

DIGITAL VASU (आपके चुनाव का सच्चा साथी)



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About Us –

Digital Vasu is an **Election management agency**. We have skilled professionals who possess a rich flair of election management, social media development, website and application development along with brand building, booth management, micro management, etc. Easy to Communicate team so our client can focus on the field and leave the social media and other hassles to us. We provide the best solution we can and our main focus is on our client's reputation building among people.

Services -

1. Social Media
2. Video, Photography & Documentary
3. Media Management (Print/Electronic)
4. Voter Application / Database Management
5. Volunteer Management (Micro / Booth Level)
6. Campaigning (Survey / Door to door)
7. Call Center
8. Election Management

Social Media Services

Strategy Management

Special team of analysts and strategists continuously study the data from every constituency and identify the data that is useful for the candidate/party. We ensure there is a proper road map and strategy to develop for areas so that we can have maximum reach to voters.

Team Required

- **Analysts**
- **Strategists**

Digital Services

The online campaign will be an overall approach towards social media. Since most of the people are available on socially connecting websites like Facebook, Instagram, Twitter, etc. Therefore we need to cover all the social channels present.

- We will manage various social media channels like (Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Quora and others).
- We provide social media marketing services for various channels.
- We manage pages and update related posts.
- We provide rich quality content & designing by highly professionals.
- We increase brand value over the social media world.
- Paid promotions over various social media platforms (Facebook, Instagram, Twitter, LinkedIn & Youtube).

Facebook

- Promote the Facebook page of the candidate/party by means of boosting, sharing pages on different portals.
- Awareness campaign about the vision & works done by the candidate/party.
- Hashtag promotion by choosing & posting appropriate hashtags trends.
- Local awareness/social cause campaign so that candidate/party and voters have a good bonding.
- Create groups and communities based on social campaigns to maximize the reach.
- Messenger support so people can contact on an easy basis.
- Polls, surveys and quizzes over Facebook so people can know things about the candidate/party and their vision.
- Paid promotion for boosting posts, videos, photographs and events.

Twitter

- Tweets and retweets on each activity done by the candidate/party.
- Tweet details about the candidate/party like the work done in past, future vision, goals etc.
- Increase followers through groups, existing mails and specific tools for promoting it.
- Keyword based tweets so it maximizes the impact over twitter platform.

Instagram

- Increase followers on account on a constant basis either by boosting or sharing it.
- Hashtag trends and promotion to get maximum reach.
- Provide appropriate reverts on comments so that candidate/party gain popularity.

Youtube

- Setting up Youtube Channel And promoting so that it can maximize the reach.
- Meta-data Writing of each video and publishing it on wall.
- Sharing and promoting videos so it can receive maximum numbers of likes.
- Youtube channel tracking so you can see the consistent growth of the subscribers.
- Promotion of video on other social media platforms.
- Paid promotion by means of youtube advertisement .

Website

- A Dynamic CMS-Based website with device-independent UI which should be updated on a daily basis.
- Daily Update of Local area information so that people should be aware of it.
- An about page for the candidate, along with Contact information so that people can reach to him.
- Representation of the goals and achievements of the candidate.
- Party manifesto details over the website so people can know party goals.

Email Marketing

- Engage educated peoples with emails.
- Track their online activities regularly.
- Collect their feedback and approach them at all social media channels.

Forums/Quora

- Account creation for different forums and websites so the candidate / party can reach voters.
- Active participation over accounts so there must be some question and appropriate answers for that.
- Q/A analysis of the candidate / party so that the candidate / party should be popular among people.

WhatsApp

- WhatsApp Group creation and spreading positive news in WhatsApp bulk messaging so the candidate/party have a positive impact in the local area of the party.
- Sharing posts and linked videos in WhatsApp groups integrating links of social platforms.

Team Required

- **Personal Project Manager**
 1. Point of contact for client and company

2. Check opponent profiles and manage reactions.
3. Create strategy to make us more visible.
4. Study and analyze current affairs of our local area.
5. Point out weak areas based on social media reactions.

• **Graphic Designer**

1. Create high quality graphics/Social media posts.
2. Incorporate changes recommended by client or art director.
3. Create printing material (Flex, Brochure etc.) designs.

