



Election Campaign Management



# PolStat India

**Politics Through the Lens of Statistics**



## Agenda

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## About PolStat India

“Politics Through the Lens of Statistics”.



2 General Election



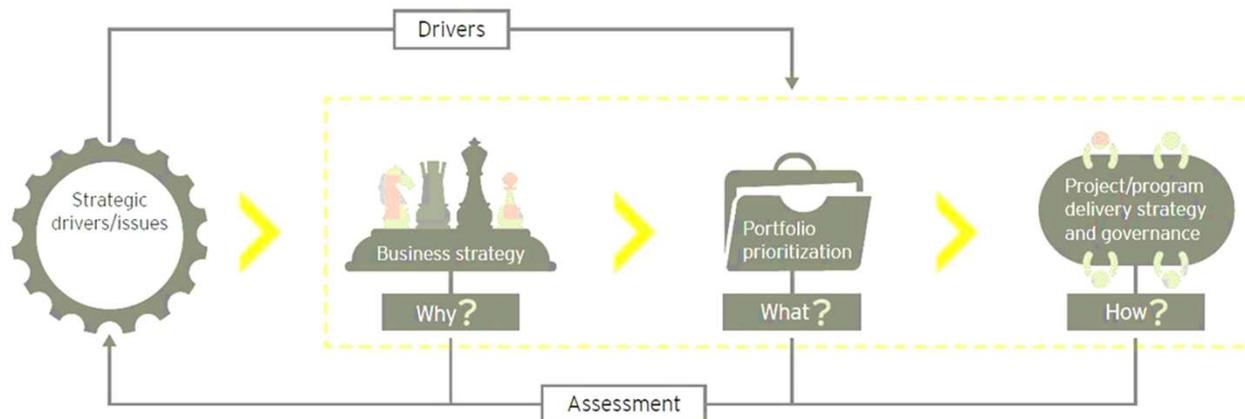
15+ States



10+  
Years  
of Electioneering  
Experience



100+ Leaders



Our unwavering commitment to our clients

We are group of professionals with the experience of more than decade, came together to provide data driven campaign solutions. We have handles more than 20 assembly election, 2 general election projects serving more than 100 Leaders in 15+ states. With a vision to further democratic values and to provide a level playing field to all politicians. Pol Stat provides ground breaking actionable intelligence and campaign solution to political candidates.

*"It's the action, not the fruit of the action, that's important. You have to do the right thing. It may not be in your power, may not be in your time, that there'll be any fruit. But that doesn't mean you stop doing the right thing. You may never know what results come from your action. But if you do nothing, there will be no result".*  
Mahatma Gandhi

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## Our Services

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# Our Services

Ground Intelligence, Survey and Analysis



Campaign Management



Digital Campaign



Social Media Platforms



Door to Door Campaign



Political Communication, Brand Building and Public Relation



Outdoor Branding



Cadre Management and Volunteer Registration



Booth Management



War Room Management



Data Analytics and Research



Event Planning and Execution



# Ground Intelligence, Survey and Analysis



## Digital Campaign

Digital campaign is one of the most effective and impactful tools of the political campaign process. As we have entered into 5G era and thanks to smart phone presence in almost every household of our country we can reach out to large number of voters with single click. With the effective use of various available tools and platforms we create buzz and build the clients brand among general masses we can select audience and do targeted campaign. As a political pioneer, through Digital Media Company, you can share your perspective, considerations, give reports on your events, and get associated with your voters rapidly and consistently.

- Engagement With Voters and Narration Building
- Profile Creation on the Digital Media Platforms
- Day-to-day News and Events Update
- Feedback Management and Reaction Monitoring
- Time-Effective Reach and better engagement
- Facebook, Instagram, Twitter Marketing
- Bulk SMS, In Voice Calls
- WhatsApp Message Campaign
- Website Creation and Management
- Google Ads, SEO, You Tube Marketing
- Digital membership and Registration Drive
- Latest updates to voters
- Opposition Monitoring

# Social Media Platforms Management



## Facebook

- Profile Creation and Management
- Fan and Neutral Pages
- Group Creations
- Subsidiary IDs
- Daily Post Updates
- Videos, Reels, Live
- Comments, Share
- Facebook Poll

## Instagram

- Profile Creation and Management
- Fan and Subsidiary IDs
- Neutral IDs
- Daily Post Updates
- Videos, Reels, Live
- Live Comments and Share

## X

- Profile Creation
- Profile Management
- Reaction and Repost
- Trends
- Tags and Hashtags
- Twitter Poll

