



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 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 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.

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 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.

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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