PollDRUMS

WE GET YOU THE MARGIN

THE MARGIN PROBLEM

In recent elections candidates have lost by a margin even in loyal constituencies.

Losing by a narrow margin hurts bad.

The problem of margins is always there; Just that digital media made it tougher for the parties.

THE WAYS OF CAMPAIGNING TILL 2014

Road shows, Rallies

Print Media, Hoardings

Electronic Media

Political parties over the years have matured strategies for above campaign ways

INDIA'S DIGITAL REVOLUTION

- More Indians across age groups are leading active digital lives.
- They feel more engaged with the 2-way dialogue digital media offer.
- They are forming opinions based on the content in digital media more often than traditional media.
- They keep forwarding the content thus compounding the sentiment whether it is good or bad

RISE OF DIGITAL CAMPAIGNS

Parties have understood the importance of digital media and made efforts to leverage that via IT-Cells. All of them started investing in digital campaigns.

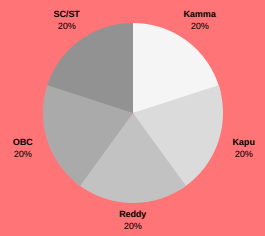
But not all got it right. Some who got it WON..

IT-CELL != TECHNOLOGY

IT cells are a farm of people who like, retweet, comment on social media post. Parties have thrown people at this problem and it does not work for below

UN-PERSUASIVE

Messages sent are opinions or propaganda like. Less chance for turning in voters.



NOT DATA DRIVEN

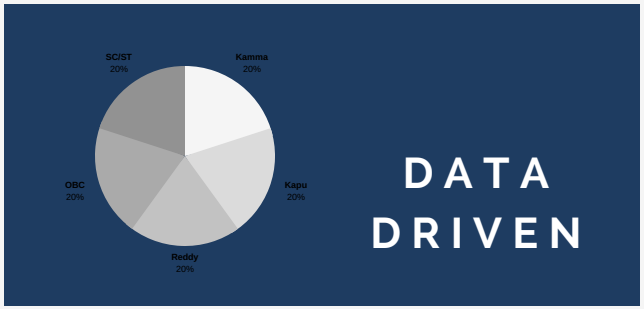
Messages are sent in bulk without checking the relevancy to the voters. Voter impact would be less

NO TECHNOLOGY

With lack of tools messages are blindly sent. With no tracking and feedback loops, impact of messaging on campaign is not known.

Almost all the parties have IT-cells.But where is the DIFFERENTIATOR??

WE ARE DIFFERENT



DATA DRIVEN

PollDRUMS can ingest existing party data and quickly set them up for digital campaigns. Target voter groups are selected based on voter segmentation in a constituency. Technology and surveys are used to improve data repository.

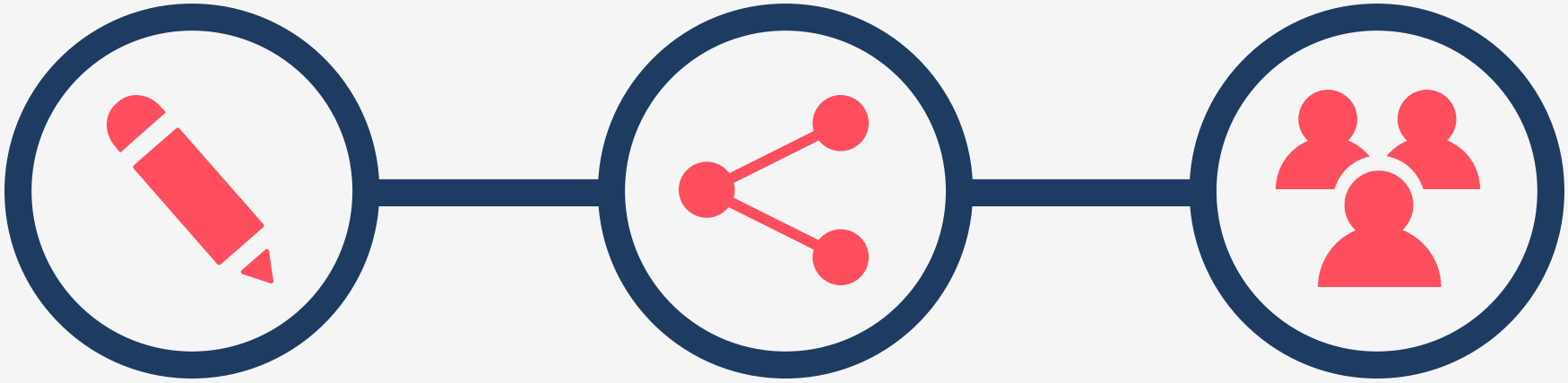
PURSUASIVE

Using the power of analytics relevant voter segment for a social feed is determined and content is curated for maximum impact

TECHNOLOGY

Technology does rapid delivery of messages to voter groups. Using a combination of machine learning and field survey we provide the sentiment score for the candidate.