## WhatsApp

- Story Update
- Regular Messaging
- Channel
- Broadcast
- Group Creation and Management
- Bulk Messaging

## YouTube

- Channel Creation and Management
- Videos and Shorts
- YT Interview
- Liaison with Other You Tube Channels

## LinkedIn

- Advanced metrology
- Profile Creation and Management
- Regular Post
- Connections
- Blogs

- Social Media Analytics, Region and Age Wise Distribution Analysis
- Sentimental Analysis, Content Engagement, Comparative Analysis
- Targeted Campaign, Opposition Monitoring, Advertisements

## Door to Door Campaign

**Specially customized door-to-door campaign to establish Leaders or Party True Image, belief, Vision and Idea of development to their constituents. Collecting valid contact information also know voter's inclination and ensure the wide reach of the candidate and use the data for future campaign.**

- Reaching out Every Household of Constituency with Leaders or Party handbill, stickers and appeal
- Phone/Mobile no, Correspondence Address, Head of the Family, Numbers of Family Members, Caste, Political Inclination and other data would be taken to establish communication channel with the voters and also develop customize campaign as per their sentiments
- To inform constituents about leaders or party vision and their development stories
- To get the list of new voters who could be added
- Door to Door registration program
- Ensure to put your hoardings, banners, stickers on the required site

# Political Communication, Brand Building and Public Relation

Political communication is the connection between politics and citizens. It helps to differentiate the party from its competitors, build trust with voters, and motivate people to get involved. Its an art of creating story timeline which depict brand with clear and concise message and create distinctive visual identity.

## Developing a strong brand identity

- A clear and concise message
- A distinctive visual identity
- A consistent message
- A commitment to grassroots organization
- A strong online presence

## Well-executed media strategy

- Identifying the target audience
- Choosing the right media channels
- Creating compelling messages
- Distributing the messages
- Measuring the results

## Fostering relationships with media outlets

- Identifying the right people to contact
- Building relationships with the media
- Providing the media with information
- Being responsive to media inquiries

# Out Door Branding

One of the cost effective method to directly reach out to the voters with your image, vision and ideas. Since it is seen by many people thus increase the brand visibility and create buzz around. It is flexible and can be used to target local audience, also deliver message to a targeted audience. It can be well planned by selecting hot spot

## Traditional Medium



## Digital Medium



## Cadre Management and Volunteers Registration

**Cadres are backbone of political system. From delivering message to political canvassing, grassroots mobilization to booth management it is the cadre who handles everything. Having a robust cadre management system is must for any political system to run its day to day operation. Winning probability of any political party or individual depends on how advance and organized its cadre are.**

- Cadre building
- Cadre/workers monitoring and evaluation
- Technological support for cadre/worker management (cadre management software)
- Database management and mapping
- Worker's training
- Volunteers' registration (ground and digital)
- Volunteers mapping and their evaluation

## Booth Management

**Polling booths are building block of any constituency. It's a popular saying, " You win booth, You win Election". Adequate allocation of workers, voters marking, caste composition, resource management, voters mobilisation and mapping are some of the key features of booth management.**

- Formation of booth committee and their mapping with electoral data
- Evaluation and classification of booth workers as per their commitment
- Role assignment of workers and their training
- Liaison with influencers
- Formation of frontals booth committee like youth, women etc
- Maintaining the balance of workers as per caste demography of booth
- Voter's identification and their classification
- New voters' enrolment
- Voter's outreach and its monitoring

## War Room Management

War room is decision making and campaign monitoring hub of campaign management system. All stakeholders sit together to brainstorm over campaign plan and its execution. A war room supports candidates in keeping in touch with the voters they wish to contact while tracking their whereabouts and coordinating their election-related actions in real-time. It is central hub for data collection and management, information and messaging system, permissions-grievances and campaign monitoring.

- Decision making, Campaign Planning and Monitoring
- Opposition Campaign Monitoring
- Route plan and Heat Map
- Collateral stock management
- Media strategy and Monitoring
- Call Center Management
- Digitization and Data Entry
- Permissions and Grievances
- Election day War Room

## Data Analytics and Research

"Numbers never Lie", in modern elections, data has become the most important tool. It Helps you know about your voters (their age, sex, social status, economic background) and about the constituency (demographics, stronger and weaker areas, patterns of voting). Both key factors in strategizing for elections. Analyzing this data gives us unprecedented insights into the minds of voters, allowing us to craft impactful messaging and campaigns

