

Magazine
FIRST EDITION

KND

Project

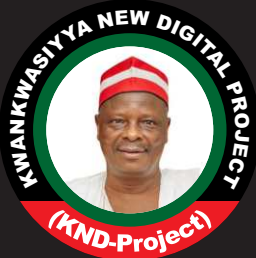
BLUEPRINT

**KWANKWASIYYA
NEW DIGITAL PROJECT
(KND-Project)**

"Empowering Nigeria's Future with Kwankwaso: A Digital Revolution for Progress."



About Us



At the heart of Kwankwasio's Digital Presidential Campaign is the belief that Nigeria's future lies in its ability to embrace emerging technologies to create lasting change. Our movement is committed to leveraging the power of digital innovation to transform the way our government serves its citizens, and to empower every Nigerian to reach their fullest potential.

As a leader, Kwankwasio is known for his innovative approach to solving complex challenges, and his ability to build powerful partnerships across the country. Through our Kwankwasio's New Digital Project, we hope to leverage these strengths to build a

new Nigeria, one that is built on the principles of transparency, accountability, and collaboration.

Our team is composed of some of the most talented and passionate individuals, including digital strategists, policy experts, and social media gurus, who are all committed to creating a better future for Nigeria. We believe that technology provides a unique opportunity to amplify the voices of every Nigerian, and to build a government that works for the people, by the people.



Vision & Mission



Mission:

Our mission is to provide Kwankwaso with a strong digital presence that will generate engagement and support for his presidential campaign. We aim to connect with the Nigerian electorate by utilizing various digital platforms to showcase Kwankwaso's policies, ideals and vision for a prosperous Nigeria. We are committed to implementing innovative digital strategies that will enable Kwankwaso's campaign to stand out in a crowded political landscape.



Vision:

Our vision is to create a digital revolution for progress in Nigeria by bringing to the forefront Kwankwaso's transformative agenda for the country's future. Our plan is to tap into the possibilities of technology to greater effect; to reach a wider audience, to provide a more inclusive platform for citizens to be heard by their leaders and to inspire a new generation of leadership that values the needs and aspirations of the Nigerian people. We envision a Nigeria where digital technology plays a significant role in governance and decision-making, ultimately leading to a better standard of living for all citizens.



Objectives

Here's our objectives for a Kwankwasiyya New Digital Project (KND-Project):

1. Establish a strong online presence: Create a website, social media accounts, and a YouTube channel for the candidate. These platforms should provide information about Kwankwaso's vision, achievements, and plans for the future.
2. Create engaging content: Produce high-quality and engaging content such as graphics, videos, infographics, and blog articles that showcase the candidate's vision and policies.
3. Develop a social media strategy: Use social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and TikTok to reach a wider audience and interact with supporters. Post regular updates and share content that resonates with the target audience.
4. Use paid advertising: Invest in paid social media advertising to reach a wider audience. Drive traffic to the candidate's website and social media pages with targeted ads.
5. Leverage user-generated content: Encourage supporters to create and share their content in

support of Kwankwaso's candidacy. Reward loyal supporters with shoutouts and exclusive content.

6. Host online events: Organize webinars, town hall meetings, and virtual rallies to connect with supporters and answer their questions.
7. Leverage influencers: Partner with social media influencers and celebrities who support the candidate's vision. Work with them to create sponsored posts and promote the candidate's campaign.
8. Use chatbots: Integrate a chatbot on the candidate's website and social media pages to answer frequently asked questions and assist supporters.
9. Monitor and measure results: Track the performance of the campaign and measure the impact of each marketing tactic. Use the insights gathered to optimize the campaign for better results.

