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Connecting People, Technology & Ideas

Complete Election Guide

Use Voice Broadcasting for Political Campaigns

Guide for Creating Impactful Political Campaigns in Upcomina Elections

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Chapter 1
Introduction

In the dynamic world of political campaigns, staying ahead of the competition is crucial. As we're heading closer to the 2024 Lok Sabha elections, the world of politics is seeing adoption of technology, leaders and **political parties and Agencies** are in constant search for technology solutions that can help them reach and connect with more citizens/voters in a short span of time. Political parties and Agencies are moving to a new level and using all the available technologies to communicate to target voters their policies and their vision for the country.

Go2Market is a registered startup working closely with political parties and Agencies. We have come up with cutting-edge solutions to help political parties increase voter outreach and engagement. One innovative tool that allows a direct connect with citizens/voters during elections is **voice broadcasting**. This **eBook** explores how voice broadcasting can be a game-changer for **political parties and Agencies** to effectively reach out to their constituents.

Voice broadcasting is a powerful mass communication tool that empowers leaders and political parties to deliver pre-recorded voice messages in their voice to millions of target voters simultaneously. Voice broadcasting became the most popular and effective tool used during elections as it allows leaders to create one-2-one connection with voters and create a higher impact on different types of voters by using their voices to convey their passion and conviction about the social issues of that particular area. It is a very effective method of mass communication especially in rural areas where text messages and social media may have lower engagement.

Why Voice Broadcasting is more Impactful when Connecting with Voters

REGIONAL LANGUAGE

Parties can use regional language and dialects to connect with voters on a more personal level.

EMOTIONAL CONNECTION

Hearing a leader's voice conveys emotions and sincerity, creating a deep emotional bond with voters

HUMAN TOUCH ELEMENT

Voice adds authenticity, trust, and relatability to the message, fostering familiarity and empathy

BETTER UNDERSTANDING

Voice communication offers a natural flow of information, ensuring clear and compassionate message delivery

MORE MEMORABLE

Voice messages are more memorable due to emotions, human connection, and engagement

VOTER OUTREACH

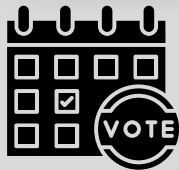Voice demands active listening, increasing audience focus and motivation to take action

ACCESSIBILITY

Voice broadcasting reaches a broader audience, including those with limited literacy or visual impairments, in diverse regions like India

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Chapter 3
Use of Voice Broadcasting in Political Campaign

Canvas for Party Membership

Remind Voters of the voting dates, rallies, meetings etc.

Share real-time Updates to supporters and Volunteers

Do Pre-election and post-election Surveys and polls

Engage More Voters through Voice calls

Popularize the candidate name instead of party leaders.
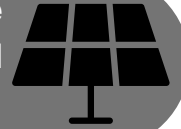
Analyze Data Trends

Chapter 4
Features of Voice Broadcasting

1 Web-Based Panel

Access a user-friendly web-based panel to manage your voice broadcasting campaigns efficiently. Easily create, schedule, and monitor campaigns through in online platform.

2 Multilingual Campaigns

Reach a diverse audience with the ability to conduct campaigns in multiple languages. Customize your message to resonate in various language-speaking groups.

3 DTMF Input Capture

Capture response from voters about various social issues and concerns. Collect their valuable feedback by sending interactive voice calls.

4 Schedule Campaigns

Plan and automate your voice broadcasting campaigns by scheduling them at specific dates and times. Ensure your messages reach your target audience when it's most convenient for them.

5 API Integration

Integrate our voice call API with other software and CRM (Customer Relationship Management) solutions to enhance the efficiency and effectiveness of your campaigns.

6 Real-time Analytics and Reports

Receive real-time insights and detailed analytics about your voice broadcasting campaigns. Track message delivery, engagement, and campaign performance to make data-driven decisions.

Pay Only for Answered Calls

Mobile Numbers like lookalike numbers

We use numbers that look exactly like mobile numbers to increase the call pickup rates.