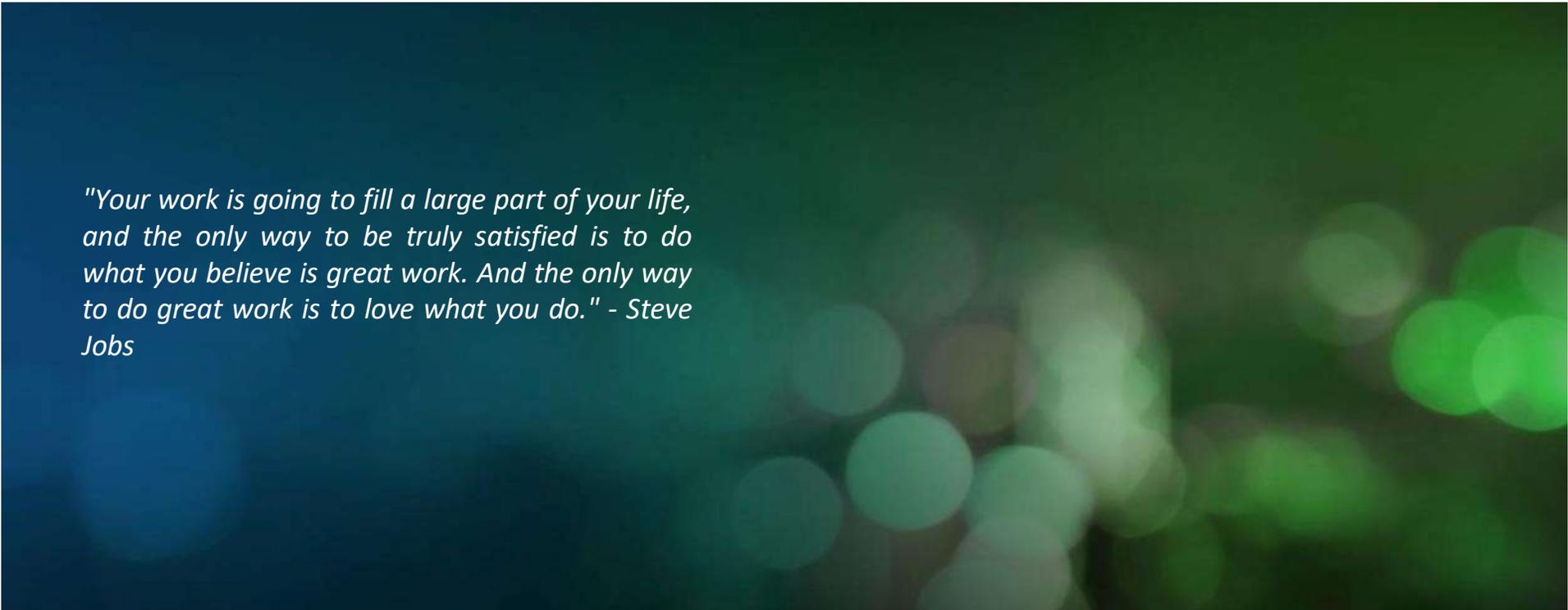
- Retrospective Election data analysis
- Booth Wise Result Analysis (Form 20)
- Classification of Booths as per their Historical performance (Safe, Favourable, Battleground, Difficult)
- Opinion Poll
- Sentimental Analysis of Voters
- Caste Analysis and Their Voting Patterns and Swing
- Classification of Booths as Per Workers and Volunteers Strengths
- Analysis of Voters Family
- Research on Government Policies and Its Implementation
- Research on MP/MLA LAD funds Allocation and Making Reports of It
- Research on Funds and Work allocation of different executive bodies like Panchayati Raj, Municipality, PWD, Water Resources, Rural development Etc
- Creation of Talking/ Attack Points
- Research on Manifesto Points

## Event Management

**“Sell the sizzle, not the steak”, In an election, messages are important but it is more important to ensure these messages get conveyed in an effective manner. It's important to assess our messages are reaching the masses and are resonating with the thought process of voters. For this, we need proper management and planning. From corner meetings to big sabhas, from padyatras to road shows there should be a proper plan to execute these events, to measure their impacts and to update strategies constantly**

- Event planning and execution
- Event flow
- Pre event planning and research
- Liaisoning with vendors
- Branding and buzz creation
- Guest and attendees management
- Crowd mobilisation and management
- Post event impact analysis