• **Social Media Manager**

1. Integrate all social media channels at a single place.
2. Manage online reputation of client.
3. Provide better social media engagement.
4. Provide weekly reports for enhancing productivity.

• **Comment Monitoring Staff**

1. Removal of negative comments from social platforms.
2. Timely capture and gather information about issues posted by people.
3. Provide satisfactory answers to our voters.

Content Services

- We provide necessary content for the speeches, press and anywhere else wherever it is required.
 - A team of dedicated content writers is available for the R&D and to take a look over the past works and further Mission, Vision & Goal of the candidate/party.
 - Article submission over social media channels/blogs/forums.
 - Provide press release documentation.
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Team Required

Content Writer

- Regularly update unique and ranked content.
- Highly appealing caption for rallies and social media.
- Making of short messages to promote clients.

Video, Photography & Documentary

- The dedicated team sends the recent images and clips to the video editor for further editing.
- Video editors create videos which are rich in quality & are informative.
- More presentable photographs with high quality so that they look attractive.
- Photographs with other members and people to make the candidate/party popular.
- We will help in creating a documentary film for the candidates/party.

Team Required

- **Photographer**
 1. He will shoot your images.
- **Videographer**
 1. He will shoot your videos with scripts.
- **Video Editor**
 1. Edit the Videos to enhance the quality for social media.
 2. Markup of opponent graphical content and make them in a funny way.
- **Facebook/Instagram Live Manager**
 1. He will shoot your videos in rallies.
 2. Will make you live on FB & Instagram.

Voter Application / Database Management

- We manage the media for the image building of the candidate/party.
- We create engaging content that is very useful for the brand building of the candidate/party.
- We cover all the local and National media whether it is from print media or electronic media, we cordially connect with them and provide the best results that are beneficial for the candidate/party.

Team Required

- **Content Writer**
 1. Send unique content to media publishers.

Voter Application / Database Management

Data management comprises collection of data whether it is from surveys or from voter's application. It comprises the offline storage of the entire voter's data.

Voter Application

A customized offline one stop voter finding application and survey tool to differentiate between different kind data and to find voters on a micro level. Maintain your elections through our Election Manager, a secured and intuitive Application interface. No particular technical skills required.

- It authenticates voters in the constituency.
- It helps in surveys by gathering informative authentic data.
- It helps to identify the influencer voters so that we can focus on them and can identify them in the crowd.
- It can optimize the data and can generate reports collected by the volunteers.
- A solution for hassle free data collection and management.

Flexible Ballot Questions

- Attach photos & descriptions to each candidate.
- Allow for a single winner or multiple winners.
- Allow voting for write-in candidates.
- Control the min and max number of candidates voters are allowed to select.
- Control whether voters are allowed to abstain from voting.
- Run preferential questions with the Single Transferable Vote (STV) / Hare-Clark /Alternative Voting / Instant Runoff Voting counting method.
- Run preferential questions with the Condorcet Ranked Pairs counting method
- Add comment boxes to collect feedback from voters.

Extra Features

- **Bluetooth Printer** - The App allows printing the voter's data via Bluetooth using thermal printer in immediate requirement. This reduces the cost of paper and printing.
- **Contact Details** - The App contains contact details of Voters. Candidates can search a voter by any general term and can check contact details. The App contains contact details about 50% of total voters in the area.
- **Birthday Automated Message** - The App allows to set in automated birthday message sending mode. The App can send automated messages to the voter for birthday wishes from the candidate side. The message can be customized.

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- **Survey** - The App helps in survey a voter, It shows voter's data according to age, surname, caste, religion etc. The date can be edited and saved for further uses. The App has an inbuilt feature to mark the voter as supporter, opposition or doubtful.
- **Influence Voter** - The App has an inbuilt feature for influencer voters. Candidates can mark any voter as an influencer voter. The feature helps the candidate in knowing his public and supporters.
- **Whatsapp & Text message voter-slip** - Candidate can send the voter- slip through WhatsApp or text message from the App. No need to follow the copy paste tasks.
- **Family Data** - The App contains family data of every voter so the candidate can check the voter's background & members in the family.

