



An **Independent** Authentic
Election Information Platform.

ELECTION CAMPAIGN PLAN.



WHY DO YOU NEED IT?

“The Campaign Plan” is the foundation of a credible and competitive political campaign.

It gives clear direction by defining the candidate’s message, target voters, and priorities, ensuring the campaign remains focused rather than reactive in a competitive election environment.

A campaign plan helps a candidate to:

- Deliver a clear and consistent message
- Target the right voters effectively
- Allocate resources efficiently
- Build credibility and voter trust



CURRENT SCENARIO.

- The current landscape has changed; the traditional reliance on physical rallies are no longer sufficient to reach and influence voters.
- This is the first truly **Free and Fair** election in Bangladesh in the era of widespread social media, and the dynamics of political communication have shifted significantly.
- Voters are now more **informed, more connected, and more responsive** to digital narratives, data-driven messaging, and continuous engagement beyond street-level campaigns.



In this environment, successful campaigns must combine on-ground presence with strategic use of digital platforms, credible information, and targeted outreach.



SAMPLE PLAN.

Can be customized based candidate specific requirements.



Campaign Team Structure.

Candidate

1. Campaign Manager (overseer)
2. Full Time Cameraman
3. 15-20 Ward/Union Team Leaders
4. 50+ Volunteers (local youth, students, party loyalists)
5. Social Media & IT Cell (2-3 persons)
6. Logistics & Finance Manager



Phase 1: Building Trust & Presence (Week 0–3)



Week 0 — Setup & compliance

- Secure project leads, legal review, finalize KPIs & budgets.
- Create shared workspace (drive, sheets), content repository, cloud folders.
- Create volunteer signup form and basic onboarding video (2–3 min).
- Obtain required permits for planned events/venues (tentative holds).

Week 1 — Pre-launch: research & micro-segmentation

- Map target zones — export basic map & hotspot list.
- Persona creation: 3–5 persona profiles with messaging hooks.
- Field: recruit volunteer captains (1 per zone) and conduct first training session.
- Digital: create social pages/placeholders + basic website/landing page with email sign-up.
- Daily sample: Mon — mapping; Tue — volunteer recruitment; Wed — content templates; Thu — landing page; Fri — training.

Week 2 — Pre-launch: asset creation & soft outreach

- Produce hero assets: 3 short vertical videos, 5 image cards, FAQ doc.
- Finalize event logistics for week 3 pilot (venue, sound, stewarding).
- Start organic social cadence: 3 posts/day (teasers & sign-ups).
- Begin light community outreach (info booths at 2 high footfall spots).
- Daily sample: Mon — video shoot; Tue — edit & captioning; Wed — booth 1; Thu — booth 2; Fri — review metrics.

Week 3 — Launch week (pilot + learn)

- Run pilot micro-event in one zone; collect sign-ups and feedback.
- Full digital push for pilot: boosted posts to area; email to sign-ups.
- Deploy daily field routes for volunteers (door knocks, tabling) with proof uploads.
- Collect and analyze pilot KPIs; tweak messaging and logistics.
- Daily sample: Mon — pilot event; Tue — data capture analysis; Wed — refine scripts; Thu/Fri — small events.

Phase 2: Manifestation Deployment (Week 4-8)



Week 5 — Deep engagement

- Themed week: “Stories & Impact” — gather and publish community stories.
- Host mid-size neighbourhood meetups (2-3 per week).
- Run targeted email sequences and consented SMS for event reminders.
- Begin mid-campaign review: budget vs. actual, KPI trends, staff bandwidth check.

Week 7 — Fine-tuning & saturation

- Saturate high-priority zones with repeat presence (tabling, micro-events).
- Host a major community forum or town hall (informational) — test logistics for larger events.
- Ramp up content: 2 hero videos, daily short reels, more user generated content.
- Review and prune underperforming tactics.

Week 4 — Scale local operations

- Scale successful pilot to 2-3 zones with adjusted SOPs.
- Begin weekly live Q&A or community forum (platform of choice).
- Launch small paid awareness campaigns targeted to zones (budgeted).
- Continue volunteer onboarding; introduce a weekly captain sync call.
- Daily sample: morning field ops, afternoon content publishing, evening analytics.

Week 6 — Proof & conversion push

- Publish proof points (photos, timestamps, testimonials).
- Activate referral program: incentivize sign-ups via peer invites (neutral incentive).
- Increase paid digital frequency for top-performing creative.
- Midweek: volunteer morale event + pizza/thank-you.

Week 8 — Wrap & handover

- Final push for sign-ups / event attendance / service adoption.
- Compile campaign evidence folder (photos, receipts, datasets).
- Conduct volunteer debriefs; collect lessons learned.
- Produce final campaign report draft (KPIs, ROI, next steps).

Phase 3: Final Push (Last 10 Days of Election)



- Finalize 4 hero creatives (30s-60s video).
- Build and QA landing pages + tracking pixels.
- Launch tiered ad plan: awareness → engagement → conversion (funnel).
- Increase email cadence; run retargeting to prior engagers.
- Double down on top-performing creatives and audiences.
- Run daily performance checks; reallocate budget to best audiences.
- Use live events, countdown timers, and limited offers to boost conversions.
- Post-campaign wrap: save all ad reports, creatives, and spend receipts.



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