Services:



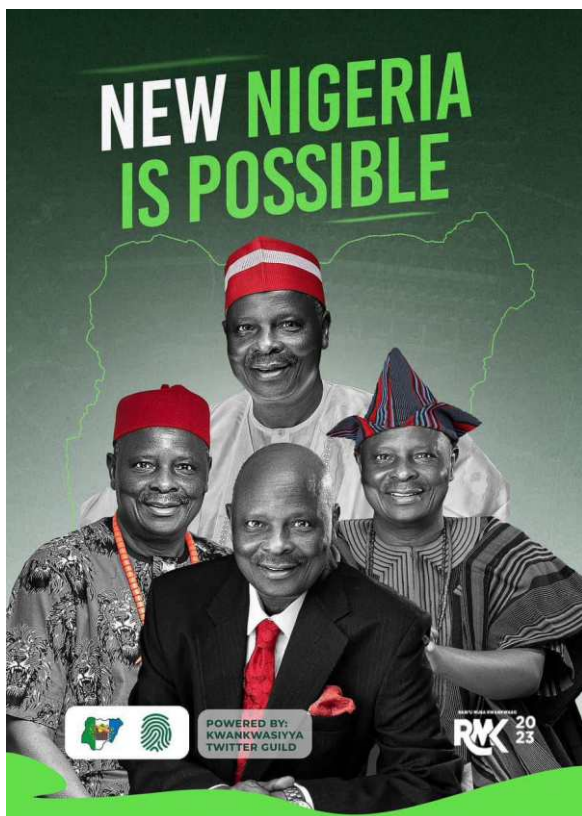
Here are some services that could be offered as part of the Kwankwasiyya New Digital Project (KND-Project):

1. Social media management and engagement - Create and manage social media accounts on various platforms for Kwankwaso's campaign, organize online events and engage with supporters.
2. Website design and development - Create and manage a campaign website with relevant content, donation portal, online volunteer and registration forms and other related services.
3. Campaign email- Create and manage an email campaign to reach supporters and potential donors on a regular basis.
4. Video and multimedia content production - Produce high-quality videos and multimedia content to help promote Kwankwaso's campaign and increase engagement and awareness.
5. Digital Advertising - Plan and execute digital advertising campaigns on major social media platforms and Google Ads, through targeting specific audiences.
6. Data Analytics - Using analytics, collect and analyze data to optimally target and craft campaign messages with the goal of maximizing the effectiveness of the digital campaign.
7. Rapid Response Team - Set-up a quick response team to timely respond to information requests or crisis on social media.
8. To encourage Nigerian Youth to be organized particularly to determine a qualitative leadership for better future.
9. To create a new Nigerian Youths who will be patriotic, transparent and committed in supporting the emergence of Senator Rabi'u Musa Kwankwaso as President of Nigeria.