Team Required

- **Data Entry Operator**
 1. Manages data in proper format.

Volunteer Management

Volunteer Training Program

Regular program organized to train our volunteers for organic social platform reach, booth management polling station management by trained personnel.

Perception Management

Their main responsibility is to develop a comprehensive plan that includes door knocking and calling in order to identify voters and persuade them about the candidate/party.

- Data analysis and monitoring helps in defining the needs of the voters.
- Targeting the needs of the voters and changing the perception of the voters using specific marketing tactics.

Micro Management

To manage all the booths in the constituency till the day of voting and to gather data of every booth so that on ground level statically a report can be generated. In order to enhance participation at grass root level during preparation and revision of electoral roll. The Booth Level Agents are appointed for specific polling stations by areas.

Team Required

Managers

1. One for every 50 booth researchers.
2. Managers will ensure the presence of staff and proper reporting of volunteers.

Volunteer Management

Telephonic Survey

- Feedbacks from voters of constituency/constituencies so that it gets easy for us to get data.
- Data Collection of work done by the candidate/party in constituency / constituencies.
- Public attention so that local people can know about the candidate/party.
- Direct Contact with voters without physical appearance increased in no of voters from constituency/constituencies.

Survey Team

Send out a questionnaire to gather information from reps, party members, constituents, and donors. Who is most likely to help move your political cause forward? Map the political landscape by polling voters, fine tune your marketing message to reach and maintain supporters, and get feedback on the platforms before making the pitch to the general electorate. The purpose of this team is to gather data from the field and to generate voter report cards of the constituency and complete the details in a survey based CRM and voter application.

- Meet people to get the review for the last candidate/yourself and what he/us has done.
- Collecting suggestions of voters in the area.
- Conduct a door-to-door survey and encourage people to enroll as voters ahead of elections.

Campaigning Team

A group of experienced workforce of the election management completes a task to connect with more and more voters to identify, recruit and manage volunteers to help with various campaign activities. They help coordinate the work of the volunteers, utilize their skills and talents well and provide motivation.

This same team can be used for “**Booth Management**” at the time of election.

- Controls all aspects of the campaign relieving the candidate/party to focus on being the face of the campaign.
- Coordinate the entire campaign as per the campaign plan from fundraising to voter contact.

Team Required

- **Managers**

1. Manager will ensure the presence of staff and proper reporting of field/booth agents.

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- **Media impact manager**

1. Will study your constituency and advise timely updates on use of proper media channels (new media) and will execute the same.

- **Server data handler+assembler**

Are responsible for all the data management and on the suggestions of experts will ensure proper use of databases in a way to increase our voter turnaround.

- **Tabulation and historic data expert**

Will create timely updates on data extracted by ground staff and on advice of data experts & statisticians.

- **Statistician**

Will ensure that all the data results are correctly formulated so results are driven true.

- **Survey reporting and presentation team**

This team includes experts who will ensure proper reporting of the data and will present weekly reports of the constituency (after completion of initial survey)

- **Carrier boy**

Will work between the core team and the ground team, will ensure smooth transfer of official documents.

Call Center

Call Center

A team of experienced calling staff to connect with voters to gather data of voters and to connect with more and more people of the constituency. A call center is a centralized department to which phone calls from current and potential voters are directed. Call centers can handle inbound and/or outbound calls, and be located either within a client place or outsourced to another location that specializes in handling calls.

- Agents will call on a daily basis on the leads provided by us.
- Proper training will be given to callers by us.
- Continuously engage voters through cold calling.
- Try to get the expectation of the voter about the candidate/party.

Team Required

- **Call Center Team**

1. Trained Enthusiastic empathic callers for call center.

Election Management

Promotional Material Management

- Managing promotional material stock through CRM.
- Managing position/location of flex.

Vehicle Management

- Adding GPS Trackers on Vehicle.
- Track and decide the vehicle's route.
- Managing vehicles in Rally, Jansabha and any events.

Gathering / Meeting Management

- Arrange Meeting, Rally, Jansampark and any Promotional Events.
- Deliver Meeting, Jansabha and Rally messages to the public.

