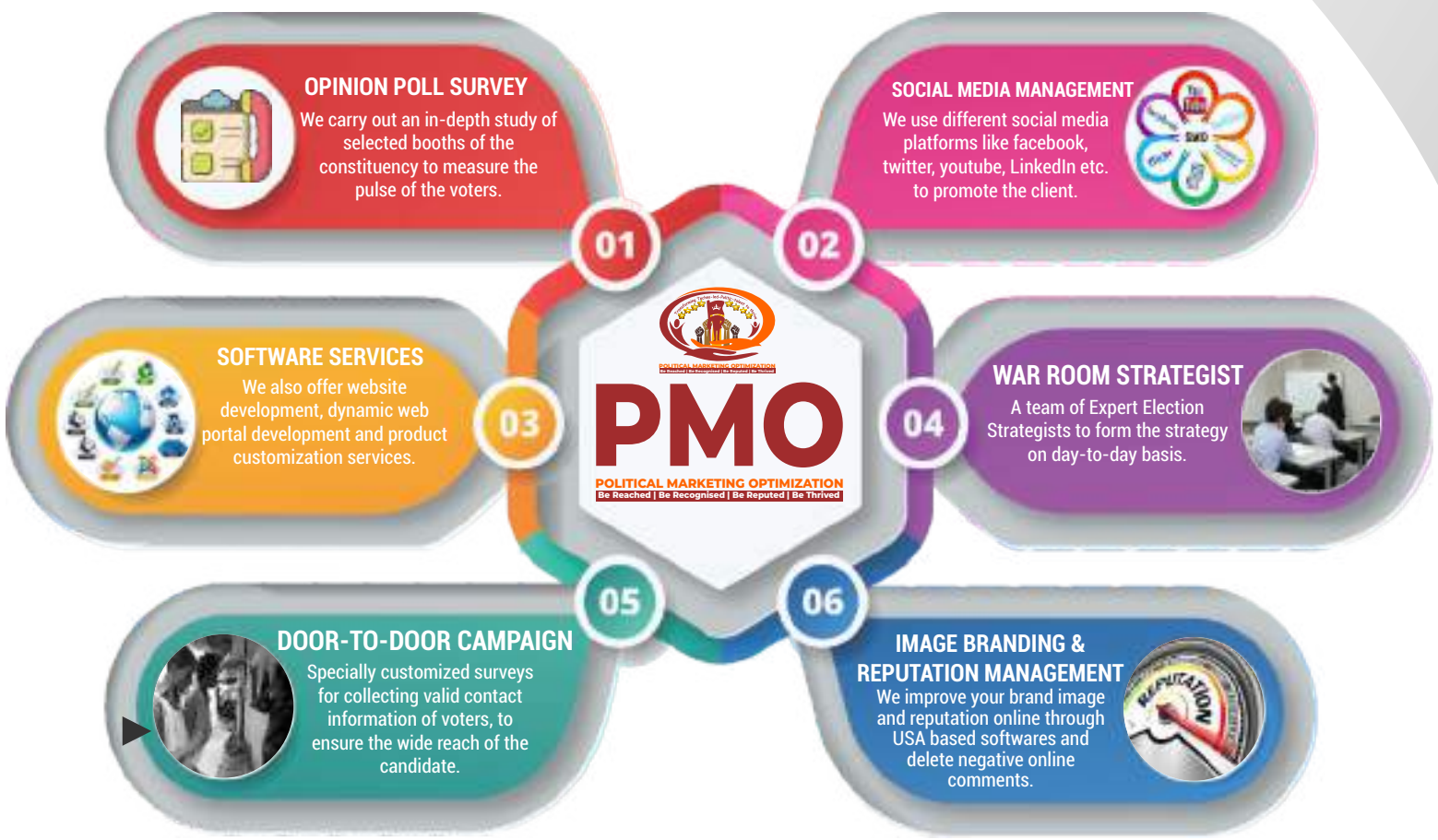




**POLITICAL MARKETING OPTIMIZATION**  
**Be Reached | Be Recognised | Be Reputed | Be Thrived**



**We, at Political Marketing Optimization, are in the business of gathering valuable and accurate information and analyzing it to generate insights. For this purpose, we employ innovative and cutting edge tools and practices.**

