

## Digital Presence & Community Building Strategy – 2027 Elections

**Date:** December 8, 2025

**To:** Shri Gaurav Singh Ji

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### Objective

To build a strong, consistent, and influential digital presence over the next **10 months**, developing a growing community that naturally progresses toward **50,000 supporters**, with the potential to expand up to **1,00,000**.

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### Brand Identity

**मेरा प्रदेश मेरी शान**

**सुरक्षित बेटी • सशक्त युवा • माफिया मुक्त प्रदेश**

This identity resonates strongly with youth, families, and women across Uttar Pradesh.

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### Why Digital Presence Matters in UP (2024–25 Trends)

- High engagement on **jobs, skills, women's safety, and youth topics**
- WhatsApp, Facebook & Instagram driving **fastest political growth**
- People trust leaders who **communicate consistently**
- Digital image = **major influence** before ticket distribution

Your digital presence becomes your **political capital for 2027**.

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### Scope of Work (Digital Only)

#### 1. Daily Digital Presence

Regular posts, graphics, captions, and issue-based updates.

#### 2. Reels & Short Videos

Script writing, editing, and posting handled by us.

#### 3. Community Building

Organised **Facebook and WhatsApp groups**, organic audience growth.

#### 4. Leader Positioning

Establishing you as a:

- youth-friendly
- development-oriented
- responsive
- family-focused leader

## **5. Monthly Reporting**

Growth insights and strategy for the upcoming month.

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### **Monthly Media Plan (FB, Instagram, X/Twitter & WhatsApp Groups)**

#### **1. Reels – 4 per month (1 per week)**

- Weekly reels on youth issues, govt schemes, local updates, or leadership messages.
- Includes research → script → shoot/edit → publish.

#### **2. Static Posts – 8 per month (2 per week)**

- Awareness topics, govt schemes, development work, women empowerment, motivation.
- Includes research, writing, and graphic design.

#### **3. Stories – 12 per month (3 per week)**

- Event highlights, behind-the-scenes, quotes, quick announcements.
- Ensures consistent visibility and engagement.

#### **4. WhatsApp Community Posts – 8 per month (2 per week)**

- Job alerts, scheme explainers, important updates.
- Strengthens community retention and trust.

#### **5. Page Management & Interaction**

- Daily moderation, responding to comments/messages, and scheduling posts.

#### **6. Monthly Strategy Review**

- Analyze performance, refine content direction, and plan next month's calendar.
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### **Payment Structure**

**Digital Presence Management:** ₹15,000 per month

**Total (10 Months): ₹1,50,000**

Includes content creation, reels, posting, branding, and community building.

**No hidden costs.**

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### **Your Contribution**

- Event photos/videos
- Timely approvals
- Occasional voice notes or updates

**We handle everything else.**

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### **Closing Note**

A strong digital presence will give you **visibility, credibility, and a supportive online community** leading into the 2027 elections. Our goal is to build a dedicated digital family aiming for **50,000 supporters**, with natural, organic expansion up to **1,00,000** through consistent, meaningful communication.