



Social Media *for* Image Enhancement

Background:

- ✓ India has 14 Crore internet users.
- ✓ Registered Nos. of Facebook users are 7.2. Crore.
- ✓ 2 Crore professional and working class people are on LinkedIn.
- ✓ 2.7 Crore people are on twitters.
- ✓ Most of this online community believes and act what they see and read on various online mediums.
- ✓ There are hundreds of cases of good governance/ development/growth actually taken place during the past decade but have not been properly conveyed to people of India.
- ✓ The various Social Media marketing tools are available to reach to online masses of millions through a very skilled and detailed programme to bring various development/grown taken place in the country during past decade.
- ✓ Let us understand how Social media works.

How Online Media works:

- ✓ Online media picks up various feeds from daily newspapers.
- ✓ Picks up feeds where strong SEO is done from various social media sites such as Facebook, Twitter, and LinkedIn etc.
- ✓ One can drive social media by creating content, putting the same on Google+, PR websites and other social media web sites.
- ✓ Link specific websites to Google, do SEO of keywords and make them appear in first and leading pages on Google.
- ✓ Write content and publish them with authentic data and graphs
- ✓ Display of various videos on you tube.
- ✓ Use of wiki and various Blogs.
- ✓ Use of Bulk emails and SMS for to masses asking them to read content.

- ✓ Create Mobile applications and promote links for the people to click and participate in debate/discussion/polls/ wall post/tweets etc.
 - ❖ Education.
 - ❖ Health and sanitation.
 - ❖ Agriculture.
 - ❖ Railway/aviation/tourism.
 - ❖ Industrial growth.
 - ❖ Employment.
 - ❖ Economic indicators.
 - ❖ Defense.
 - ❖ Finance and economy.
 - ❖ Social and community welfare.
- ✓ Create Question and conduct polls on 10 topics on each of the above segment minimum.
- ✓ Hundreds of such polls/questions/ wall post/tweets etc. will be created
- ✓ Whatever available content on the topic will be rewritten and new content will be developed.
- ✓ Millions of mails will be sent.
- ✓ Millions of SMS will be sent with mobile application to download links and participate.
- ✓ Millions of impression on Facebook to be served.
- ✓ SMS/Email/Impression /Polls on LinkedIn clubbed with mobile application will generate interest in 14 crore internet users' communities.
- ✓ On twitter such question will be tweeted and posted to millions of users .
- ✓ Millions of them will participate example.. as who do want India to promote higher education??
- ✓ Each poll/question will have link to know more....

- ✓ Know more will have data, graph and source of information.
- ✓ The content will be such that this online community will be interested to participate.
- ✓ More clicks and viewership on various social media marketing sites such as twitter/Facebook/gogleplus/LinkedIn etc.

Change in Trend:

A: shift from current scenario.

B: Sense of participation lead them to feel that they are part of development.

C: Update knowledge on various developmental issues.

D: Will help in change of their overall perception and thinking.

E. Let them challenge any data or question, enough content will be available for them to authenticate the claim of various polls and question so they believe what they read with data.

F. Clarity of thoughts and shift in positive thinking .

How Election Awaaz Will promote the campaign.

- ✓ Deploy a dedicated team for the project.
- ✓ Our core management team will create content/question/polls/tweets for the upcoming week in the previous week and get the same approved.
- ✓ Hindered of such polls/questions/tweets/wall post etc. will be pumped into various social media engines with authenticated data.
- ✓ Our dedicated team will track the circulation of content in every social media network.
- ✓ All Negative post will be replied within 24 working hours.
- ✓ We will push data/graphs/authenticated content to any person to change his/her mindset on their negative posting.
- ✓ We will submit daily reports of positive/ negative/neutral posts and comments by putting trackers and crawlers.

- ✓ We will also submit daily report of replies and change in comments/satisfaction index on all negative posting.

- ✓ We will Push millions of mails/sms/viral marketing/tweets during the campaign period, (refer attached excel sheet)

Why Awaaz India Media Pvt. Ltd.

- 35 years of Rich and vast experience.
- Dedicated team of current 600 members across the country and expanding further.
- 100 Member dedicated and exclusive team for this project.
- 100%.SECRECY in OPERATIONS.
- One stop destination for all your needs to connect with voters forever.
- Reference can be provided on request.(Verbal/Written)

“Let the power of knowledge prevail”

