

You Don't Need To Look Any Further, You Have Arrived

Welcome to Neta Nirman

(A Brand Under Licence with Kaka Enterprises)

Neta Nirman is a India leading Political Strategy Consulting firm specialises in political PR, Surveys (pre, exit & post poll) Election Campaign Management, Political Advisory, Constituency Research, Campaign War Room Management, Political Research, Public Policy Research, Media Communication Strategy, Political Intelligence, Analytics, Digital & Social Media Management

We'll handle everything from constituency research to campaign management. Put us in charge of your next election campaign

Election Campaign Management

A variety of actions are referred to as "Election Campaign Management," and they are carried out within a tactical framework to support political parties during general elections.

Surveys are conducted before and after elections, political parties and candidates are managed on social media, and booth-level operations are managed using digital technologies. A blended campaign strategy (includes offline, online, advertising & traditional promotional strategies) is starting to emerge for elections in the modern era.

Political-strategic management and digital technologies are strategically combined to determine how well political campaigns perform in India in terms of effectively communicating a strategic political message to voters.

Due to its diverse cultural makeup, which includes a significant number of castes, religions, linguistics, and political ideologies, India, a subcontinent, presents a challenging situation for managing political communication, people management, and political crisis (like left, right, and conservative with a frequency of moderate and aggressive). India uses various tactics for every state and every election (like parliament elections vs assembly elections vs local body elections).

We handle booth management, advertising, polling, social media optimization, and political advisory services as part of campaign management.

Election Campaign Management Services in India

Elections Surveys (Pre Poll, Exit poll & Post Poll)

Political Strategy & Management

Analytics & Political Intelligence

- Election Campaign Management
- Political Advisory Services
- Digital Media Management
- Public Relations
- Press & Media Management
- Political Analysis & Reporting
- Big data & Demographics Reporting

Digital Marketing For Politics

Website

The website's main advantage is that the vast majority of voters use Google to look up candidate names. The website has the ability to divert traffic away from the search engine. Voters can get detailed information about the candidates' perspectives on current political events and developments. We can also track visitor information such as location, age, gender, and other details.

Social Media

Politicians should be active on all major social media platforms. They must post regular updates on social media about their activities, opinions, and responses to competitors. In India, the most popular social media platforms are Facebook, Twitter, YouTube, and Instagram. Even though it is not a social media platform, WhatsApp is assisting social media strategy by facilitating content sharing in groups of party supporters.

Analytics

Analytics can be used to manage political campaigns in a variety of ways. The four types of analytics are search analytics, web analytics, social media analytics, SMS & mobile analytics, and paid campaign analytics. Big Data and Analytics provide critical information about how campaigns work and how voters react to candidates' positions on various issues. We can get detailed information about the audience's age, location, browser, and content engagement rates.

Paid Promotion

Paid campaigns can be launched in the networks listed below.

Google Display, YouTube, Facebook, and Instagram campaigns

Mobile App Marketing

Location-based targeting (Geo-Fencing)

Email Marketing Retargeting / Remarketing

SMS marketing

Putting advertisements in specific news apps/portals.

Digital Marketing Services For Election Management

Facebook Campaigns

Twitter Campaigns

Youtube Campaigns

Instagram Campaigns

SMS Campaigns

IVRS Calls

Digital Media Intelligence

Sentiment Analysis

Digital Media Audits For Political Party/candidates Pages

Drafting Digital Media Content Strategy

Online Reputation Management

Micro Targeting Campaigns

Streaming Video Ads on Facebook & Twitter

Social Media Management For Politics

Due to India's large online population, social media is playing a significant role in Indian politics. Politicians and political parties have been using social media to build narratives and propaganda by using strategic content, understanding real-time user responsiveness, and sending persistent messages.

Social Media Analytics is an important dimension of social media management, where we can analyse how the people are responding for the content, real time hastags, videos and other creatives.