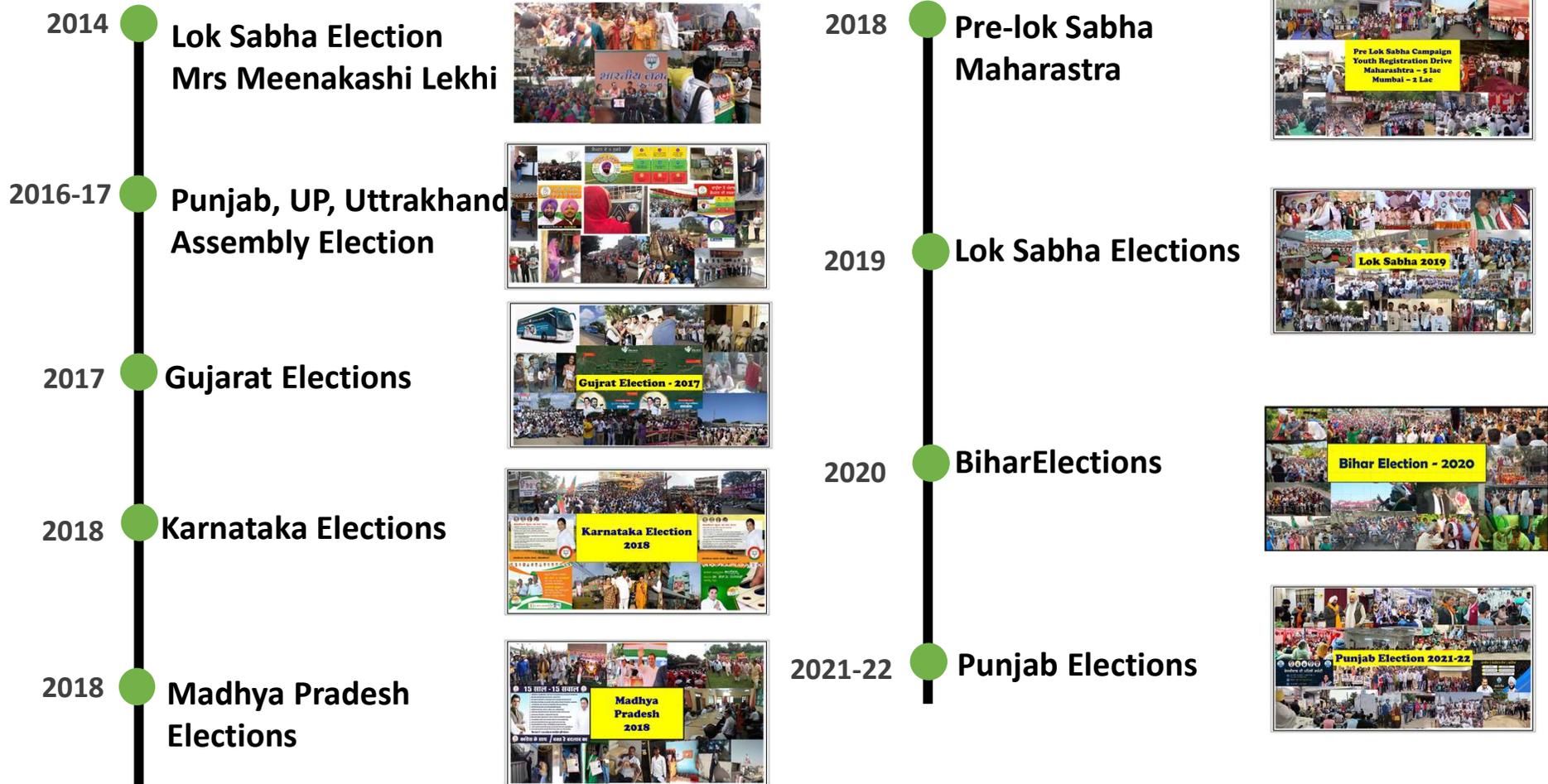


*"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do." - Steve Jobs*

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# Our Journey

# Journey Timeline



# 2014, Lok Sabha Election :Mrs Meenakashi Lekhi







# Gujarat Elections -2017











## 15 साल - 15 सवाल

1. राष्ट्रीय विकास, 60% युवा विभाग विकास, 3 सालों में भारत को नया रूप देना, भारत को नया चेहरा देना
2. भारत में नया भारत, नया भारत में नया भारत
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**कग्रेस के साथ / वक्त है बदलाव का**