**Give a Winning Touch to Your  
 POLITICAL CAMPAIGN  
 2019**

# UNIFIED ELECTION MANAGEMENT COMPANY

Established in the year 2015, PMO India specializes in a plethora of services like election research, opinion polls, campaign management, election material, poll worker management, election management software, innovative digital solutions, LED vans, public rallies, vendor management, voter outreach programs, social media outreach, custom websites and tailor-made mobile apps for a wider reach. The company designs and develops a campaign post extensive studies and surveys of the market right down to the booth level. To gain a better understanding, the team approaches every booth to identify the issues and challenges faced and also manage the crucial information of a particular constituency like influencers, poll workers and voters' mood. Through a dedicated app for the candidate or aspirant, the team also ensures that it supports to get maximum voter's turn out with the real-time monitoring at polling booth level.

## CONTACT TODAY FOR END TO END ELECTION CAMPAIGN RELATED REQUIREMENT:

|                                |  |                                  |
|--------------------------------|--|----------------------------------|
| 1. Field Voter Outreach        | 2. Voter Canvassing                    | 3. LED and Display Vans          |
| 4. Political Rallies           | 5. Social Media Outreach               | 6. Mobile Messaging and Whatsapp |
| 7. Bulk SMS and WhatsApp       | 8. Bulk Voice call and OBD             | 9. Door to Door                  |
| 10. Outdoor and wall painting  | 11. Digital Advertising                | 12. Cinema Advertising           |
| 13. Voters Survey and Research | 14. Psychological Qualitative Research | 15. Opinion Poll                 |

you in presenting updates, voting-process, future development plans and more. In the recent years, social media platform has become quite powerful. These days people generally spend most of their time on the web. Taking the advantage of the same Lead India has taken a new initiative to reach our people through campaign which would be available right at their fingertip. When you remain updated with all the political updates it makes things easier for you to attend campaigns and decide on the same.

## Effective Campaigning Tools Used By PMO

|   |  |   |  |
|---|--|---|--|
| <b>E-Canvasser</b><br>So as to avoid the wastage of time we have come up with this technique of campaigning. With this we make a personalized approach to reach the audience. | <b>CRM</b><br>Customer relationship management comes up with great techniques for fundraising, social media and organizing volunteers. | <b>Organizer</b><br>Organizer happens to be a field outreach plan for candidates making it easier for them to reach voters and manage face to face interaction. | <b>TrialBlazer</b><br>It is an ideal campaign management software for political campaign and more. It helps to make the campaigning process much easier. |
|---|--|---|--|

**We have effective campaign plans that of 6 months, 9 months and 12 months targeting 'Election 2019'. Each of the plans is quite cost-effective and we cover all the social media platforms for campaign .**

## Features of political campaign through PMO

|  |   |   |
|--|---|---|
| <b>Cost-effective</b><br>The political campaign services provided by Lead India are quite cost-effective.            | <b>Reach</b><br>Through the political campaign done by Lead India, you tend to reach a number of targeted audience at a time.               | <b>Personalization</b><br>We help you get your campaigning details personalized as per your requirements. |
| <b>Data</b><br>The data that we circulate for your political campaign is 100% genuine, relevant and well researched. | <b>Mobile-friendly</b><br>Every political campaign done by us is made mobile friendly so that you could get political updates in one touch. | <b>Engagement</b><br>Engaging the targeted audience has always been our priority.                         |
| <b>Participation</b><br>Through political campaign services, we make participation in the election easier.           | <b>Recruitment</b><br>Recruitment of volunteers through us becomes way easier than the traditional way.                                     | <b>Fundraising</b><br>Raising funds for political campaign is just a matter of few clicks.                |

## OUR STRENGTH TO WORK ON POLITICAL MARKETING

### OFFLINE STRENGTH

- 👍 Working with a network of more than 5000 NGOs
- 👍 Empowering the client with more than 1crore women followers of 10lac Self Help Groups
- 👍 Having presence in all over India in rural and urban sectors supported by youth power across the country.