Cost-Effective Solutions

Benefit from a cost-efficient way to communicate with your audience. Save on the expenses associated with traditional marketing methods.

Convenient and Fast

Enjoy the convenience of easily managing campaigns through the web-based panel. Deliver your messages rapidly to recipients without delay.

More Reach

Extend your reach to a large audience quickly and effectively. Reach out to potential voters or local citizens on a massive scale.

Fast Campaign Delivery

Ensure your messages are delivered quickly to your target voters Reach your voters in a timely manner, while enhancing the effectiveness of your campaigns.

Save Time and Resources

Streamline your voter outreach efforts with automated **voice broadcasting**. Reduce the time and resources required for manual outreach. Reach more voters in less time.

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User-Friendly Dashboard

Access an intuitive and user-friendly dashboard for managing your campaigns. Easily navigate through the platform to create, schedule, and monitor campaigns.

Upload Contact List

Simply upload your contact list file to target specific recipients. Ensure your messages reach the right audience.

Manage Contact Lists

Manage your contact lists easily on our panel to send multiple campaigns without having to upload or paste the numbers again.

Record Audio on Phone/ WhatsApp

Upload your voice messages in MP3 format for clear and effective communication. Customize your messages to convey your intended content.

Detailed Analytics and Real-Time Reports

Receive comprehensive analytics and real-time reports. Monitor the progress of your campaigns, track message delivery, and evaluate campaign performance.

Pay Only for Answered Calls

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Gone are the days of relying solely on traditional campaign methods like rallies and press conferences to connect with voters. Today, technology solutions have opened a world of possibilities, allowing politicians to engage with constituents in various innovative ways. From live video conferences to Bulk SMS campaigns to regional Voice broadcasting for voter engagement. Technology is offering cost-effective, efficient, and wide-reaching avenues for **political campaigns**.

Use Cases

BJP's Campaign in Uttar Pradesh (2017)

During the 2017 Uttar Pradesh Assembly elections, the **Bharatiya Janata Party** (BJP) used voice broadcasting as part of its campaign strategy. The party sent different massages to different regions of state. They used voice of top leaders, including Prime Minister Narendra Modi. These messages highlighted the party's key promises and benefits of various government schemes for women, youth and so on. The campaign was seen as highly effective in reaching a large number of voters.

Delhi Assembly Elections (2020)

In the 2020 Delhi Assembly elections, political parties, including the **Aam Aadmi Party** (AAP) and the Bharatiya Janata Party (BJP), used voice broadcasting to connect with voters. Parties sent voice messages to residents of Delhi, addressing local issues and seeking support for their candidates. These messages played a role in reaching voters directly and conveying campaign messages.

Tamil Nadu State Elections (2021)

During the 2021 Tamil Nadu state elections, several political parties used voice broadcasting to engage with voters. Parties like the **Dravida Munnetra Kazhagam** (DMK) and the All India Anna Dravida Munnetra Kazhagam (AIADMK) utilized recorded voice messages to reach voters, share campaign promises, and encourage voter turnout.

West Bengal Assembly Elections (2021)

