

Digital Marketing Strategy for Political Party

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Introduction

The most effective platforms for raising awareness of political issues, encouraging people to vote and promoting political candidates is Digital marketing. Since online is primarily used by young people, it's a great platform for energizing a voter demographic that's typically interested in mainstream politics. A variety of strategies can be used to connect with potential voters using online marketing. One of the most effective ways to generate support for a particular candidate in online is to build an online strategy for the party or candidate. This allows a political party to reach thousands-or, millions of potential voters using status updates, messages and event invitations.

Social Media Marketing

We can use a variety of strategies to connect with potential voters using social media. The top social media platforms today for political candidates include:

Facebook

Benefits of building up a facebook page of political parties are:

- Highlight party Milestones
- Share Party beliefs, goals and accomplishments directly with voters
- Subscribe live event on facebook live
- Advertising
- Data analysis

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~ The chapter is based on the paper presented in "National Conference on Emerging Trends and Scope in Digital Banking, Cashless Economy & Innovations in Commerce and Modern Management & International Seminar on Global Economy: Opportunities and Challenges" Organized by Inspira Research Association (IRA), Jaipur & Shri Bhawani Niketan Girls P.G. College, Jaipur, Rajasthan, India. 29-30 September, 2018.

Twitter

Twitter is where all the live action is. Be it the latest news, latest brands, latest products, personality or anything that might see the light of the day hits it first on twitter. We have a strategy in place where in we make sure that we reaches out to the maximum people and people do discuss it enough to make it a trend over there.

- Daily Tweeting
- Proper Hashtag using for a party and politician
- Campaign creation

Google

Google plus being the new entrant is in the race for being the best social networking site. We make sure that our part can reach out to the maximum users of Google plus and this being a new medium, comparatively; it's easier to reach out to the people.

- Creation of a party page
- Create a community channel
- Regular posting of daily events

LinkedIn

LinkedIn is also a great platform for a business profile. Parties can highlight development in a country under their rule and earn huge popularity and people's popular vote.

- Post development growth of the country
- Post what we can we achive in next 5 years
- Discussed the topic of employment problem in country

Youtube

- Create a Youtube channel for party
- Parties Event video upload
- Video Ads post

Direct Mail Marketing

Politician's email marketing campaign allows voters to get the message at their own convenience and in a more intimate fashion with users friendly templates. It includes:

- Newsletter mailing
- Campaign email marketing
- Events
- Discussions

Online Reputation Management

The process of controlling what shows up when someone Googles your name is online reputation management. It shows you how to promote positive content to the top of your search results and push unwanted content down to ensure that when someone Googles you, their results are populated with positive, relevant content about you.

Online Advertising

- Google AdWords (Search and Display Ads)
- Facebook Ads
- Instagram ads
- LinkedIn Sponsors Ads
- YouTube Video Ads

Most of the aspiring political leaders depend on digital marketing for the success of their campaign. This new marketing method is interactive and cost effective. It uses the power of internet. Millions of people use internet to search information. So, you can generate awareness about your political mission using digital methods of marketing.

Text and Political Email

Email marketing is one of the traditional types of digital marketing and even for political campaigning; email and text message services help to reach the targeted voting segment. Political parties often send wishes on the occasion of various festivals. It is possible to connect with nontraditional and younger voters with these kinds of service. The goals that can achieve are to reach broader audiences, keep voters updated on several political campaigning events etc.

Political Internet Marketing- Website

For any party or an individual running for office, a user friendly website is necessary to make the digital marketing effectiveness. People must come to know more about the candidate to decide to vote and a site is a better way to reach more and more people. A website for a political campaign is useful for politicians as people can read the biography and other valuable information that can convince them to vote in favor.

Targeted Areas Voter Lists

IP Re-Target and Targeted Digital Marketing: IP targeted marketing is very effective especially to serve display banner ads that are relevant to websites that the targets visit. It matches the addresses, mobile phones and the emails by the political campaigning tools to offer highest quality ad placements. Digital marketing targeted with IP is effective to reach target audience for lowest rates. IP targeting is like connecting personally with the prospects that are most likely to support and convert.

Research on Competition

Research on competition is critical in political campaigning. The websites blogs of the competitors looked at and also the presence of them on the web are analyzed. The researcher tries to find the techniques they are using and the actions they are taking. Competitor's analysis involvement of looking at the website and finding what is working for them what is not. Investigating what issues the competitors and using to damage the reputation of the client, what solution they are offering to the voters for the issue they are facing etc. are investigated. Based on the finding , the campaign is designed. Identifying the areas of strengths and weaknesses in the own campaign as wells that in the competitor campaigns, political parties tends to influence voters in their constituency. Having good knowledge about the opponents and gathering data to be more competitive is essential. Gather data about the websites, social media pages, followers, platforms, engagement and strategies. There are many tools available to spy on competitors.