### ONLINE STRENGTH

- 👍 Owned by the intellectual of top ten Policy Administration university of USA
- 👍 Worked by USA educated Digital marketing professionals from USA & India.
- 👍 Supported by big brand building USA based software industries like reputation and Brand yourself

### Your success is our specialty

We can help you supercharge your political social media marketing.

### Do more on Facebook and beyond

PMO Managing Concepts are vetted for excellence in exactly the things you need to get more from your marketing. Whether it's managing campaigns at scale, improving measurement, reaching new audiences or more. What you need is what we do best.

### See your best results on Facebook

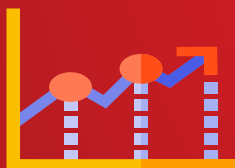
Great things happen when the right solution meets the right need. Specialize in exactly what you need to do – from adding scale to reaching new audiences to buying media more efficiently – so you can supercharge your marketing on Facebook and beyond.

### Move fast with confidence

PMO Managing Concepts are painstakingly vetted not only for capability and expertise, but also for a solid track record of success. This gives you the confidence to move at the speed you want, knowing you're working with a proven partner. We do the legwork for you, so you can focus on moving your business forward.

## WHY WORK WITH PMO MANAGING CONCEPTS?

### Get smart



PMO give you superior insights and data for better marketing decisions.

### Get more



PMO offer innovative technology to help you drive great results.

### Get an edge



PMO offer custom-tailored solutions to supercharge your marketing on and off Facebook

## IMPORTANT REASONS TO CHOOSE US

Being versed with a wide range of web technologies, our team of developers Both in USA and India are capable enough to accomplish each and every requirement of responsive SMO, ORM, BYS and Personal Political Websites.



Dedicated Team of Experts from USA and India



Competitive & Discounted Prices



Always With You from India and USA



Direct Discussion in Person, on Skype & on Phone

## SOCIAL MEDIA COMBO PLANS FOR POLITICAL MARKETING

| SILVER<br>Rs. 20,000/mo<br>Offer Price : Rs. 14,999/mo   | GOLD<br>Rs. 25,000/mo<br>Offer Price : Rs. 19,999/mo  | PLATINUM<br>Rs. 35,000/mo<br>Offer Price : Rs. 26,999/mo   |
|--|---|--|
| <ul style="list-style-type: none"> <li>👍 Facebook, Twitter &amp; Google Plus Profile Creation &amp; Setup</li> <li>👍 Response to Queries and Complaints</li> <li>👍 16 Posts/Month</li> <li>👍 Analytics Report</li> <li>👍 Growth in Facebook Likes - 100</li> </ul> <p style="text-align: center; color: #ffd700;"><b>A Very Professional Free Linked in Profile free</b></p> | <ul style="list-style-type: none"> <li>👍 Facebook, Twitter &amp; Google Plus Profile Creation &amp; Setup</li> <li>👍 Response to Queries and Complaints</li> <li>👍 20 Posts/Month</li> <li>👍 Analytics Report</li> <li>👍 Growth in Facebook Likes - 200</li> <li>👍 Design for Social Media</li> <li>👍 Collaterals for the Customer</li> <li>👍 Touch Points</li> </ul> <p style="text-align: center; color: #ffd700;"><b>A Very Professional Free Linked in Profile free</b></p> | <ul style="list-style-type: none"> <li>👍 Facebook, Twitter &amp; Google Plus Profile Creation &amp; Setup</li> <li>👍 Response to Queries and Complaints</li> <li>30 Posts/Month</li> <li>👍 Analytics Report</li> <li>👍 Growth in Facebook Likes - 300</li> <li>👍 Design for Social Media Collaterals for the Customer Touch Points</li> <li>👍 1 Brand Related Contest Campaign on Facebook</li> <li>👍 Dedicated Account Manager</li> </ul> <p style="text-align: center; color: #ffd700;"><b>A Very Professional Free Linked in Profile free</b></p> |