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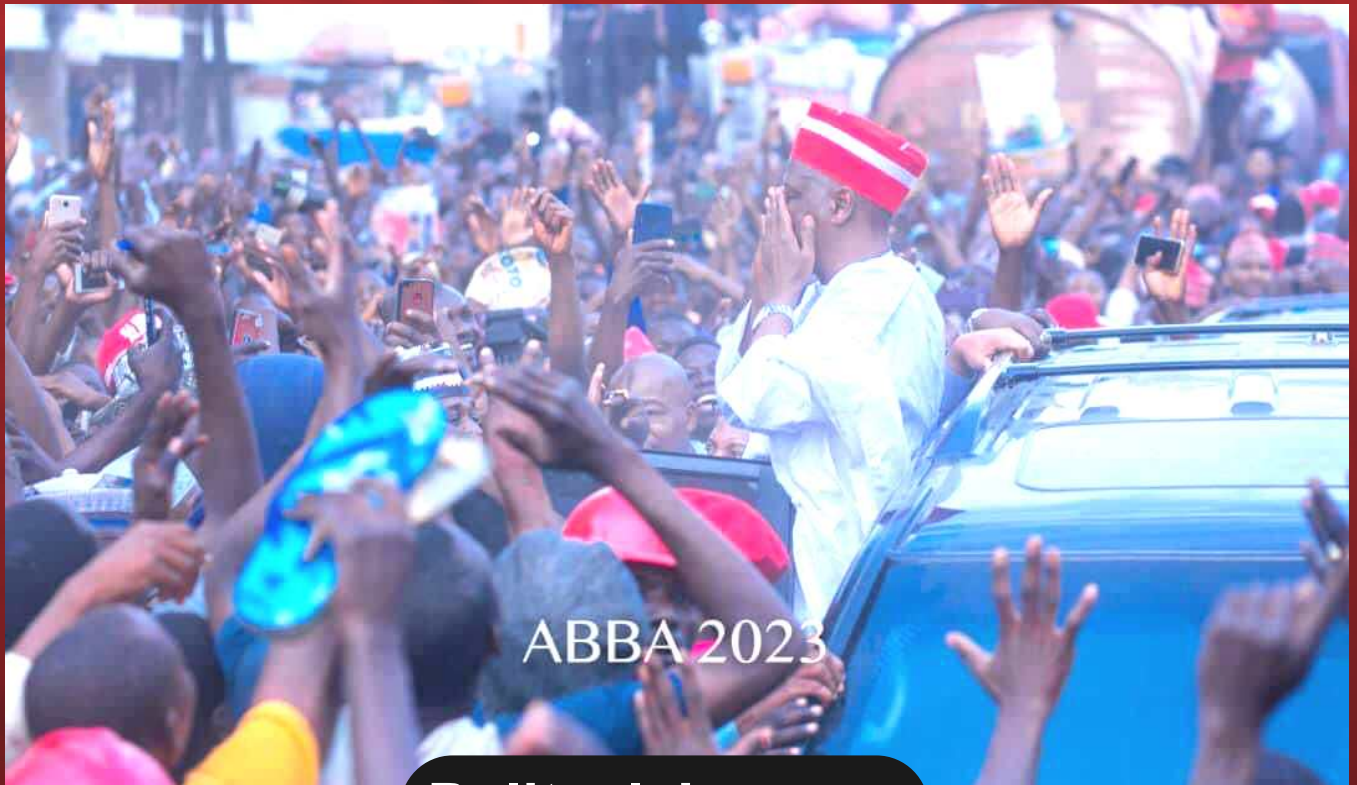
774
Local Governments

Target
36
STATES + FCT



Target
20,000,000
Nigerian Adults, Youth & Women





Politcal Journey

- 1) Two Term Deputy Speaker, Federal House of Representatives**
- 2) Two Term Executive Governor of Kano State.**
- 3) 1 Term Senator of Kano Central Senatorial District**
- 4) Former Defence Minister, Federal Republic of Nigeria**
- 5) Former Nigerian Ambassador to Darfur, Sudan.**
- 6) Former Minister Niger Delta Development Commission (NDDC)**
- 7) The First Politician in Kano State who install Two Different Governors**
- 8) The National Leader of New Nigeria Peoples Party**

KND-PROJECT

GRAND PATRONS



SEN. DR. RABIU MUSA KWANKWASO
NNNPP PRESIDENTIAL CANDIDATE



BISHOP DR. ISAAC IDAHOSA
NNNPP VICE PRESIDENTIAL CANDIDATE

KND-PROJECT

PATRONS



ALHAJI ABBA KABIR YUSUF
EXECUTIVE GOVERNOR OF KANO STATE



COMR. AMINU ABDULSALAM
DEPUTY GOVERNOR OF KANO STATE



ENGR. BUBA GALADIMA
ELDER STATESMAN



National Director KND-Project

Umar Rabi Muhammad (Philosopher)

Is a Personal Development Coach, A Media Consultant, A Youth Activist and Manager at SD Express Transport Company Kano with over 4 years of experience in Media Consultancy.

A graduate of Biochemistry from ABU Zaria and Msc (Inview), Philosopher has participated in many Seminars and Conferences that advocate the inclusion of Youths in Governance.

Umar Philosopher is a Media Aide to Rt. Hon. Sani Adamu Wakili (Member Representing Minjibir and Ungogo Federal Constituency) And also Legislative Assistant, and also Supporter of National Leader of NNPP Senator Rabi Musa Kwankwaso, loyalist of Kwankwasiyya ideology.

He is also an Entrepreneur of URM Global Limited which is the CEO of Company.

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