



POLITECHNIQUES CONSULTANCY SERVICES

POLITICAL STRATEGY MANAGEMENT

Chandra Sekhar S

M.Tech, IIT Kharagpur

Contact: +91 - 9063856727

Mail: politechniques@gmail.com

STRATEGIC MANAGEMENT



About Us

Politechniques is an Indian based political strategy development company. Which makes and produces leaders and rulers to and for the nation. Using the best innovative techniques we are committed to do service and consultancy on different aspect and make our clients win and get succeed goals in their career.

- Whether it is at the ballot box, in the halls of state Assembly or Parliament, or in the court of public opinion, Politechniques helps clients win.
- We combine unparalleled strategy and creativity with the most sophisticated innovative planning and production operations in politics.
- As an agency, we pioneered the use of digital analytics, micro-targeting, message creation and media organization, in doing 5WH Analysis and political campaigns.
- The spirit of innovation and strategy that will help to elect heads of state around the country, MPs, MLAs, governors, mayors and representatives at all levels of government.



Strategic Planning

Concreteness: When the specific goal determined is more concrete, the more energy and positivity it will rise in the supporters.

Measurability: if a goal set is not measurable, then it is impossible to determine the achieved results or the goals yet to be amended. A party or leader does not set itself/himself measurable goals will never know how realistic its plans are.

Feasibility: Goals sometimes should be visionary, if there is no chance of achieving them, it will surely backfire on you or your organization.

Inspirational Value: People will not get behind any general or political programs which are not enthusiastic about. The road to success is often long. The only way to keep faith in yourself is if you are inspired and motivated by the higher goal. So setting your aims too low is also not a good idea.

“ A strategy is the way, you try to achieve a specific goal ”





Research + Insights

1. What is the type of election and the rules?
2. What are the characteristics of the district?
3. What are the characteristics of the voters?
4. What has happened in past elections?
5. What are the main factors affecting this election?
6. What are the strengths and weaknesses of your candidate?
7. What are the strengths and weaknesses of all the viable opponents?

1. Doing the research necessary to prepare for the campaign.
2. Setting a strategic campaign goal of how many votes are needed to win.
3. Analyzing and targeting voters.
4. Developing a campaign message.
5. Developing a voter contact plan.
6. Implementing that plan.



Think



Plan



Develop



Set Goal



Evaluate



Implement



Execute



Public Relation

Public Relation involves in communicating with your voters to raise awareness of your activities. A good communication will build trust on you, enhance your reputation and cultivate relationships with the voters.

- **Consult political decision makers, mandataries and functionaries in formulating policies and concerns.**
- **Assess the communicative effect of political decisions.**
- **Develop strategies on the basis of data analytics.**
- **Identify connections in communication, implement communication projects and measures and evaluate their outcome.**





Image Projection

Personal branding is the process of uncovering, communicating and managing your message, differentiating yourself from your peers and competitors. It's time to assess your brand image, your reputation. Tailored communication to reinforce your message in process strengthening your brand. It is vital to identify and define your own image in public. We at PCS help you identify, communicate & strengthen your ability to project your work onto the global platform and create differentiation yourself with your competitors. Projection of Image will reach out to more number of public to become loyal voters.



Image Protection

- Image protection is also a important task in politics. Politics is the place where any one can get a bad image with some unnecessary and false allegations. With our strategic campaign techniques we will make sure to overcome such incidences and protect your image.
- With our SWOT analysis we list all the potential strengths, weaknesses, opportunities and threats relating to your campaign. The Strengths and Weaknesses are internal factors and Opportunities and Threats are external factors.
- Our strategy makes to turn your weakness to opportunities and neutralize threats with strengths .



