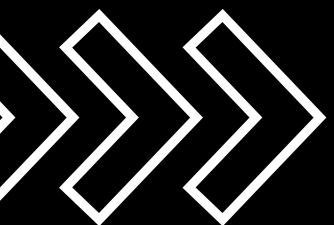


PRESENTATION

CREATIVE DIGITAL MARKETING
AGENCY



We support political parties/individual candidates strategically to grow faster to encash the current & future political potentials, keeping the fact in mind that India is offering most vibrant political growth environment in it's history and Indian political environment tends to emerge as future global political hub.



We are aimed to support struggling politicians, political parties, new entrants to overcome with their prolonged political struggle, limitations & barriers against all odds & synchronize their political positioning as per fast changing political environment & voters behaviour, so that they too can recognize & explore the latent political opportunities lying around "Leader" them & can dare to emerge as of leaders not constituency but on state & national level.



WHAT WE DO



We
conceptualise
campaign for
Political Party



We do strategic
analysis of
electoral issues
and also
electorate
impulse... and
then design the
campaign



We
significantly
prepare the
blueprint for
macro and
micro plans

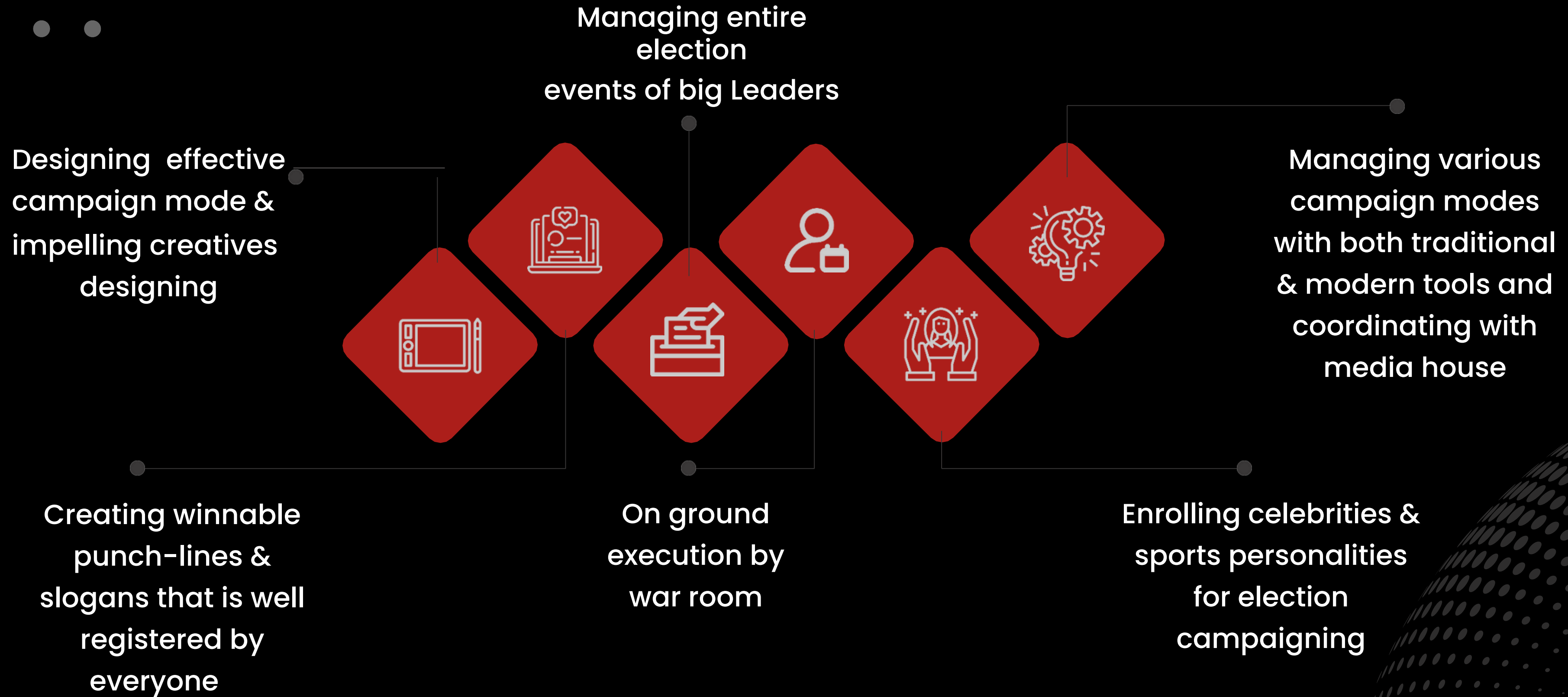


We conceive
winnable
ideas in
context of
the Party



We execute the
entire
campaign and
also do post
campaign
feedback
analysis, to
measure the
effect of it