In the highly contested West Bengal Assembly elections of 2021, voice broadcasting played a significant role. Various political parties, including the **Trinamool Congress** (TMC) and the Bharatiya Janata Party (BJP), used voice messages to communicate with voters across the state. These messages covered a range of issues and campaign appeals.
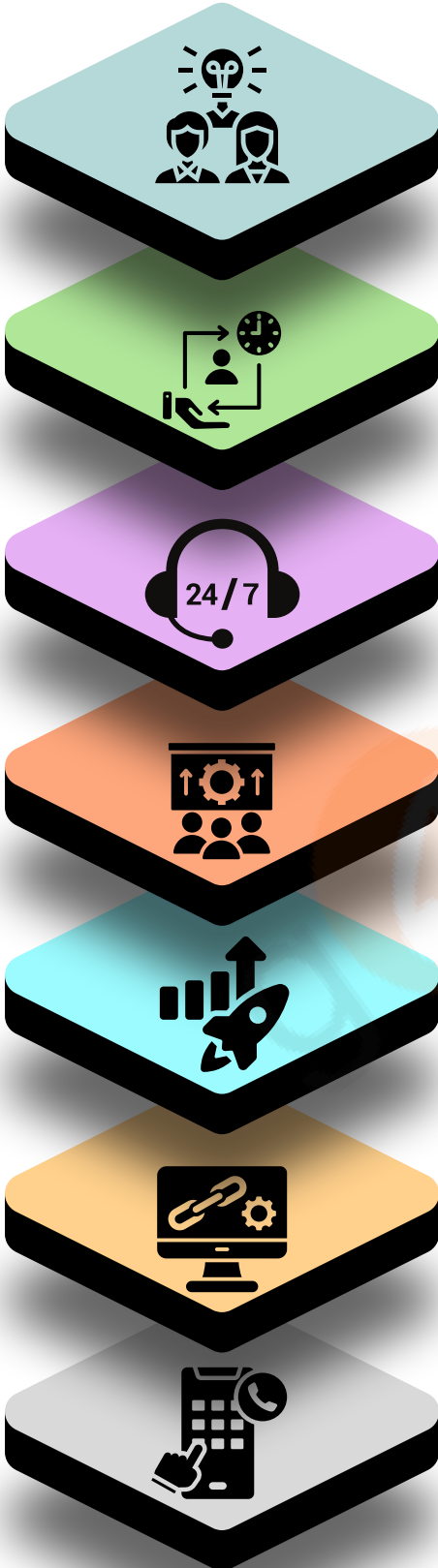
Experienced Campaign Team

Benefit from a team of experts who can help plan and execute effective voice broadcasting campaigns, ensuring optimal results.

Dedicated Account Manager

Have a dedicated person of contact who will oversee your account, provide personalized support, and address any specific needs or concerns.

24*7 Support

Get 24*7 support from our technical support team and campaign team to manage your voice campaign.

Dial Out Capacity

Scale your **voice broadcasting** campaigns to reach a massive audience when needed. We have a dial out capacity of 5 crore calls per day.

Real Time Reports & Advanced Analytics

Receive real-time insights and detailed analytics about your voice broadcasting campaigns. to track message delivery, engagement, and campaign performance.

Robust Infrastructure and Data Center Capabilty

Multiple Data centers in partnership with big telecom companies to handle large volume of campaigns. (Airtel, BSNL, Videocon, Tata etc.)

Mobile Numbers like lookalike numbers

We use phone numbers that appear familiar to recipients, to increase the call pickup rates.

Chapter 9
## Compliance and Legal Considerations

Follow Legal compliances for Political Calls

While using voice broadcasting for voter outreach and mass communication political parties must ensure that their messages are following all legal compliances and not invading voters' privacy.