Project & Protect Your Brand Image

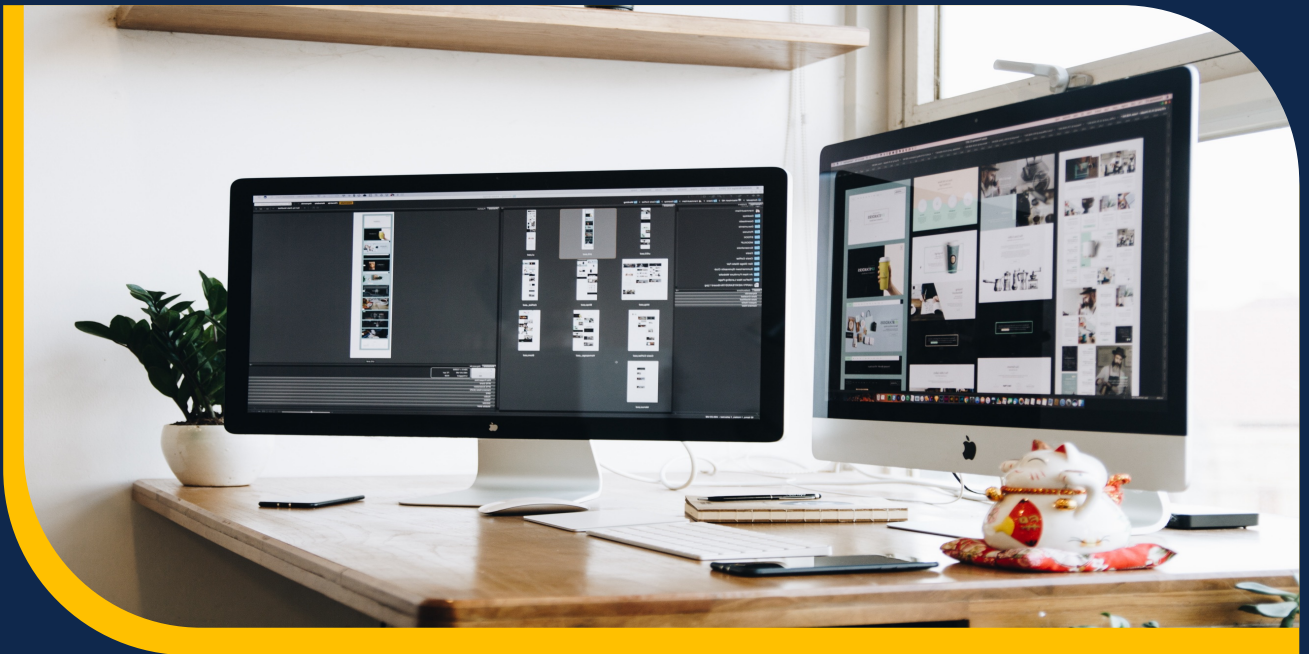
propaganda and networking: Identification and selection of executives, strategist, managers, spokes-person, orators, canvassing agents, intelligence and vigilance, field workers, field assistants, publicity assistants, security and volunteers. Apart from event management, logistics and hospitality team, media and cultural managers.

Training: Recruitment, training, special training, advanced training, competition and crisis management training for the above.



Digital Campaign Management

Digital Campaign Management is a service to reach public frequently and gain their attention and trust. Using our DCM services you can reach an enormous audience which is cost effective and also measurable. One can save huge amount of money to reach the relevant and targeted audience compared to the traditional publicity digital campaign makes effective impact and gather more attention of the public towards you as the promotion reaches multiple times. Get to know your audience and allow them to know and reach you personally which can help to create your brand image.





Search Engine Optimization (SEO)

Our goal is to provide efficient SEO Services, to boost the quantity and quality of traffic to your website and ensure that it increases more public attention. SEO improves the online visibility of a website or a web page in an online search engine's unpaid results- often referred to as "organic' results. SEO is a helpful skill to keep in your arsenal to push your activities by augmenting the visibility of your virtual war room. We are capable of bringing a better user experience to your website and promote when you hire us.



On-page Optimization

- Keywords Research and Analysis
- Dealing with Duplicate Issues
- Optimizing Title/Meta Tags
- Image Optimization
- SEO-Friendly URLs Optimization
- Header Tag Optimization
- Web Content Optimization
- Anchor Tag Optimization
- Page Speed Optimization
- Blog Page Creation
- Google/Bing Webmaster Tools
- Google Analytics Tracking Code Installation
- Google Business Page Creation
- Bing Business Page Creation
- URLs Redirection Check
- Structured Data Implementation
- Creation of New Landing Pages (If needed)
- Hyperlinks Optimization

For providing SEO Services, we use the information that we have gathered from our SEO Research and Analysis, we are able to look at your website through the eyes of Google. For a thorough SEO audit, we make use of industry-leading software to identify all the potential issues within the website such as Meta Tags, URL Structuring, Internal and External Linking, and Page Load Performance, etc.