### OUR PRICE: COMPETITIVE, STILL DISCOUNTED

| Duration         | Designing and Printing                               | Digital Marketing                    | Branding Yourself                    | Building Reputation                    | Door to Door Campaign                               | LED Screen Campaign                                 |
|------------------|--|--------------------------------------|--------------------------------------|--|---|---|
| <b>3 months</b>  | Varies from locality, but 5% lesser than the Market  | Introductory Price<br>7000 INR/month | Invitational Price<br>200 USD /Month | Introductory Price<br>1200 USD / Month | Varies from locality, but 5% lesser than the Market | Varies from locality, but 5% lesser than the Market |
| <b>6 months</b>  | Varies from locality, but 7% lesser than the Market  | Introductory Price<br>7000 INR/month | Invitational Price<br>200 USD /Month | Introductory Price<br>1200 USD / Month | Varies from locality, but 5% lesser than the Market | Varies from locality, but 5% lesser than the Market |
| <b>12 months</b> | Varies from locality, but 10% lesser than the Market | Introductory Price<br>7000 INR/month | Invitational Price<br>200 USD /Month | Introductory Price<br>1200 USD / Month | Varies from locality, but 5% lesser than the Market | Varies from locality, but 5% lesser than the Market |

### DIGITAL MARKETING: The novel success mantra for politicians



In 2007, the Obama campaign intertwined social networking, display ads and email programs to generate a dialogue that engaged constituents. Now, no matter which side you support, digital messaging has become a progressively more important median; predicted to grow 575% from 2012.

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 PMO 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 PMO, we analyse the complete holistic view of a constituent – not just the last touch point as an enumerated voter.

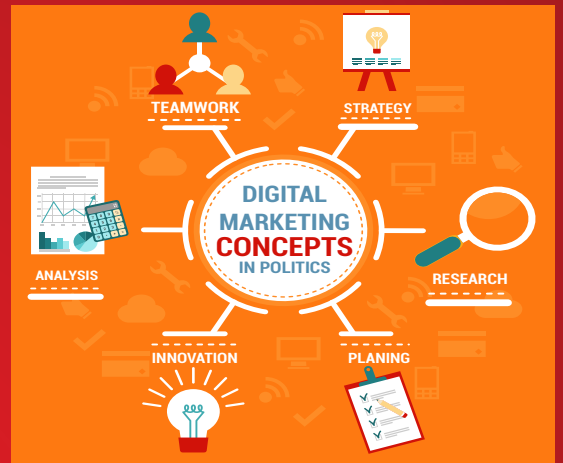
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## HOW IS DIGITAL MARKETING HELPFUL FOR A POLITICIAN?

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
- Crafting your own website and showcasing your contribution to the society as a whole
- Starting the slogans and logos by highly Branding Professional experts
- Video 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 the 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 marvellous impact over the results of the polls in 160 of India's 543 constituencies.
- The youth is tech savvy and love being associated with updated trends and topics.

## BEATING VOTER AD BURNOUT WITH SEQUENCING

Voters can easily tire of repetitive political ads. But digital advances in view ability tracking and cross-device analysis can benefit campaigns reduce voter tiredness. We with the help of cutting- edge technology allow campaigns to embed digital intelligence and frequency capping into their ad-serving strategies to better manage their ad sequencing.

Campaigns have customarily relied on paid ads, but the attractiveness of social media has brought limitless opportunities in unpaid advertising. This year's political picture is already full of social media happenings like YouTube videos, animated GIFs, and content intended to spark voter reaction and sharing on Twitter, Facebook, and Instagram. This unpaid advertising has proven to be very operative in persuading voter decisions.

Here are three steps to consider helping you win your digital marketing political campaign:

- Not all digital impressions are produced equal and there is a finite amount of quality (brand safe) inventory.
- Don't lose the forest for the trees and hyper target your digital audience.
- All of your crusade marketing and advertising media is essential and should work together.

## What included in our Digital Marketing for Politicians

- Our team with the help of radical tools like websites, SEO, PPC, Email Marketing, ORM and many more will promote single voice through these platforms.
- Our social podium will highlight important and prevailing issues.
- We create online presence on all social media domains as we have skilled and creative team of mavens.

- Our team make sure to encourage user participation on these forums.
- We take pride in presenting you with our imaginative and unique agenda to promote you and your party on these platforms.
- Last but definitely not the least, we offer top- class solutions to the problems through these podiums.

## Bottom-line

In recent years, social media have enabled some politicians and political parties to communicate directly with voters, often bypassing news organisations that have customarily mediated their ideas.

