

## Who we are

**"Every election is determined by the people who show up." - Larry J. Sabato**

New times need visions. PePoll, a dynamic political consulting and political marketing agency hailing from Bengaluru, aims to make a meaningful difference in politics. We help political leaders to communicate with their people by providing the best research, communication and technical services.

An online survey conducted by ADG online which was published in Economic Times, revealed that one-third of first-time voters were influenced by political messages on social media platforms in the 2019 Lok Sabha elections.

This is because tweets and comments represent the modern-day public forum. It affects the opinion of the public. And as a result, it is now normal to see 'hashtags' destroying great personas to ashes. People who were never known before have garnered public support and have created mass movements using Social Media. We provide a personalised and finely researched content for our political leaders to engage and connect with their people. Social media's ability to break news in real-time has transformed the way we absorb information.

Around 40 per cent of youths (18-24 years) keep themselves updated about the political developments through at least one of the four social media platforms - Facebook, Instagram, Whatsapp and Twitter.

It's our people who poll, and with years of our experience with our people in various parts of the state, we give our political leaders a deeply analysed unbiased feedback using modern scientific tools.



## What we do

### Social Media Marketing, Content Management & Online Campaigning

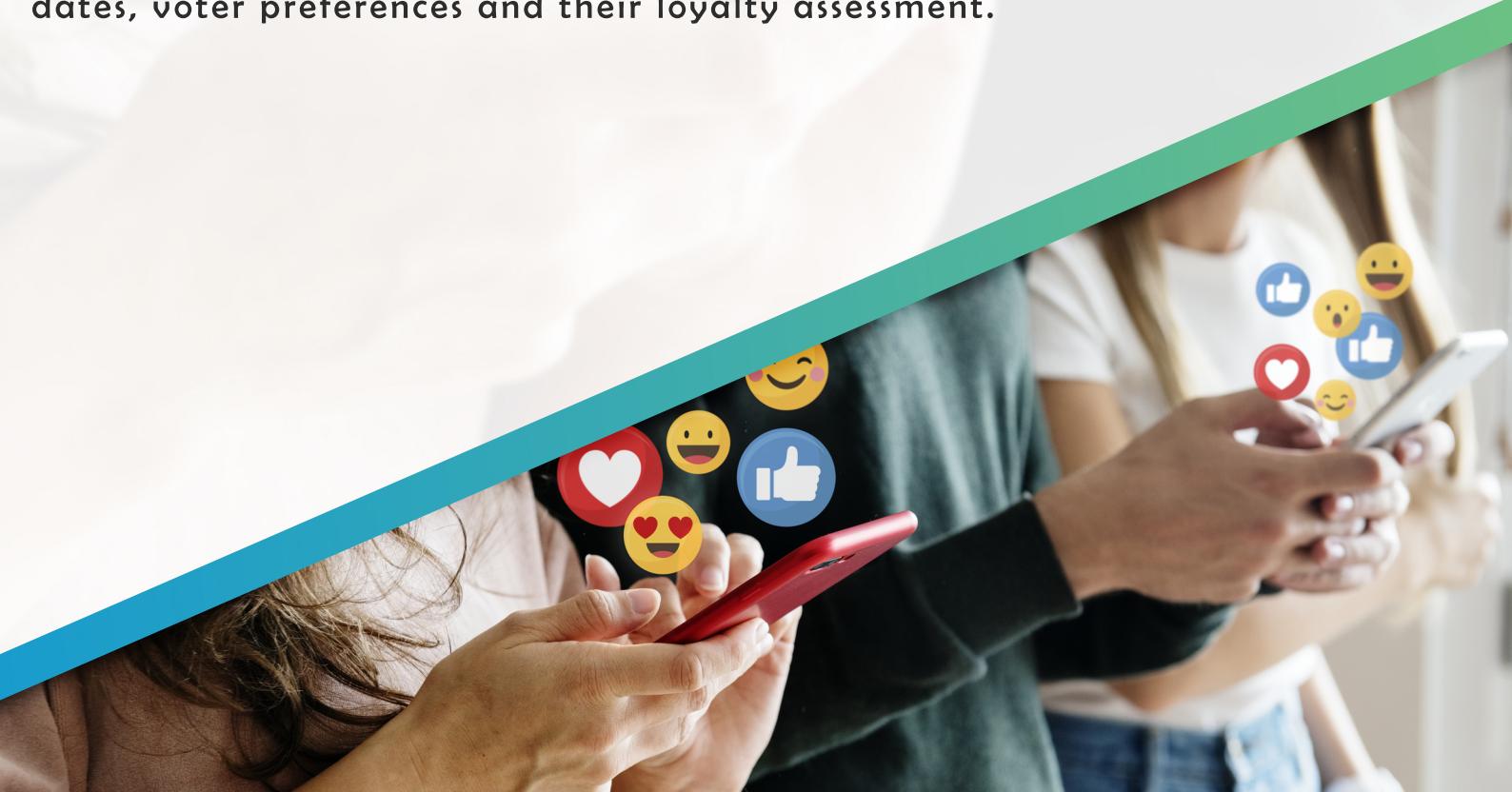
In this internet world, social media connects everyone on a single platform breaking all physical boundaries. It has now become an essential tool in connecting with the people and moulding their perception of one's personality. And we create the appropriate and the right content to for the political leader to engage with people build better communication.

We Promote Political Leaders using the best Interaction ways and spread their messages to people across their constituencies and any other boundaries using analytics and other tools.

### Systematic Research and Analysis

As mentioned before, it is all the people of individual constituencies who decide the elections. We analyse the trend in voting by reaching out to every people in booth level and gather information and opinions.

We study the performance rating of Governments and individual political leaders along with preferences at party levels. We help Political Parties to assess candidates, voter preferences and their loyalty assessment.



## Strategy at Constituency Level

We not only strategise strengthening the party and political parties but also execute it to perfection with our expertise. We help in building follower base and volunteers, motivate voters to enroll in our campaign. We brainstorm with ground level individuals to plan strengthening the weaker sections to remain our party workers and stakeholders.

## Mass Media and Public Relations

As the term says, Mass Media is an important tool in reaching out to the masses. We at PePoll have built a tremendous network of PR agencies at the top and local levels to propagate one's message and ideas to people on relevant issues.

## War Room

An extremely strong wave can topple any old structures. We create the waves among the people in favour of our leaders by establishing War Rooms to analyse and understand the final trends nearing the polling day.



## Why we do this

We are a bunch of people who are passionate in making a difference in the political discourse of the country. Hailing from various backgrounds such as Marketing, Political Science, Analytics, Designing and Creative Writing, we provide best of analytics, strategies, solutions, social media engagement and marketing.

Contact:

Nitin HA

+91 9844893339