On-Page SEO



Off-page Optimization

- Search Engine Submission
- Social Bookmarking
- Business Listing
- Profile Creation
- Article Submission
- Article Social Bookmarking
- Blog Submission
- Blog Post Social Bookmarking
- Web Blog Indexing
- Web Blog Social Bookmarking
- Press Release Submission
- Press Release Post Social Bookmarking
- PDF Submission
- Classified Ads Posting
- Blog URLs Submission
- Article URLs Submission
- Press Releases URLs Submission
- PDF URLs Submission
- Question/Answer
- Social Sharing
- Google My Business Page creation
- Image Sharing
- Video Submission (If Video Provided By Client)
- Video Sharing

SEO Off-page Optimization Service is concerned with do follow links from other websites to your site. These links basically are linked juice from higher domain authority & relevant websites act as an independent 'vote of confidence' which helps search engines trust your website more ultimately improving website position in SERPs.

Technical SEO

- Website Speed Optimization
- Speed Analysis
- Sitemap Generation
- Robots.txt
- URL Redirections
- Rich Snippets
- Canonical Links

Technical SEO is a crucial part of any SEO strategy. It refers to all the website and server optimizations that help search engine spiders crawl and index your website more effectively. No website can stand without a stronger backbone, and seemingly, that backbone is technical SEO. Technical SEO is the structure of your website. It is a technical SEO that keeps your website together, so you can do on-page and off-page SEO on it.



Social Media Optimization (SMO)

Social media is the most effective tool to build an online community and brand trust among your voters. Billions of people use social media channels nowadays and this is why you should also use social media management services to help your brand build a better online reputation and social trust. Our SMO packages cover everything you need to manage and build better online brand reputation and social trust.



Benefits of Social Media Optimization

There are many benefits of using social media management packages for your social activities and political campaign. The below mentioned SMO packages benefits your career and also to fulfil your needs.

Brand Awareness

SMO Packages help you to manage and engage your social media profiles and followers. It also helps your brand image to reach more people when they like, comment and share on your social media posts.



Maintain Fan Following

When you start getting followers on your social media profiles then you also care about their choice and likes. This is where SMO packages can help you to maintain the fan following of your social pages.



Build Social Media Trust

SMO packages help you to manage and communicate with your buyers, and when your social media profiles look active then people feel safe buying from you. This is how SMO packages build better social trust.



Cost Effective

If you can't afford a team in house to manage your social profiles professionally, then SMO packages help you to manage your social channels according to your budget. You can opt for any package that you can afford.



More Followers

A professional SMO packages can help you to increase followers on your social media profiles quickly by sharing professional content and applying the perfect social media management strategy for your activities.

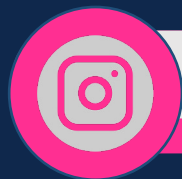




Facebook



- Business Analysis and Research
- Competitor Analysis
- Profile Optimization/ Design
- Facebook Page Creation
- Facebook Creative Cover Photo Creation
- Facebook Timeline Design (FBML Page Creation)
- Profile page settings
- Facebook Events Creation
- Custom Tab Creation
- Relevant Group Creation
- Relevant Group Joining
- Post Sharing in Groups
- Video Sharing(provided by client)
- Response to Comments & Messages
- Spam Removal
- Call To Action Button
- Posting And Updates
- Facebook Insight Monitoring
- Traffic Monitoring Through Google Analytics



Instagram



- Business Analysis & Research
- Competitor Analysis
- Business Profile Creation
- Optimization Of Business Profile
- Instagram Stories Creation
- Post Creation For Instagram Profile
- # hashtag Trend Research
- Instagram Image Sharing
- Competitors Analysis
- Responding to comment
- Engagement Strategy
- Outreach With Influencers
- Link With Facebook Page
- Video Uploading On IGTV(If Video Provided By Client)
- Instagram Analytics & Monitoring