In today's era of mounting social media usage and increasing internet infiltration owing to intensified use of smartphones, digital marketing delivers the impeccable platform for political parties to interrelate with their viewers. Digital media has improved the way political parties connect with their voters, thus bridging the gap between them. Along with growing interaction, digital and social media also permits targeting the promotion and tailoring it in a way that the campaigners are trying to achieve.

Digital marketing strategy is now part of the campaign briefs and politicians/political parties are spending augmented amount of resources and time and on digital marketing. The increasing practice of digital media highlights its effective role in persuading voters and their behaviour. Digital marketing is not only a fast rising force in the current marketing field, but it is also set to be the future of marketing. It is very probable that digital media will shortly replace more traditional forms altogether.

In the end, if you belong to any political party and want to be part of it in the nigh future, this is correct place for you to get on track. We will put together this multi-faceted Digital tools series on using social media in political campaigns to give you an edge it desires to win and influence this exhilarating space.

Want to discuss more? So get in touch with us now!!!!!!

## Online Reputation Management

Reputation Management, as defined by Wikipedia, is the "practice of consistent research and analysis" of your personal or professional, business or industry reputation as represented" by the all of the content across that appears anywhere online (on the internet) on all types of online media. If someone has mentioned your name or your company name, and that comment is not a very positive one, your reputation could be at stake. Nowadays, online reputation management is very key, especially from a public relations standpoint. If someone says something that's not positive about you or your company, then you need to respond quickly.

## Online Reputation Management Cost

The online reputation management cost, or fees, for personal ORM or business ORM (Online Reputation Management) and the actual cost varies widely, depending on who you hire—an agency or a consultant, such as myself.

If you've searched Google lately for someone to handle your online reputation, you'll quickly see that many others are posting their actual costs and prices. Honestly, every online reputation management case, like yours, is different. It's unique. You are a unique person or have a unique company. The actual fees cannot possibly be clearly defined in a price-sheet. They need to be defined based on your situation. Get a unique quote based on your situation.

While I do provide some example fees are below, understand that every situation is unique. There is no set-in-stone price sheet for online reputation management. There can't be. It doesn't work that way.

## Pricing Chart

The following is a chart that I put together that details the online reputation management pricing and cost of my services:

|   |                              |  |                            |
|---|------------------------------|--|----------------------------|
| Remove Offending Domain Name or Website       | \$4,000 one-time fee or more | Build a Personal Reputation                          | \$4,750 per month          |
| De-Index Report or Review from Review Website | \$19,000 one-time fee        | Clean Search Results in language other than English. | \$9,750 per month or more  |
| Protect Search Results                        | \$1,750 per month or higher  | Alter Search Results Pages for a Large Company.      | \$19,000 per month or more |
| Remove a Video                                | \$9,000 one-time             | Alter Search Results for Medium Company.             | \$5,250 per month          |
| Suppress Major Media Article                  | \$4,750 per month            | Alter Search Results Pages for a Small Company.      | \$1,000 per month or more  |
| Suppress a Minor Blog Post                    | \$2,750 per month            | Alter Search Results for a SMB Company.              | \$500 per month            |

## Explanation of Fees

As you can see from the above table of our fees, there are at least 13 different scenarios where the fee for online reputation is different. The cost varies greatly, and it all depends on:

1. The issue that you want to be fixed
2. The complexity of the reputation management problem
3. The goals of your reputation management project

It all comes down to the amount of time involved. I charge for my time and my expertise. What makes me different than an online reputation management company is that you're paying for MY time, and you work only with ME. Period. I do not out source the work to others. The reputation management cost could ultimately be a lot higher—especially if you go with a reputation management company who doesn't know what they're doing and who out sources the work to others.

## EXPLORE POLITICAL CAMPAIGNS

### Internet is the Next World Gaining Trust in the Digital World

The Internet has revolutionized the world with quickly information transformation. The first mass communication medium was Radio, still used widely, took approximately 30+ years to reach 50 million regular listeners. However, TV took 10+ years to gain the same importance. Nevertheless, Social Media created a milestone with perfect features available at different platforms assisting people to share, like, comment and rate products. PMO expertise's in creating effective Social Media campaigns professionally for Political Campaigning.

### WHY PMO

·We Offer You With Unique And Best Of Political Campaign Platforms.

