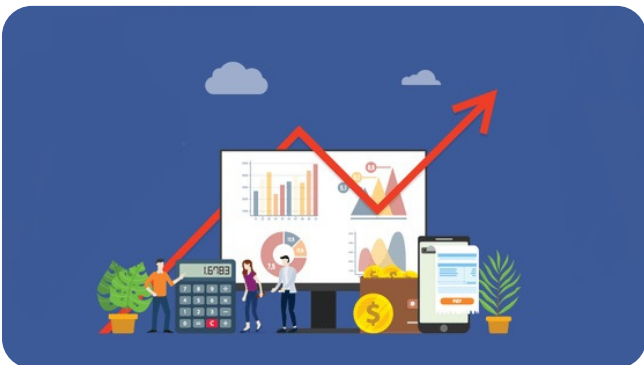
- Social media posts can be used to drive targeted voters.
- Using social media to boost your Panchayat election campaign.
- If you're doing it right, social media will lead to real relationship building.
- Users are receptive to your messages.
- Social media ads allow targeting and retargeting.
- Social media can help you get noticed at events, and even generate earned media coverage.
- You can respond to problems immediately.
- A strong social media presence builds brand loyalty.

# Facebook Paid Promotion

You can start promoting your Panchayat Election campaign with Rs 5000/day. But it only depends on business while running a Facebook ads campaign for the business. For Eg., If I spent 5000 Rs on Facebook Advertisement and I got 50,0000 voters. In the advertising platform, we can run ads on Facebook Network on any budget. The exact cost associated with your ad being shown to someone is determined in ad-junction. We can set the advertising budget means the total number of the amount that you want to spend daily or throughout the campaign and can edit it at any time.



Facebook Ads help to grow the election campaign today. It is primarily used to show immediate results. So if you are looking for an instant method to boost the engagement of the Facebook page, Facebook Advertising is the best solution for your Panchayat election campaign. Here, we at Dynode Software Technology provide Facebook Advertising Services at an affordable price. If you want to increase likes and more results for your Panchayat election campaign, you can use Facebook Advertising.



# Video Marketing

Video marketing refers to the use of video to market or promotes your election campaign or offering on digital channels. In simple terms, when you use video to market your election campaign engage on social media channels, educate your prospective and current voters, and interact with them, you're said to be using video marketing



## Types Of Video Content

**Interviews:** Interview includes asking questions to a thought leader on a particular topic and posting its video online.

**Event Videos:** These videos cover the highlights of an event and usually forms a part of the event marketing strategy.

**Webinars:** Webinars or web-based-seminars are live, web-based video conferences where the host uses an internet connection to connect with the audience of viewers and listeners worldwide and talk about a specific topic.

**Live Videos:** Live videos are videos related to the Panchayat election campaign or offer that are streamed live either to showcase something important or to interact with the voters directly.

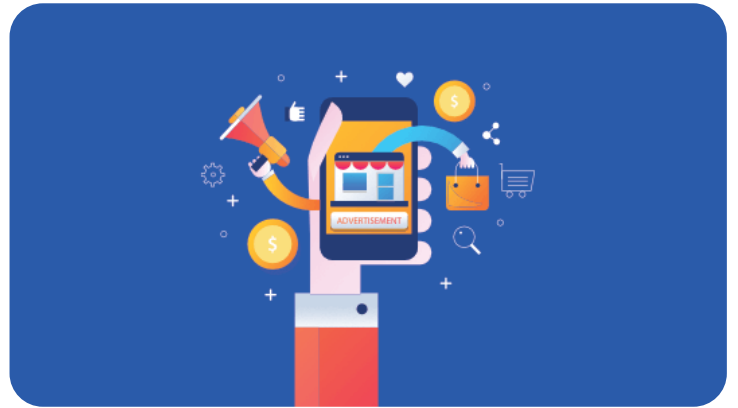
Video helps you connect with your voters. Today, so much of an election campaign efforts are designed to help build trust. Video is the bridge that links what you say to who you really are, allowing voters to peer behind the curtain and get to know you.

**Additional Work:** Marketing for Photoshoot & Video Marketing (As per requirement) (its optional work for the business)

According to the nature of Business, if clients want to do Photoshoot & Video marketing in Online and Offline, our company will charge extra apart from digital marketing service charge.

# Bulk SMS Service

At Dynode Software Technology Pvt. Ltd. we offer a unique SMS-based service to Politicians. Our bulk SMS service allows us to create contacts and sending one message to multiple recipients. If you want to target your voter through SMS, we can conveniently send promotional, informational, seasonal greetings, etc branded messages in a matter of seconds.



## Benefits of Bulk SMS Marketing Services

- Send Manifesto to voters.
- Publish upcoming events.
- Send Greetings on special occasions.

# Digital Marketing For Panchayat Election

Digital Marketing has become a requirement of the day, no matter what field it is. It is obligatory as it helps people know and understand your business. If suitable carrying out of online branding is not done, then the business remains unknown to its probable clients.



We at Dynode Software PVT LTD believes that, 'the better candidate does not win, the better marketer does'. For political organizations beholding to influence potential voters digital targeting is the one thing that can't be ignored. Although voting is a responsive act, there are certain transactional indicators that can help forecast where a vote might be cast. When a political model is developed at Dynode Software Digital, we analyze the complete holistic view of a Panchayat – not just the last touch point as an enumerated voter.

First of all, we need to understand that digital marketing and politics both want the same thing: persuade people to do something. Convince them to buy a product. Convince them to vote for you. And convincing them takes exertion and time, of course.



## How Is Digital Marketing Helpful For A Politician?

Digital marketing has made it tranquil for political campaigns to reach their target audience at a lesser cost equated to that required for traditional marketing. Digital marketing is taking over traditional marketing in almost every kind. This same trend is also accepted in political campaigns. Nevertheless, with the help of Digital Marketing you can produce a Buzz by the following these footprints:-



- Running Social Media (i.e. Facebook, etc) Campaigns
- Showcasing your contribution to society as a whole
- Starting the slogans and logos
- Video marketing, SMS marketing, etc.

## Tailoring Targeted Messages

Our profusion of digital data and tools accessible in enabling campaigns to better tailor your messages based on the audience's values to increase your voter base.

Our campaigns are employing intelligent dynamic resourceful optimization to put a suitable spin on your ads to get the favorite response.

## Impact of Social Media on Indian Politics

- The use of social media for politicians counting Twitter, Facebook and YouTube has dramatically transformed the way campaigns are run.
- Social media played a dynamic role in deciding which party wins the most seats.
- Facebook users have a marvelous impact on the results of the polls in 160 of India's 543 constituencies.
- The youth is tech-savvy and loves being associated with updated trends and topics.

## Basic Information & Requirements From User:

**Images Requirement:** Product or services image required for social sharing.

**Video Requirement:** Ready to use video required for video sharing on various social media platforms for user engagement.

**Credentials Requirement:** In Case Of Social Media - All Social Media ID Along With All Information For Completion Of Profile.

### Contact Details Requirement:

**Address:** Complete Company Address is required for local voter targeting.

**Phone No:** Phone No. is required for user inquiry and Social Media activities.

**Mail id:** Mail id is required for profile creation

**WhatsApp:** In Case Of WhatsApp Marketing: Mobile No Which Is Useless And If Blocked Than No Issue, because if blocked then customer has to take new no and provide to us.

## Thank You

Thank you for reading our profile. We assure you of our full cooperation and commitment to your project from day-1. We are sure we can make it a success for reaching out to the maximum number of potential target audiences with our advanced technology development and your industry experience. We are waiting for your positive response as soon as possible.

## Contact Details

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