Twitter

- Business Analysis & Research
- Competitor Analysis
- Profile Creation
- Profile & Background Picture Creation
- Tweet Per Week – 20
- Retweets
- List Creation
- Active In Trending Hashtag
- Creation Of Poll
- Following Industry Related People
- Creation Of Moments
- Twitter Analytics Monitoring



YouTube

- YouTube Channel Creation
- Channel Pic & Cover Pic Creation
- Video Optimization(Video Provided By Client)
- Thumbnail Creation
- Keyword Research
- YouTube Status Posting
- Comment Moderation
- End Screen Cards Creation
- Information Cards Creation
- Video Tags Creation
- Playlist Creation
- YouTube Analytics Monitoring
- Competitors Analysis
- Video Backlinks





LinkedIn

- Business Analysis & Research
- Competitor Analysis
- LinkedIn Business Page
- Custom Header & Logo
- Profile Content & Links
- Invite Connection To Like Your Page
- Responding To Comments
- Relevant Group Joining
- Sharing In Groups
- Video Posting (If Video Provided By Client)
- Replying to Messages & Posts



Pinterest

- Business Analysis & Research
- Competitor Analysis
- Business Profile Creation
- Board Creation
- Post Creation
- Pins Posted
- Website Verification
- Content Creation
- Monthly Visitors Analysis
- Follow Relevant Account And Boards
- Inviting Relevant Pinners On Board





Search Engine Marketing(SEM)



Search engine marketing (SEM) is one of the most effective ways to grow your audience in an increasingly competitive world. With millions of public out there all vying for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your activities, messages and grow your vote bank.

Search engine marketing is the practice of digital campaign using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain political parties or services doing by the leaders, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

These ads, often known by the term pay-per-click ads, come in a variety of formats. Some are small, text-based ads, whereas others, such as photo listing ads (PLAs, also known as political ads) are more visual, Image-based advertisements that allow audience to see important information at-a-glance, such as activities and services.

Search engine marketing's greatest strength is that it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to support at the precise moment they're ready to make it viral. No other advertising medium can do this, which is why search engine marketing is so effective and such an amazingly powerful way to grow your fan following.



Search Engine Marketing

Campaign Set Up

- Google Ads Account Setup
- Business Analysis
- Research Exclusions
- Ad Designs
- Ad Group Creations
- Keyword Research
- Ad Copy Development
- Bid Setup
- Landing Page Recommendations
- Implementation of Conversion tracking Code

AD Optimization

- Search Network
- Display Network
- Photo / Video Ads
- Dynamic Search Ads
- Remarketing Campaign
- Account Monitoring
- Reporting

PPC Maintenance

- Landing Page Optimization
- A/B Testing
- CTR Analysis
- Keyword Refinements (If required)
- Bid Refinements (If required)
- Call only Ads
- Negative Keywords
- Quality Score Improvements
- Competitor Report
- Bing Ads Setup