WORK SCOPE



OUR STRENGTHS

Profound
experience
through
participation
in past
elections

In depth
Planning

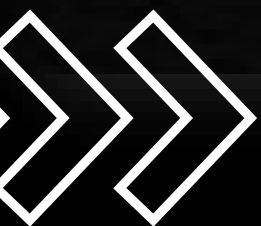
Strong,
Dedicated
&
Politically
educated
Team

Professional
performance
with
accountability

New-Age,
Implementable,
sustainable
concepts

Best
implementation
& hassle-free
result

Wide scale
mass
response
studies &
quick
strategic
corrections



WE CREATE
COMMUNICATION
BRIDGE
BETWEEN
POLITICAL PARTY
&
PUBLIC

- The current population of India is 1,435,590,352 as of Friday, January 12, 2024, based on Worldometer elaboration of the latest United Nations data 1

As of my knowledge cut off in September 2021, the total number of registered voters in India was around 910 million, according to the Election Commission of India. This number is likely to increase as new voters turn 18 and become eligible to vote, and as existing voters update their voter registration information.



State	count
Assam	2,03,24,791
Andaman	2,53,934
Andhra Pradesh	3,77,73,672
Arunachal Pradesh	7,84,870
Bihar	7,07,02,734
Chandigarh	6,11,511
Chhattisgarh	1,90,02,074
Delhi	1,25,16,620
Goa	11,52,412
Gujrat	4,22,83,583
Haryana	1,61,86,285
Himachal Pradesh	42,18,480
Jammu and Kashmir	34,22,149
Jharkhand	1,97,72,103

Karnataka	4,50,35,041
Kerla	2,03,85,216
Madhya Pradesh	4,79,65,786
Maharashtra	8,31,03,198
Punjab	2,03,74,375
Rajasthan	4,77,68,379
Tamil Nadu	4,91,98,794
Telangana	2,81,75,651
Utter Pradesh	14,29,05,768
Uttrakhand	75,62,830
West Bangal	7,27,80,906



GROUND WORK DETAILS

STANCE
INTERNATIONAL

IVR calls

Ground reports

Scheduling of events

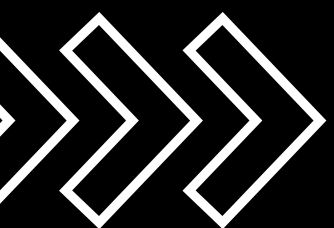
Magazine and Media coverage

Detailed mapping of the electorate constituency wise

Proper marketing and branding of the events

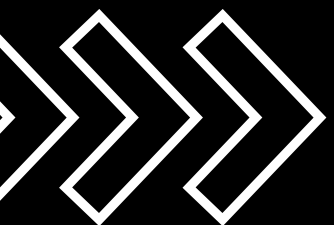
Hoarding, banner and flex designing

Live telecast of the public events to multiple location through live feeds

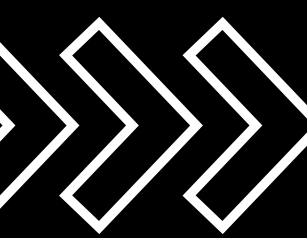


VOICE CALL (OBD)

Voice call service is a easiest, effective and best mode of communication. It enables mobile marketers to communicate with their customers by calling their mobile/landline phone numbers anywhere in India with a pre-recorded voice message through a fully automated Voice SMS Application. Voice call service allows businesses to blast a recorded message across a database of customers in a single click. We filter your data according to age/ income/ Location.



BENEFITS OF VOICE CALL (OBD)

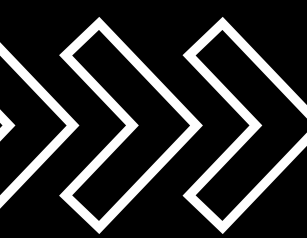
- Deliver or obtain responses from employees, customers and prospects
 - Notify your targeted audience when required
 - Promotion of products, services and election campaign etc.
 - One can send reminders for EMI, insurance premium, voter registration, appointment etc.
 - Confirm availability for appointments, pre-scheduled meetings & conferences
 - One can get feedback from your target audience
 - Generate more quality leads.
- 

WHATSAPP MARKETING

We provide International WhatsApp Marketing and India WhatsApp Marketing as a service. As Bulk WhatsApp Service Provider we ensure you are connected with your customers where ever they are with just Click of a Button!. To maintain ourselves as best Bulk WhatsApp Text, Images, Audio, Videos - Marketing Service Provider Company and to ensure maximum successful messages delivery within minimum timeframe. We have redundant network of servers to ensure instant upto 100% delivery of WhatsApp Messages.