Social Media Services For Election Management

Facebook Campaigns

Twitter Campaigns

Youtube Campaigns

Instagram Campaigns

Social Media Analytics

Social Media Intelligence

Sentimental Analysis

Social Media Audits For Political Party/candidates Pages

Drafting Social Media Content Strategy

Online Reputation Management

Manifesto Awareness Campaigns

Party Symbol Awareness Campaigns

Micro Targeting Campaigns

Streaming Video Ads on Facebook & Twitter

Political PR Services

Neta Builder (A Brand Under license with Kaka Enterprises) Consulting is an Indian-based specialized Political Public Relations Agency founded to provide Professional Assistance to Politicians, Political Parties, Pressure Groups, and other political entities and stakeholders.

Neta Builder (A Brand Under license with Kaka Enterprises) provides comprehensive Public Relations, Media, and Communication Strategies to help politicians and political parties improve their public image by sending messages efficiently, analyzing public acceptance, and providing sound feedback and data.

Before drafting a strategy for politicians or political parties, we will undertake a public relations audit by evaluating a client's media coverage and delving deeper into the messaging strategy, as well as people's responsiveness to messages, media, and time.

In light of the advancement of social media, smartphones, and technology, it is becoming indispensable for political stakeholders to adopt a hybrid approach to reaching people who are dispersed across traditional and digital media. Timely messages in the age of hashtags are another notable dimension in which politicians require real-time communication strategists

who act smartly, quickly, and creatively. **Neta Builder (A Brand Under license with Kaka Enterprises)** excels at producing successful outcomes by integrating communication strategy, technology, and creative content.

We handle 360 degree services including media management, advertising, polling, social media optimization, and political advisory services as part of Political PR Services.

Political PR Services in India

- Print & Electronic Media Management (including advertising)
- Social Media Management
- Public Relations Audit
- Elections Surveys (Pre Poll, Exit poll & Post Poll)
- Election Campaign Management
- Political Advisory Services
- Print & Electronic Media Management (including advertising)
- Political Analysis & Reporting
- Big data & Demographics Reporting
- Press Conference setup
- Slogan Development

Analytics Services

Neta Builder (A Brand Under license with Kaka Enterprises) is India's leading **Political Analytics Company**, offering comprehensive analytics solutions to political parties, pressure groups, and individual politicians.

Political analytics provide a clear picture of how people and voters react to political messages from political parties and politicians. We can read the pulse of the people by observing how they interact with various political topics, debates, and discourses via online media.

Data-Driven Decision Making

In-depth Polling and Surveys: **Neta Nirman (A Brand Under license with Kaka Enterprises)** is specialized in executing large-scale polling and surveys that give accurate insight to a politicians, parties, and candidates about voter sentiments, trends, and preferences. It has both data collection methodologies on traditional lines along with modern tools for management and analysis.

Advanced Analytics: The Company employs advanced-level analytical models, including predictive analytics, sentiment analysis, and voter behaviour research. These serve to inform political stakeholders on how to run their campaigns.

Recent Advanced Technology

AI and Machine Learning: The application of AI and Machine learning allows Political Metrics to interpret enormous amounts of data instantly to determine election outcomes or changed voters' behaviors. The company took the latest technologies to make sure its analytics is accurate and applicable.

Online Campaign Monitoring: The company also offers the tracking features of effective online campaigning-related ones like social media reach, advertisements, and engagement metrics.

Political Campaign Strategies

Tailor-made political campaign strategies

Neta Builder (A Brand Under license with Kaka Enterprises) offers tailor-made campaign strategies based on insights derived from data. There exist voter outreach programs designed, improvement in the messaging strategy, and optimal utilization of sources and resources.

Microtargeting: They target segmenting voters into very small, highly specific groups, which helps the campaign to personalize the communication process, increasing its efficacy.

Success Record:

High-profile campaigns: Political Metrics has been a part of many high-profile political campaigns in India. Their ability to deliver correct predictions and actionable data has earned them a reputation in the political domain.