SEO



CONTENT



MEDIA



KEYWORDS



WEB



RANKING



SEM



ANALYTICS

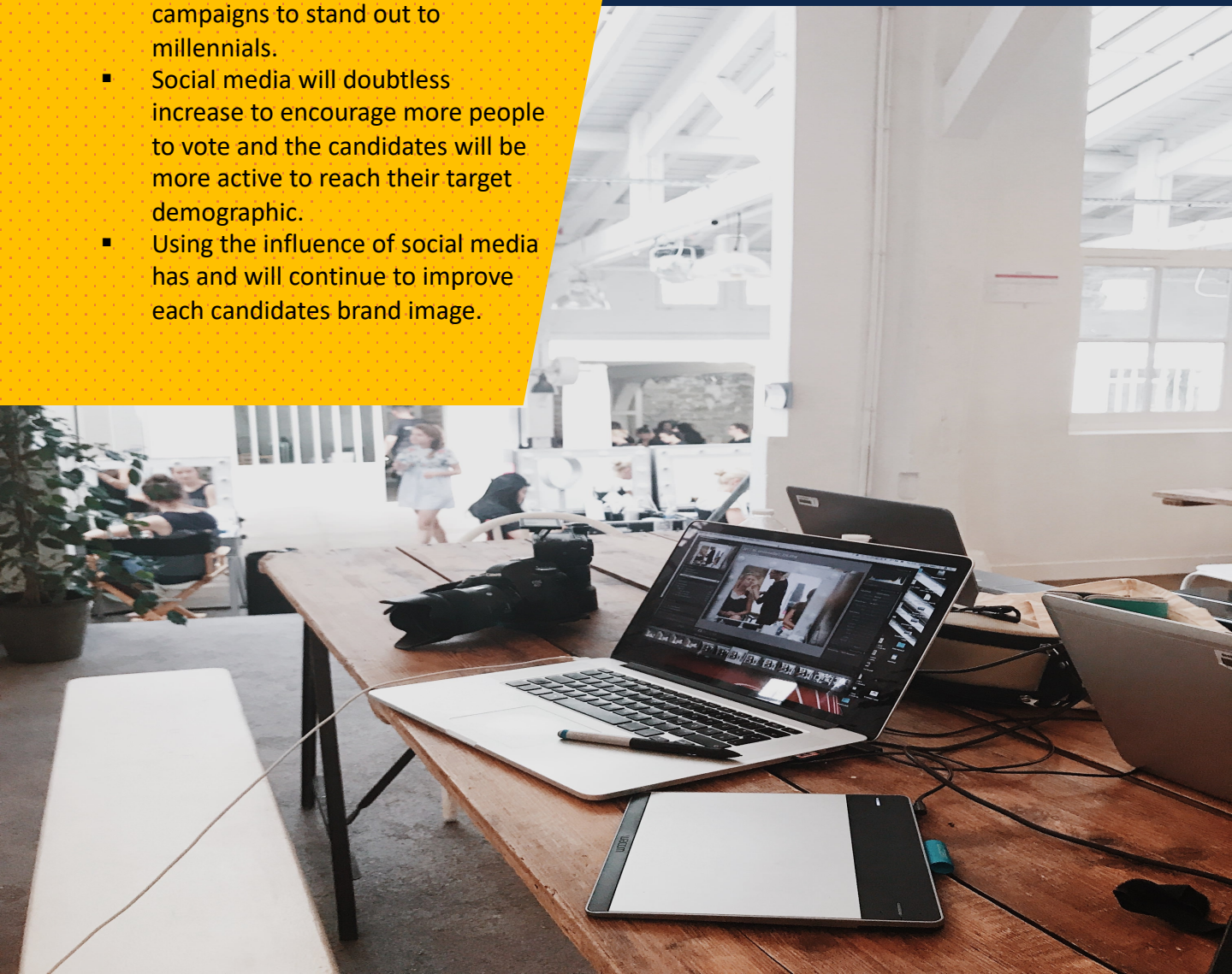


Social Media Campaign (SMC)

Social Media Campaign (SMC) is one of the most popular methods of campaigning and branding today. It needs immense planning, perfect execution, and constant monitoring to get outcomes on all social media platforms.

Social Media Marketing (SMM) is the process of gaining website traffic through social media sites. Great marketing on social media can bring remarkable success to your strategies by driving a huge number of public to strong voters. It involves creating social media content on social media networks in order to attain campaign and branding goals.

- The ability to reach the millennial demographic is an important component to campaign efforts.
- Candidates are naturally incorporating social media in their campaigns to stand out to millennials.
- Social media will doubtless increase to encourage more people to vote and the candidates will be more active to reach their target demographic.
- Using the influence of social media has and will continue to improve each candidates brand image.