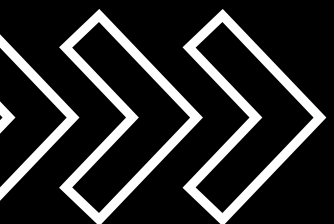


BENEFITS OF WHATSAPP MARKETING

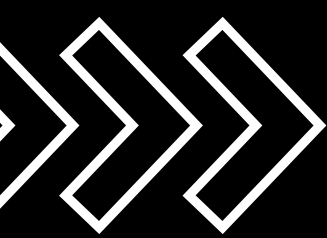
- You get the opportunity to a larger consumer base at once in a positive way.
 - Not only text but you can use rich-media to present your products in Whatsapp campaigns.
 - The broadcast list feature in WA allows sending multiple messages to a large contact list at once without selecting them manually.
 - Its reaches to maximum audience at minimum time that no other marketing tool can assure.
- 

BULK SMS MARKETING

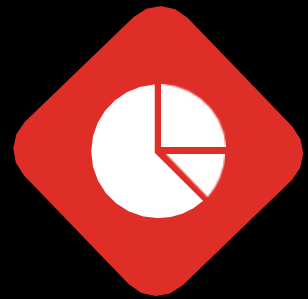
Bulk SMS is a marketing and communication tool. It is the most feasible and essential strategy to target a mass audience. Stance International offers a complete range of messaging services across the Globe, offering optimization and high quality of SMS routing to mobile service providers such as, Mobile Content Providers, SMS Aggregators, Financial Institutions, Government Sector and sellers. Stance International Bulk SMS service provides the facility to benefit from Volume Related Discounts on SMS messages. If your aim is to advertise, inform, promote messages or get in touch with your customers, bulk SMS delivers a timely and cost efficient mass-market communication tool.



BENEFITS OF BULK SMS MARKETING

- **Short Messages**
 - It is great marketing tool especially if your message is short & appealing to targeted customers they will surely read it. SMS marketing makes it possible to send short messages which are to the point.
 - **Instant Delivery**
 - It is lightning fast, literally putting your message into your subscribers' pockets seconds after you send. The average time for your customer to get the message is less than 7 seconds.
 - **Flexible Platform**
 - Send a handful of messages or send over 10,000 SMS messages to your entire list with a click of a button from your computer. Customize your text message campaigns to the needs of your SMS subscribers. SMS truly molds itself to the needs of your business.
- 

RESEARCH AND ANALYSIS



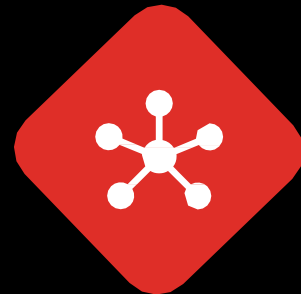
Caste Analysis Booth Level

30% Brahmin
11% Rajput
13% Yadav
33.5% others
12.3% SC



Voting Behavior

Complete
voting pattern
& Previous
election
analysis



Safe, favorable, battleground & Dangerous booth analysis

Each booth analysis
New voter analysis



Local issues analysis

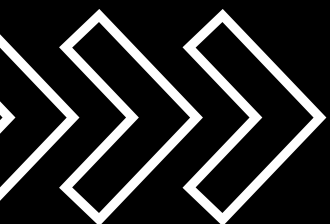
Listing of
local issues
Benefit
from local
issues