# Madhya Pradesh

# 2018









# Pre Lok Sabha Campaign -Maharashtra



# Lok Sabha Elections -2019



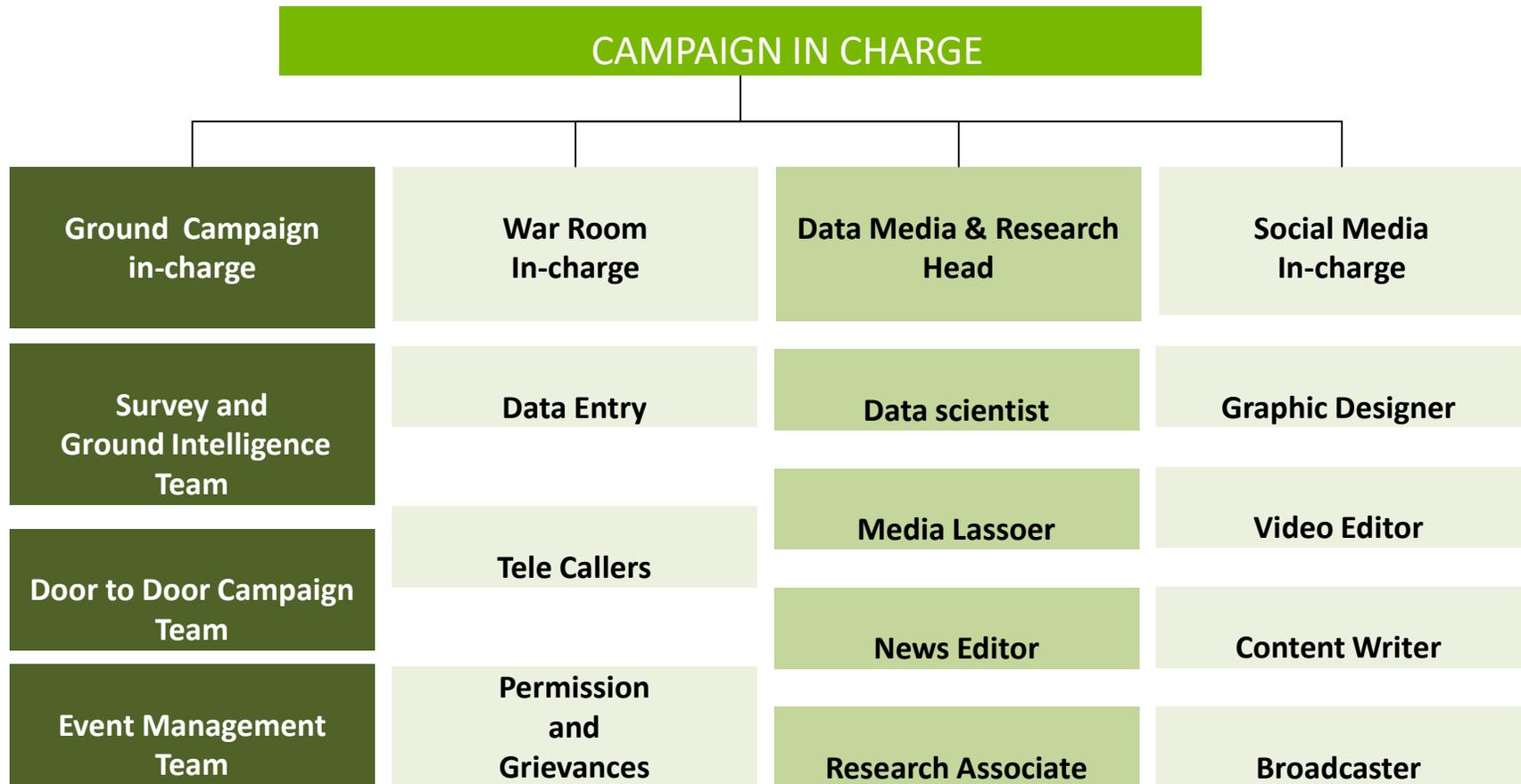
# Bihar Election - 2020

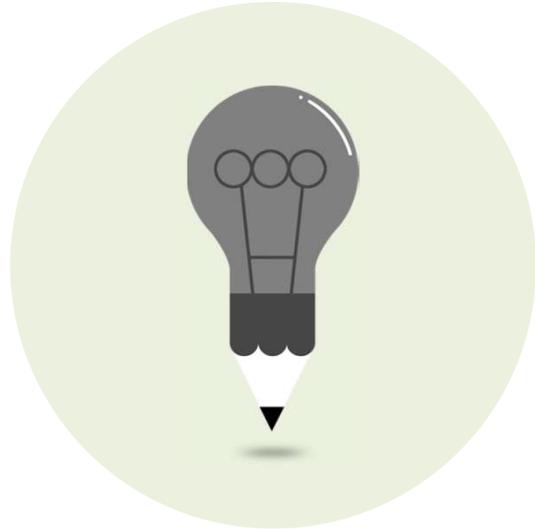


# Punjab Elections -2021-22



# Team Structure





Thank You

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