Digital Marketing Team for Political Campaign

Digital marketing team helps the parties running for office to connect with the voters. A dedicated team is required to provide support and to understand the target audience and gain popularity. Digital marketing team consists of social media managers, political content writers, graphics designers, content creators, search engine marketers and social media managers.

Digital Marketing Strategist

Digital marketing strategist is an important person in the marketing team for the political campaign. He decides what the client wants through the campaign. An effective strategy can help give results in the form or increasing visibility or to get leads. Different tools such as social media, SEO, targeted marketing, etc. are used by them to provide the return on investment.

Political Content Writer

He is another famous person in the digital marketing team. He catches up every detail about particular political issues and writes content and encourages the audience to participate in discussion. Videos and pictures are used to make the content more exciting and engaging. An excellent post or a website well written by a political content writer will be informative, can be used to make a call to people to take some political action or open up a debate on particular topics.

Graphic Designers

A picture is a powerful than thousands of words. Having images and info graphics in the content is important to keep the audience engaged. Graphic designers can help generate captivating photos for the political campaigns. The voters should not feel that the candidate is being sold to them forcibly. Convincing them is important.

A good content creator will discuss a problem and tells them how the candidate can make it better.

Social Media Managers

Social media is a powerful tool for digital promotion of political parties. The popularity of social media sites is increasing day by day nowadays and the no. of candidates was spending time on social media is also growing. These platforms are the best places to reach large numbers of targeted audience. It is not necessary to be on every social media network. Learn the patterns of the audience, their habits, and lingo. Create content and publish them frequently. Social media managers manage the social media marketing and the social media pages.

Search Engine Marketer

Their work is to ensure that the content that created for the political campaign appears in the top results for the audience searches. Paid internet marketing, Search engine optimization, and other techniques used. He must know about the search engines that the audiences are using. He also helps in creating and managing political campaigns, updating the websites, etc... Search engine marketers take care of the visibility of the content of different search engines.

Creating Social Media Pages on Different Platforms

Having social media pages give good results for politicians who wants to have a presence on the internet. Social media pages must create on different platforms such as face book.

- Facebook pages allow reaching the targeted audience. Facebook Ads also can be run on these pages.
- Twitter is another popular platform which also allows running twitter ads.
- Youtube channel is the best place to upload the video content and reaching the targeted audience.
- Uploading trending videos influence voters' a lot towards any political party. This is the 2nd largest search engine in the world and videos can go viral and reach a large no. of audience beyond our own country.
- There are other platforms such as pinterset, instagram and these should be chosen based on the goals of the campaign and the target audience.

Search Engine Optimization

Search engine optimization helps to appear high in search engine results. Defining the relevant keywords is important. Use the name of the candidate or party running for office. Combine the name with general political terms and trending political issues keywords searched by people. It is a good idea to use Google keyword tool to search for most useful keywords. After defining the keywords for political campaigns. Do not expect quick search engine optimization results. Frequently updating of the

blog or website or the youtube channel can help us a lot. This helps the visitors to find the content when searching by keywords. If the content is continually updated, the supporters will be more active. The performance of the site also improved for search engines. Apart from the blog or a website, use the social network pages to drive traffic to the site. If the content creator is engaging and exciting, it can capture the attention of people and can share on social media sites which help in driving donations also.

Content Selection

There are many numbers of communication channels such as Facebook, Twitter, and others for reaching the voters. It is required to feed content to the blogs, websites, newsletters and email lists. High quality content is needed to keep the voters engaged. The content you are providing should encourage the people to share and take the message delivered to lots and lots of people. The content should include catchy captions and it is also a good idea to have a compelling call to action such as subscribing to email newsletters etc. Content delegation not only saves time and resources but also help to keep regularly in touch With the targeted audience. Advertisement created for television can be curate and used as online videos.

Content Marketing

Content marketing in politics is promoting or spreading the ideas and getting brand recognition. In governments, individuals or parties try selling themselves through digital marketing. Digital marketing for politicians gives a chance to interact with voters. Unlike the TV ads, digital campaigns allow to built trust and provide them with the information that they are looking for and another advantage is that they can consume the message in their leisure time. Digital content marketing allows measuring the effect of the campaigns also.

Conclusion

At the end of discussion, we came to a conclusion that digital marketing plays a very vital role in influencing voters. A effective political campaign is successful only with the help of trending social networking sites as everyone in the present era, from a child to an old person is active widely there and it is easy to influence voters on facebook rather than doing rallies just creating traffic jams all around. Without effective interventions, the campaign strategies and practices we have documented in this paper will become increasingly sophisticated in coming elections, most likely with little oversight, transparency or public accountability. The digital media and marketing industry will continue its research and development efforts with an intense focus on harnessing the capabilities of new technologies, such as artificial intelligence, virtual reality and cognitive computing for advertising purposes.

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