Sharing of
crucial &
Confidential
Information

Classification
& booths

**Higher Level
analysis &
Report**

Customized
election
campaign





DIGITAL
MEDIA
OUTREACH





**DIGITAL MEDIA
GOALS**

1

Increase people engagement

2

Improve communication

3

Better understanding, identify & engage supporters

4

Engage & excite influencers

5

Expand reach of thought of leadership in campaign

6

Enhance campaign program effectiveness

Creative
campaign

Formation of
groups and
real-time
campaign
updates

Live
streaming of
release and
press
conferences

Web
advertisement

Integration
of all online
platforms

Customise
supersize
post on FB

Authentic
sentiment reach
engagement and
impact analysis
and report

Online
campaign
shop

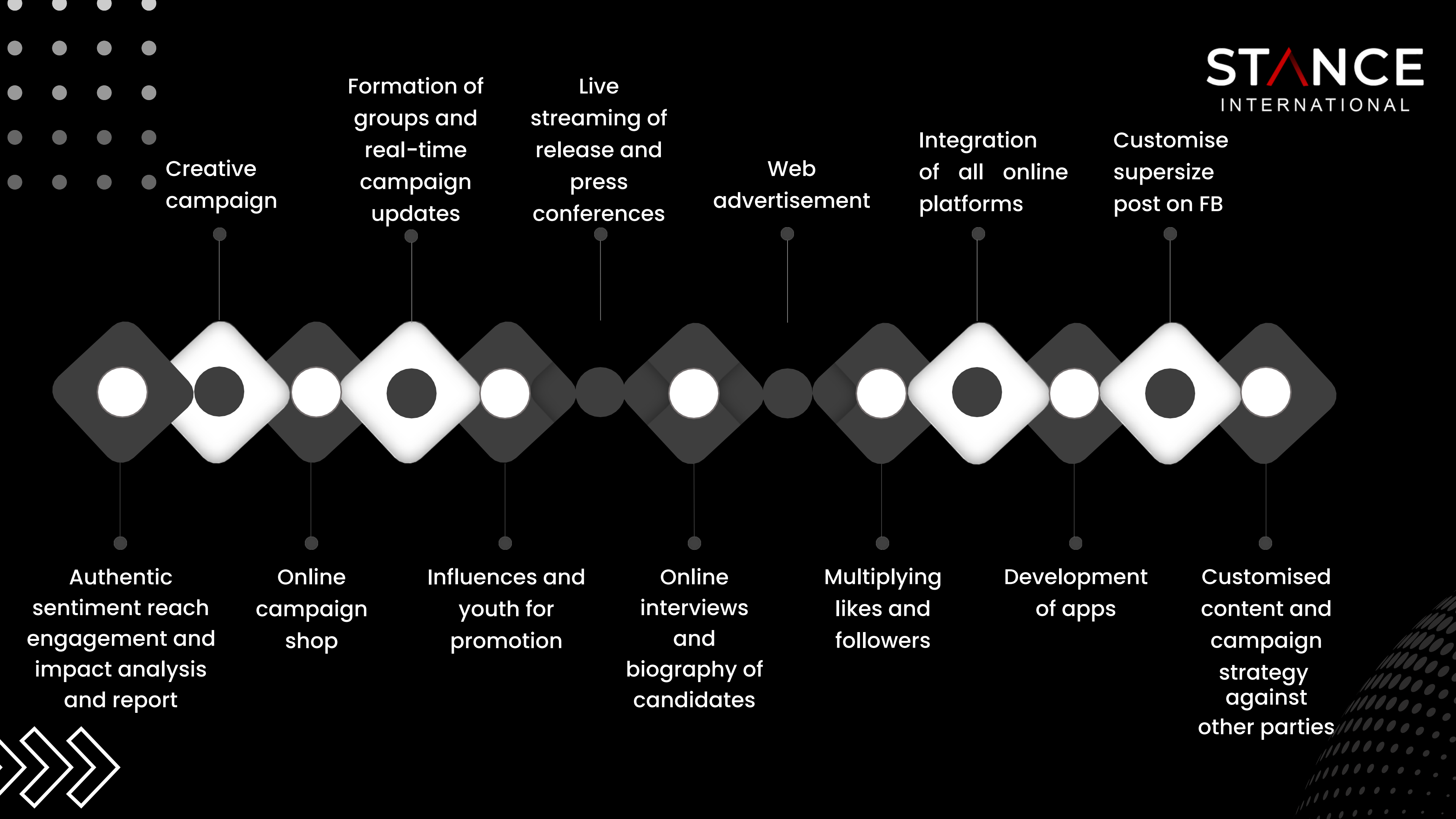
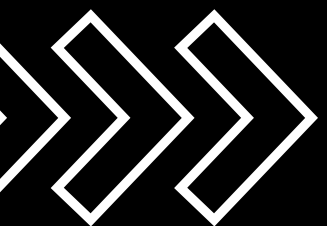
Influences and
youth for
promotion

Online
interviews
and
biography of
candidates

Multiplying
likes and
followers

Development
of apps

Customised
content and
campaign
strategy
against
other parties



DIGITAL MEDIA WORK PLAN

Creation of a neutral platform to discuss and debate over current ground issues of Bihar

Articles and opinions from the local people so that they can interact with each other

Creation of different social media platforms like Facebook, WhatsApp blogs etc.