Benefits of Social Media Campaign



Improve online reputation



Regular updates about your activities



Low Cost Promotions



Excellent for Research and Analysis



Creating Brand Image



Enhanced Communication with Voters

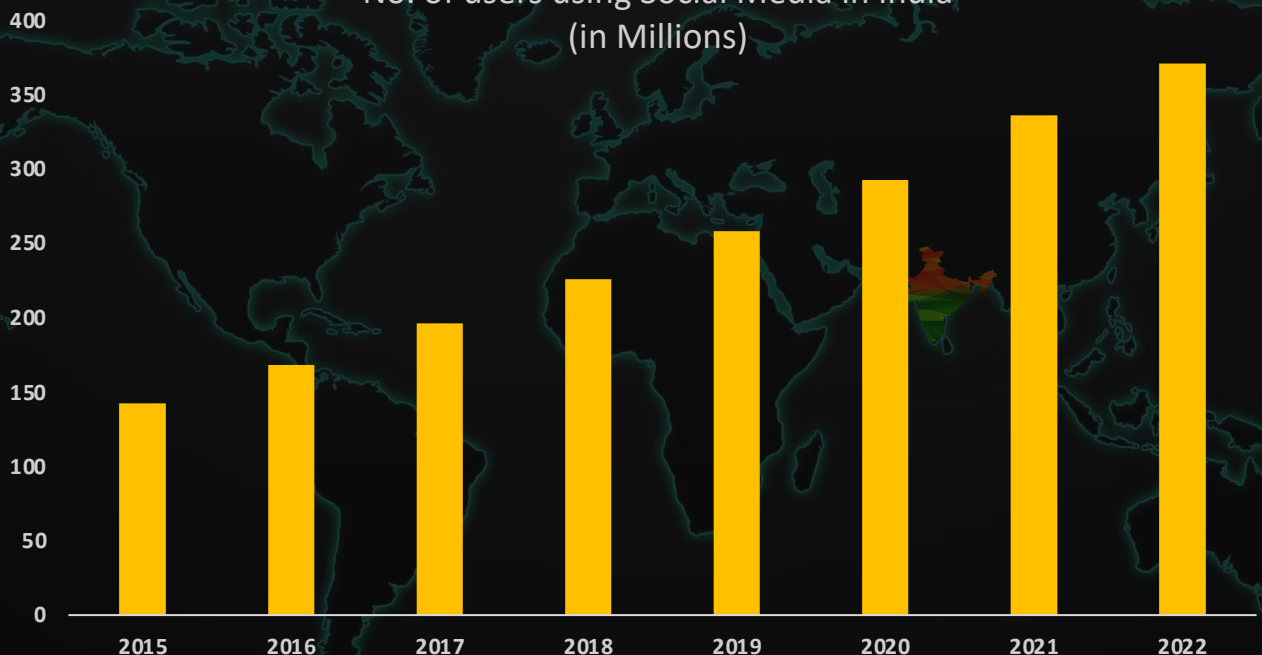


Efficient reach out to Public



Best Opportunity to Gain Voters

No. of users using Social Media in India
(in Millions)





- Suggested Ad Spend Monthly Up to 10,000
- Facebook Business Manager Set Up
- Facebook Ads Campaign - 5
- Pixel Installation
- Custom Conversion Creation
- Remarketing
- Detailed Audience Creation
- Custom Audience Creation
- Creation Of Automated Rules
- Facebook Analytics Report Creation
- Ad Campaign Monitoring
- Catalogue Creation
- Dynamic Ads Creation
- Instant Experience Ads Creation
- Customization Of Ad Placements
- A/B Testing Of Ad Set, Creative And Placement
- Carousel And Collection Ads
- Traffic Monitoring
- Monthly Report

- Instagram Ads Campaign - 5
- Audience Research
- Instagram Ads Campaign Set up
- Instagram Ads Creative Creation & Design
- Instagram Ads Monitoring And Management
- Traffic Monitoring
- Monthly Report





- Campaign Manager Account Set Up
- Creation Of Campaign - 5
- Ad Set – 6
- Ads – 10
- LinkedIn Insight Tag Installation
- Creation Of Custom Conversion
- Ads Monitoring
- Monthly Report



- YouTube Ad Account Set Up
- Video Ads- 10 Per Month
- Skippable In-Stream Ads
- Non-Skippable In-Stream Ads
- Bumper Ads
- Discovery Ads
- YouTube Video Sequence Ads
- Detailed Audience Creation
- Custom Audience Creation
- A/B Testing Of Targeting
- Remarketing Video Ads
- Video Ads With Promotion
- Monthly Report





Media Organization

We must not forget that our understanding of the media and strong contacts is one of the key skills. In PR, media relations still takes center stage in everything we do. Media relations absolutely remains a core foundation skill that still has value because of all the good solid basics of networking and relationship development that sits in its heart. There is nothing more effective than a face-to-face meeting to make a connection and create a relationship with the journalist or to gain their trust in you and know what to expect in terms of quality public relation.