Daily Routine Management / PA

- Create Daily meetings, major events, rally schedules in advance.
- Collection of data on a regular basis by the field manager.

Team Required

- **Personal Assistant**

1. We will provide one technical staff for meeting management.
2. He will handle candidates' schedules & arrangements.
3. He will be equipped with a CRM along with a mobile app to handle the work.

Messaging Services

Text Message

- There are two types of messages, one is the transactional and other is the promotional.
- Our main vision is to target the audience whom we are unable to reach via social media or any other platform.

- The transactional messages as suggested are very good for sending the information which is necessary and need to be reached toward a large number of people and with proper perfection. Whereas the promotional messages have a time limit, i.e. at what time it can be sent. What must be included in the content should be specified.
- It also helps in regular information to be passed on to a vast population in a glimpse.
- Bulk messaging in the constituency of the candidate.
- Surveys and polls over sms in the local area constituency of the candidate.
- Publicity of the candidate through messaging in the constituency.

Voice Message

- Voice messages provide a personal touch to the voters.
- We can convey a large message in a voice recording which can then be shot so that the message and the information can be conveyed to the voters.

Missed Call Service

Missed Call service is a completely automated web based application enabling you to get the real time notifications of all calls on your dedicated Mobile/Land Phone/Toll Free Number. Proven 2 to 40 times greater ROI from every campaign. Increase engagement with easy participation.

Flash Mob

Nukkad Natak Team

Nukkad natak or “path natya” as popularly known in Marathi is a drama performed on streets to create social awareness. It’s an old but effective tool through which lot of social awareness campaigns have gained strength, such as family planning, girl’s education, child labour etc. as it helps in changing the perception of voters in a creative way.

Chaupal Programs

To arrange a meeting or to gather the voter of the area, chaupal programs are organized based upon local issues & social interest, the concepts of civil society, public space and public sphere are discussed in the first part; and in second part, deals with the role of chaupal as a platform of public space.

Team Required

- **Nukkad Natak Team**
- **Chaupal Program Team**

ADS / Accessories

LED Van

- Tata Ace/Bolero – 7.5ft * 5ft screen size
- Tata 407- 10ft * 7.5ft screen size

Radio ADS

Buying commercials, frequently called spots in the radio industry, to promote our products or services. We pay commercial radio stations for airtime and, in exchange, the radio station broadcasts our commercial to its listening audience. Audio clips and audio creative ad content that can be podcasted and reached out to the public with the help of the radio channels.

Television ADS

Use of an advertising campaign through the media to influence a political debate, and ultimately, voters. These ads are designed by political consultants and political campaign staff. Video clips and video creative ad content that can be reached out to the public with the help of television communication.

YouTube Channels Collaboration

Set up the visual aspects of your channel with a banner, icon, name, and sections that will help new viewers understand what you're all about. Upload content regularly. This will show new voters that you're an active candidate. Establish an audience, even a small one. This can help you understand which videos viewers enjoy and guide your collaboration choices. To collaborate with different YouTube channels so that we can target advertisement method the local voter and reach out to them with creative

Audio Song

Create a song which attracts people and can be used as a ringtone as well. Song is professionally created by identifying the local issue and the work done by the candidate in his tenure. The recording takes place in a recording studio by the professionals with ambient music in the background.

Booth Agent Kits

This kit includes all the required things that are needed and fulfill the condition of election commission required on a booth which includes:

- Statement of Poll Form
- Poll Book
- Record of Issued Tendered Ballot
- Polling Official Identification Card
- Party Agent ID Card
- Ballot Box Movement Form
- Presiding Officer Daily Reconciliation Form
- Presiding Officer's Summary
- Ordinary Ballot Box Record of Seal Numbers Used
- Record of Ballot Paper Serial Numbers
- Tendered Ballot Box Record of Seal Numbers Used
- Polling Team Daily Reconciliation Form
- Polling Station Banner
- Voting booths with screens and table-tops
- Pencils with holes for strings
- Pencil Sharpeners
- Strings for Pencils (3 meters long)
- Ball Point Pens