A open discussion on different political and non-political issues

Identification of local issues



STRATEGY FOR SUPPORTIVE PLATFORMS

Google

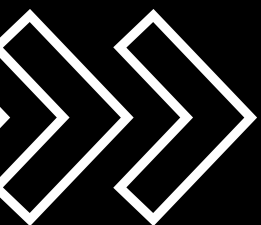
- Optimize for SEO
- 3-5 posts everyday
- Share engaging content, videos, images, news & relevant links
- Comment on posts
- Utilize google hangouts
- Create & promote upcoming events

Blog

- Increase recognition
- 1-3 blogs per week
- Include social share button
- Add RSS button
- Insert actions to be taken to increase engagement
- SEO improvements
- Unique audience growth & returns
- Conversions & subscribers
- Encourage comments, forum pages etc



- Circulation of news, issues & events
- Adding social element to every campaign to expand reach & increase engagement
- Updating all new thought leadership & issues
- Getting straight benefit from issues
- Interact through interview, video etc at all relevant platforms
- Posts by social press
- Referrals from social press



News articles on some ground issues being faced by the local people featuring different case studies

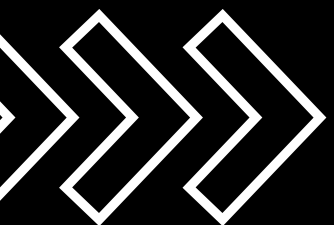
Guest articles from prominent faces from the society

Historical Articles over Bihari culture, tradition & tourism

Articles from local people

News stories over local issues

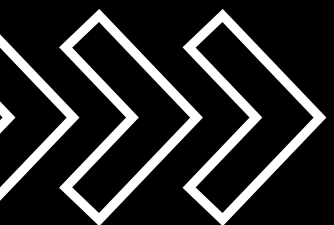
Distribution of articles through different distribution channels like Facebook, WhatsApp, etc.



Daily Articles over the different issues of the Bihar by a team of experts which will be distributed among different channels

Video series about how awareness of people has resulted in positive change in different part of the state

Motivational video speeches or inspirational stories from successful people from the state who are excelling in their respective fields



A SOCIAL MEDIA PLATFORM WHICH WILL WORK AS A SUPPORT GROUP FOR THE PARTY



Daily Post which will be focused on daily political happenings

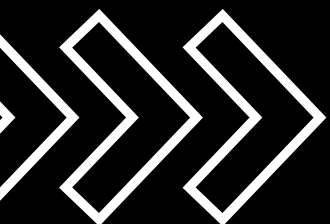
Infographics over the developmental works being done in the area

A cartoon series which will be based on different current happenings

Public opinion videos from different section of the society

Online live discussion with different stakeholders of the society

Social media volunteer meets on regular intervals to discuss different strategies



DETAILS

Content Sharing

Quotes

Questions

Facts

Headlines

Numbers

Controversial statements of
opponents

Supporter's views

Inspirational content

Issues

IMAGES

Cover image

Banners

Promise/manifest

o Headlines

3-d images

Promotional
images Blog post

image Declaration

Government

Collage

Work done by

Govt./Party/Candidate

INFO IMAGES

Infographics

Party details

Fact sheets

Events

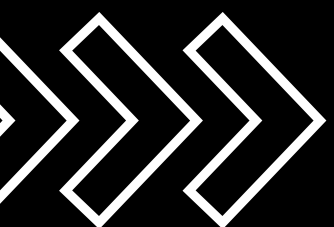
Flow charts

Comparison/contrast

Fact/myths

LINKS

Relevant
links Blog
links Events



DETAILS

VIDEOS

Behind the scenes
Interviews
Public opinion
Question & answer with public
Youth movement
Ted style talk
Graphic recording
Explainer video
Bihar ki pukar
Live event Hangout
recording

PRINT IMAGES

Posters
Flyers
Invites
Thank you notes
E-Brochure

PHOTOS

Announcements
Old popular
content
Recommendations
Interesting facts
Polls

DATA

Tagging
Reviews
Ratings
Insights
Keywords
Press
release



THANK YOU
FOR WATCHING

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