- Timing in/to Communication
- Selection of media
- Free Publicity
- Defending Negative framing
- Press meets/ conferences
- Press releases
- TV/ Radio interviews
- Written interviews
- New Media
- Social Networking
- Grass-root websites
- Podcasting
- Viral videos
- Digital TV Channels
- Youtube Videos
- Messaging



Super War Room



Booth Level
Analysis



Booth Level
Management



Strategy
Development



Campaign
Monitoring



Constituency / State
Analysis

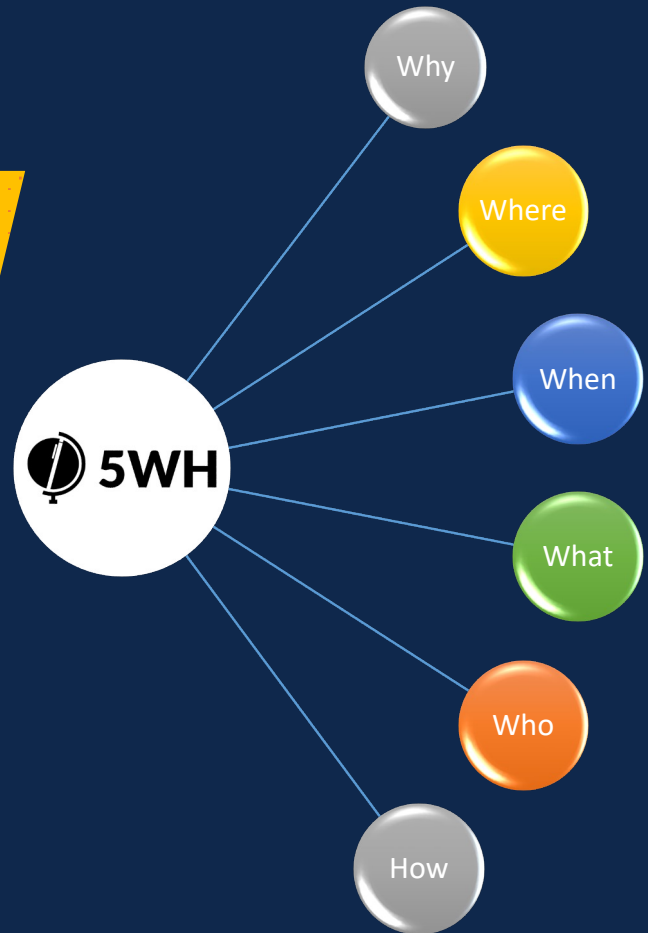


We maintain all the services for any Constituency, State or Central form our head office or at any single point location



Micro Targeting

- Local grass-root campaigns and liaison.
- Public sector bodies and local councils are influenced by local politicians, the media, patient groups and charities. We helps clients both engage with these bodies and with stakeholders who influence commissioning and policy decisions.
- We also help obtain positive publicity through engaging local political champions and the media.



Booth Level Committee



Team Formation

- Identify 5-10 booth level workers who will be the candidate’s army at ground level.
- Booth Committee will help to win booth and to increase voting % at booth



Training and spirit Building

- Booth Committee training, what to do and how to do at booth
- Personal touch, motivation and spirit building by Candidate



Weekly/Monthly Analysis

- Maintaining track record of updates in well defined format
- Taking feedback from booth level committee about any issues and problem

Booth Level Management



Voters and their analysis

Identifying the potential voters and other demography of the constituency to reach and target voters at booth level.



Booth Level Issues and Problems

- Track record of Issues and Problems at Booth Level, so candidate can address these issues in public meeting with voters.
- Organize public meeting with voters on very crucial issues and problems.



Electoral Management

- Voters Registration Drive
- Making sure that strong voters reach booth to vote

www.pcs marg.com



A Political Strategy & Campaign Management Company



**Our Strategy is purely based on
Real Time Data Analytics**

Reach Us at: +91-9063856727 | politechniques@gmail.com