3 STEPS FOR WINNING MARGIN



CREATE CAMPAIGN

Create a campaign for each constituency

COLLECT FEEDS

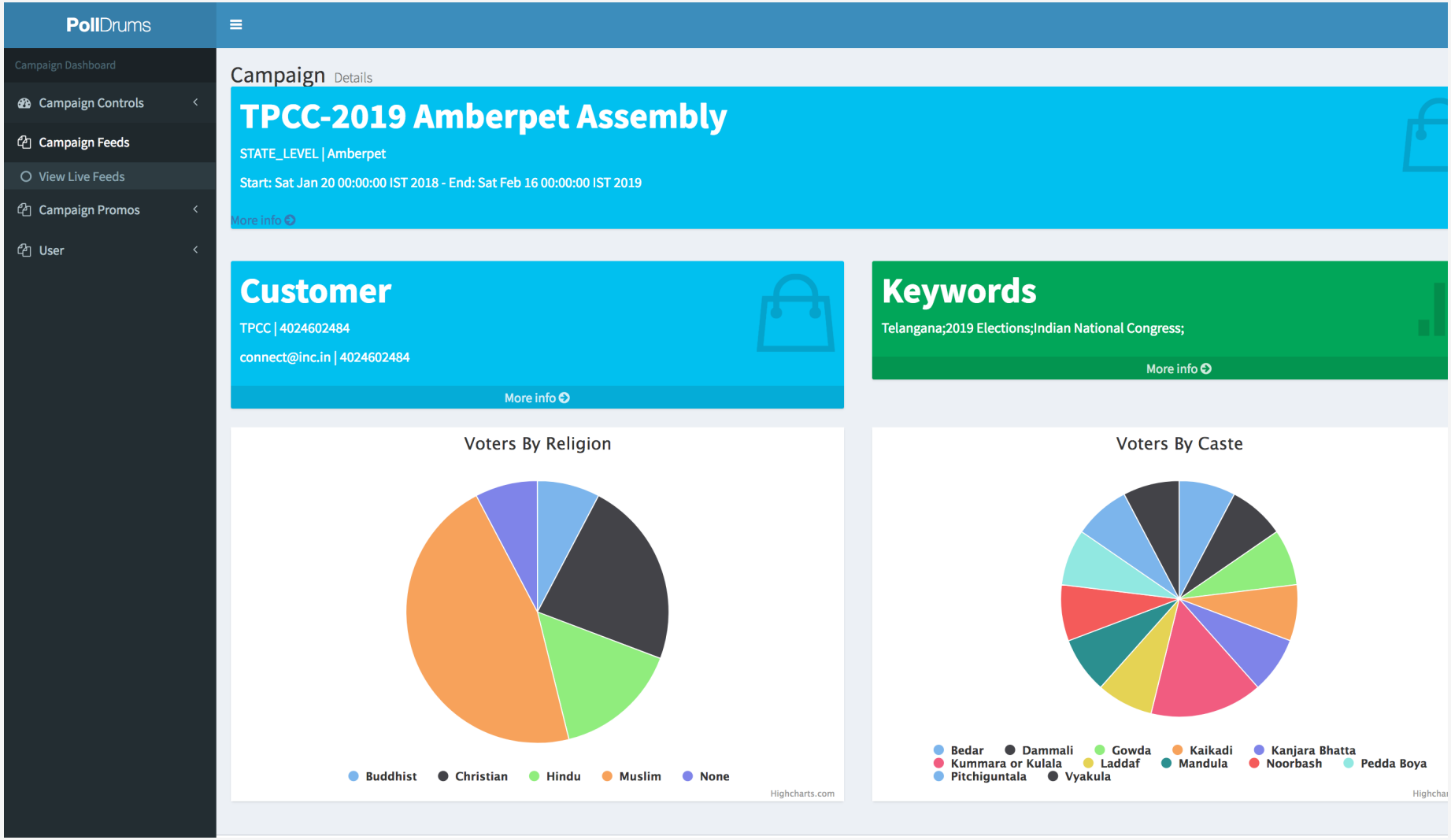
Collect relevant digital media feeds

TARGET VOTERS

Select relevant voter group and target

PRODUCT SNAPSHOTS

CAMPAIGN DASHBOARD



CAMPAIGN LIVE FEEDS

PollDrums

Campaign Dashboard

- Campaign Controls
- Campaign Feeds
  - View Live Feeds
- Campaign Promos
- User