Diverse Clientele: They have dealt with the different types of political parties, from national-level parties to local-level parties, hence inculcating their comprehension capabilities in varied electoral landscapes.

Stress on Regional and National Issues

Neta Builder (A Brand Under license with Kaka Enterprises) understands the Indian election landscape in its uniqueness of regional diversity and variable voter priorities. This makes their analysis valuable as it adds issues at national levels but also at the local levels.

Expert Team:

Experienced Analysts: The company has reputed political scientists, data analysts, and strategists who would be able to guide the nitty-gritties of Indian politics.

Live Updates: Their live data reporting during an election has been essential in helping politicians adapt to changing situations during elections.

Reputation and Influence

Neta Builder (A Brand Under license with Kaka Enterprises) has acquired a level of accuracy and reliability, and for that, they stand as one of the leading political analysis companies in the country of India. They drive large decisions in campaign management, be that in resources distribution or message development.

Such aspects have made Political Metrics a well-known name across India in political analytics, sought by politicians and candidates to influence campaigns successfully.

Political Analytics Services in India

Election Surveys & Forecasting

Demographics Reports

Social Media Analytics Reports

Social Media Intelligence Reports

Sentimental Analysis

Demographics Analytics Reports

Social Media Auditing & Reporting

Facebook Insights Reports

Instagram Analytics Reports

YouTube Analytics Reports

Paid Campaigns Audit & Analytics Report

Election Campaign Auditing & Reporting

Audience Profiling & Strategic Insights

Keywords & Trending hashtags reporting

Election War Room

Several decades ago, election discourse took the form of print editorials, radio discussions, and television debates. Since the advent of digital media, social networking sites, and smartphones, Indian election campaign management has been transformed by real-time

strategic messages, trending hashtags, viral videos, and niche targeting methods such as location-based advertising.

Political parties or senior politicians must maintain a war room where they can monitor campaigns hour by hour to understand the dynamic political spectrum, trending hashtags, developing responses to hashtags, narrative-based campaigns, and making videos viral in real time.

Neta Builder (A Brand Under license with Kaka Enterprises) is adept at setting up a real-time war room in which we can monitor all campaign activities and functionary sub-sects such as public relations, social media, booth management, SMS campaigns, electronic advertisements, digital media paid campaigns, day-to-day surveys, and other real-time data analytics

Election War Room Management in India

Elections Surveys (Pre Poll, Exit poll & Post Poll)

- Political Strategy & Management
- Analytics & Political Intelligence
- Election Campaign Management
- Political Advisory Services
- Digital Media Management
- Public Relations
- Press & Media Management
- Political Analysis & Reporting
- Big data & Demographics Reporting

Neta Nirman – Powered by Koshi Voice - *Shaping Leaders, Empowering Change*

Our Strengths:

- Backed by the credibility and reach of Koshi Voice
- Deep rural and urban media penetration
- Digital campaign strategy & execution
- Voter behavior analysis and sentiment tracking
- Grassroots outreach & content creation
- Multilingual storytelling for mass appeal


Exclusive Offer for Premium Clients

When you choose *Neta Nirman* as your political consultancy partner, you don't just get strategy – **you get visibility.**

As a **Premium Client**, your campaign will receive

 **Free Continuous Advertising across the entire Koshi Voice Media Network, including**

[Koshi Voice Ott App](#) [You Tube Channel](#) [Face Book](#) [INSTAGRAM](#) [Thread](#) [Linkdin Page](#)
[Printrest Page](#) [Whatsapp Channel](#) [Teligrane Channel](#) [Twitch TV](#) [Mastdon](#) [BLU SKY](#) [Email](#)

 Reach over **1 million+ (10 lakh)** social media users across Bihar and beyond – completely free as part of our premium package.

Leverage the power of **media + strategy** under one roof and take your political journey to the next level.

Let's build your leadership journey.

Neta Nirman – Where Vision Meets Victory.

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