·Each Of Our Team Members Is Highly Knowledgeable When It Comes To Rendering Political Campaign Services.

·We Have Years Of Experience In Providing Political Campaign Services.

·Our Results Speak For Ourselves.

·We Focus On The Satisfaction Of The Customer.

·Execution Has Always Been Our Best Part.

·We Render Trustworthy Political Campaign Services.

·We Put Special Efforts To Make Your Political Campaign Website Outstanding.

·With Us, You Could Achieve An Improved Strategy For Your Political Campaign .

### PMO - Strategy, Impact, & Result

*Helping the World to Stop being Indifferent*

Many political campaigns are active on Social Media, giving clarifications to the past issues or future development assurance to voters. Search Engine(s) highlight the trending name in its search-suggestion area that grants searchers to know more about politicians and campaigning; they obviously click on the names due to its winning presence there. These all possible by just One-Plan and that's 'Political Campaigning'.

### What Things We Do different Form Other political election management companies in India?

Website and app development.

Multi-platform promotion.

Well groomed articles.

Developing a positive image of the candidate.

Include localized events in social media platforms.

Planning the goals for political election campaigns.

Regular website updates so people can know about the work done.

Make sure candidate is in reach of people by means of social network.

Get experts to analyse the data and do the necessary things so the candidate should reach maximum no of people in minimum amount of time.

### How can we help?

We offer each Campaign and its candidate, a different work style to high-spot in an attempt of elevating the overall personality.

Our motto is 'to deliver satisfactory results through innovative approach at affordable prices'. And that's why you should hire Happy IT ADMINISTER

WEBSITE & BLOG

ADMINISTER

SOCIAL MEDIA PROFILES

RESPOND

TO E-MAILS

VALUABLE

DATA COLLECTION



**There Is A Solution To All Politicians**

## About Us

PMO is the best political Consultant in India. The need for corrective analysis in today's world is as important as the information gathered. A combination of these gives rise to a powerful methodology, which assesses the current scenario and helps in decision making, optimizing the available resources for gaining the best possible returns. We, at PMO, are in the business of gathering valuable and accurate information and analyzing it to generate insights. For this purpose, we employ innovative and cutting-edge tools and practices. At present, we are using these concepts and expertise to help elected representatives manage their constituencies in an organized manner.

## Founder & Director

Mr. Manoj K Pattanaik, founded Lead India Foundation as a nonprofit networking start-up in the year 2010 and Give Globally Foundation, USA, as a fundraising and nonprofit consulting across globe. The company provides statistical research, expertise and consulting in the political domain. Under his visionary leadership, PMO has made a good presence across length and breadth of the country and across the world in a short span of time. Manoj holds MA English Literature from Berhampur University, LLM degree in International Environmental Law from the prestigious institute of our country, Gujarat University. He has done Masters in Public Policy from #1 University of USA, Arizona State University. He did Diploma in Fundraising and Grant Proposal Writing certificate Program from New York University. He had also done Diploma in Social Media Management from New York University.

## WHO WE ARE

Our management team consists of the alumnus of topmost educational institutes such as IIT, IIM and NIT in India and Top Universities of USA. The IT and database management department is headed by engineers, Big data professionals and MCAs from prestigious institutes. Experienced social sciences post-graduates look after political, social and economic research division and graduates from leading institutes of Mass Communication and Political Science work as surveyors and data collectors.

## WHAT WE ARE

PMO is a centre of excellence in the field of Election Studies. We believe and feel proud of our core values "integrity and loyalty" towards our client. We are in the business of political consulting and research from last 12 years. We help the leaders in achieving their goals, winning an election, meeting expectations of the people and rising to the topmost position. We help in assessing the current trends, the image of the leader, party position and help them in improving them through effective scientific methods. We use the latest method for assessing the current trends, provide the best platform for creating a brand leadership image and finally equipping them with the technology to sustain.

## OUR MISSION, VISION AND VALUES

Our mission is to deliver hassle-free services to our clients. We provide a widespread, all-inclusive analysis of compiled data to smoothen the process of tabulating records by using a comprehensive management system.



**Reach Voter with LED Video Van**



# P★M★O

Transforming Techno-led-Politic-talent to thrive

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