Feeds Timeline

24/01/2018

facebook feed 1/24/2018 18:0:25

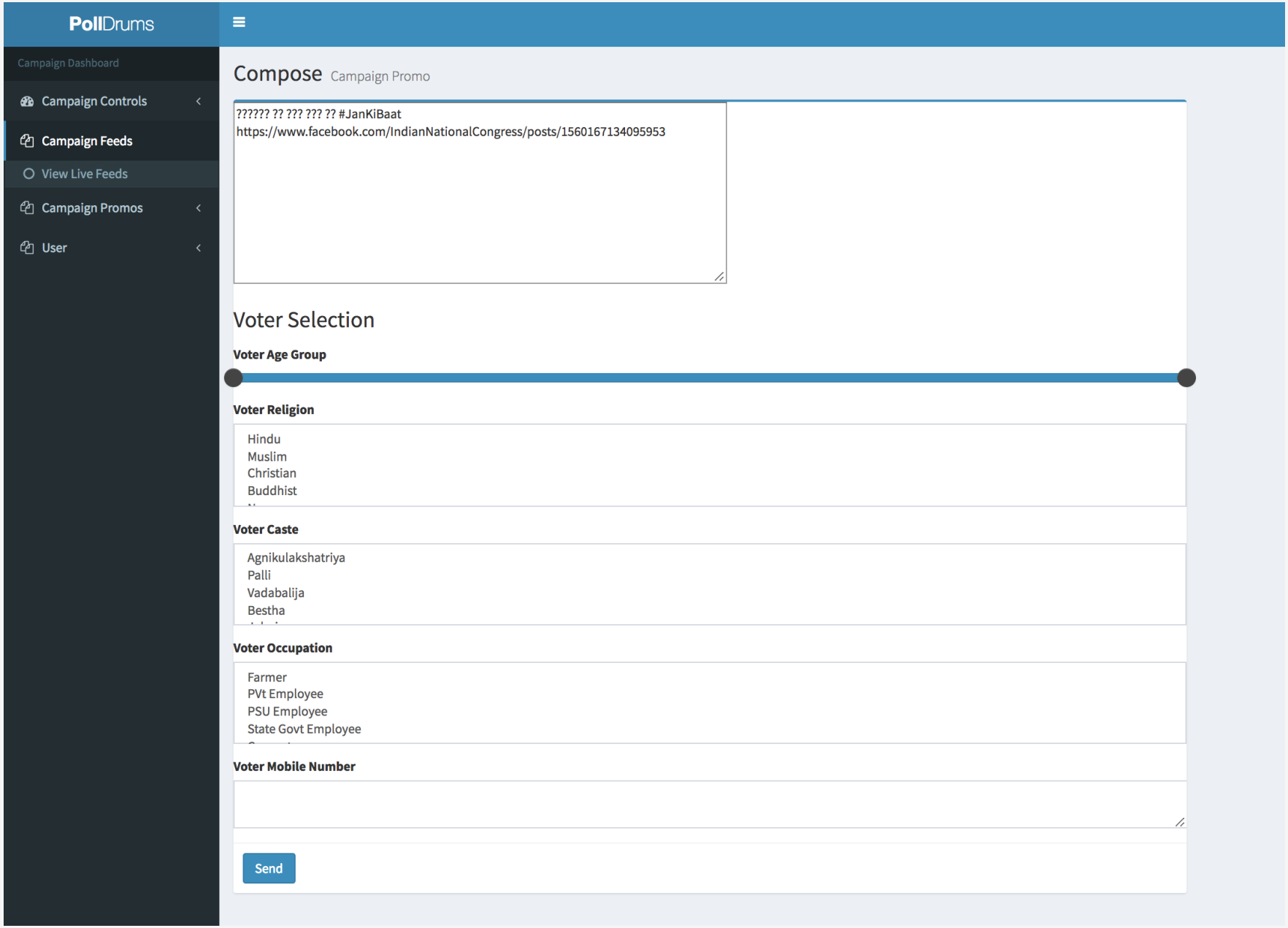
रुकावट के लिए खेद है #JanKiBaat

359 17 74

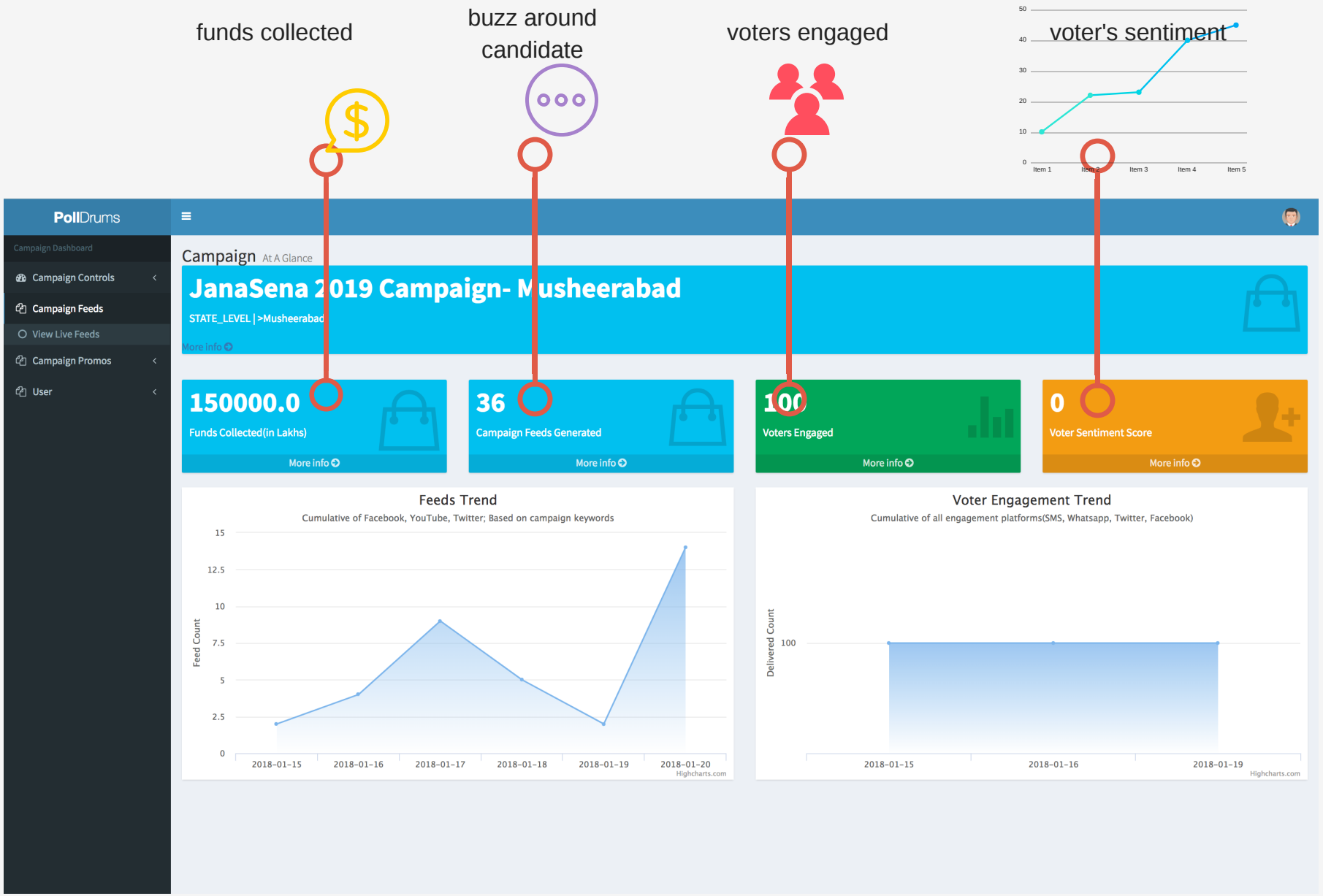
Create a Promo | View Original Post

youtube feed 1/20/2018 11:5:26

VOTER TARGETING



CAMPAIGN PERFORMANCE DASHBOARD



Everybody wants to win;
The one who wins is the
one who fights different.

PollDRUMS

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