Ensuring Opt-In and Opt-Out Options

Parties need to ensure that they are sending their messages to the right voter demographic and also are not doing any spamming.
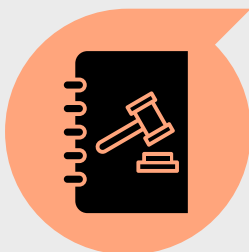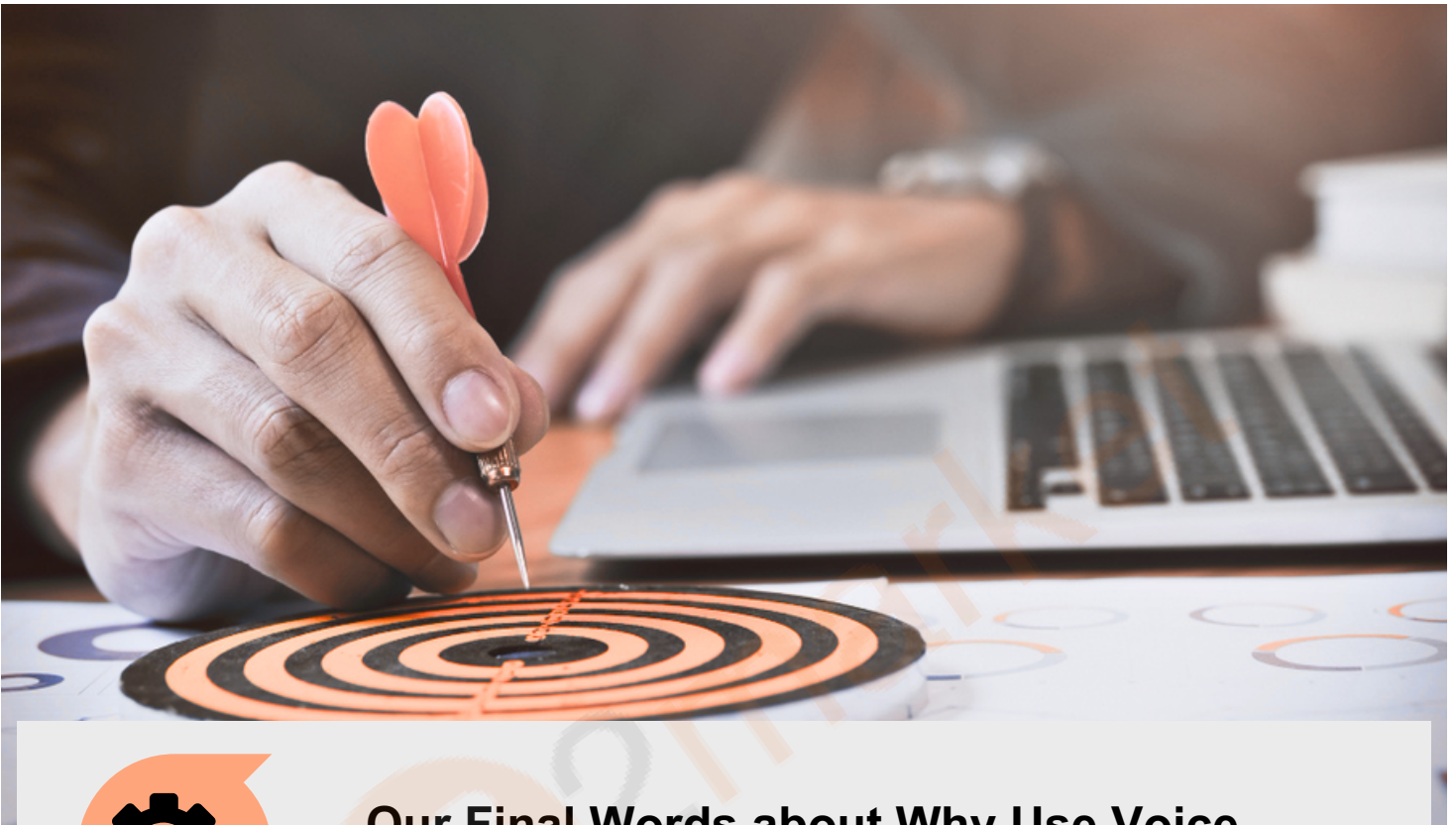
Achar Sanhita

We ensure to do campaigns as per the guidelines of the election commission and the model code of conduct (MCC).

Our Final Words about Why Use Voice Broadcasting for Political Campaigns

In Conclusion, we can say that **Voice broadcasting** empowers political campaigns to reach a wider audience, deliver targeted messages, and foster personal connections with voters. Its ability to motivate individuals, raise awareness about social issues, and engage voters makes it a valuable tool in modern political campaigning. It is a powerful tool used by **Political Parties and Agencies** during political campaigns.

Go2market is a well-known and trusted **Voice broadcasting service provider in India**. We have our own team of election consultants and strategists to help parties and candidates do effective voice broadcasting campaigns. To know more about our Voice broadcasting service you can connect with us at **info@go2market.in** or **8595080808**.

Thank You

We hope to Connect with you and Add Value to your Political Campaign

Request For A Free Demo

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