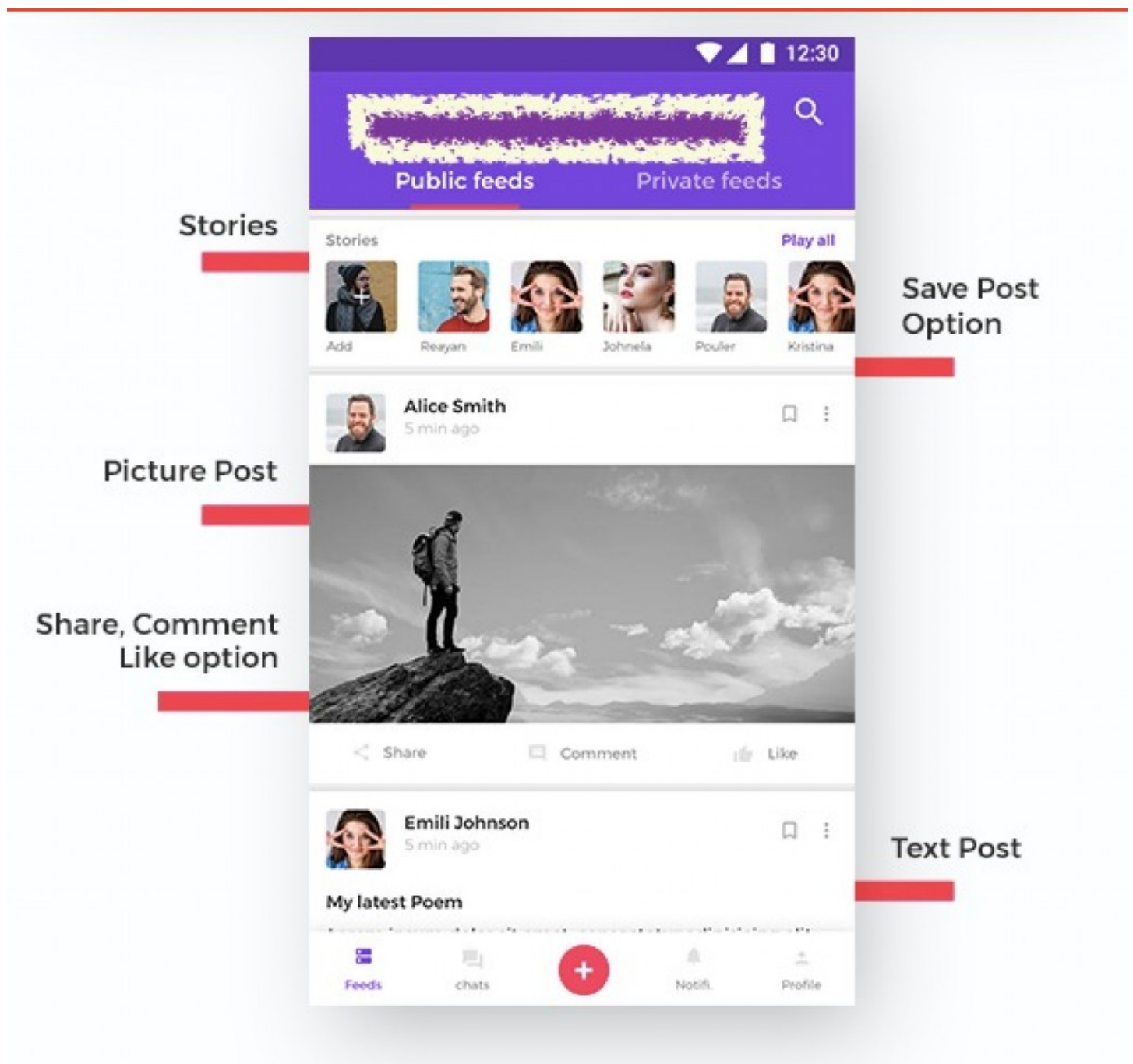


Election Campaign/Party Volunteer Management App from d'Katia Software Technologies Pvt Ltd Kochi



Kochi, Oct 7, 2020 ([Issuewire.com](https://www.issuewire.com)) - d'Katia Campaign App

d'katia Campaign App is a bright and stylish Political Campaign App, where supporters can share campaign pictures, live feed and all the events within the constituency with their supporters and their network. Users can like and share the content on any social media platform.

How we do this?

Volunteers can download the App from Playstore/Appstore

D’Katia generates relevant content for you on a daily basis based on your daily activities in the constituency.

They can share these contents through the App to their network of friends and family

Is it the right time for political parties to take the plunge?

Political Parties from around the world constantly struggle with creating an impactful, direct link with the millions of prospective voters who hold their future in own hands. This generation’s voters have never known a world without the Internet, and more recently, a world without smartphone devices. And with the huge volume of new voters turning 18 and entering the voting pool this year, utilizing mobile apps is more important than ever.

Through our political campaign & volunteers management app development services, we help you to make your party reach the constituents. Politicians no longer have to rely on press releases, the media or rallies and meetings to inform the public of their campaign promises and garner support for upcoming elections. They can now reach voters on a more personal level using the power of Referral Marketing.

Referral marketing/Viral Marketing is a **marketing** tactic that makes use of recommendations and word of mouth to grow a business's customer base through the networks of its existing customers. **Referral marketing** can take many forms, but at its heart, it is a way to get your biggest fans to help spread the word about your brand and in this case YOU!

So how do we use this strategy in Political Campaigns?

People have a general aversion to Mass emails/messages and consider them as SPAM and unauthentic/bogus. This rigid repulsion against contextually blind automated bulk mailing, and viral marketing messages in general will have an adverse effect on political campaign and success of the candidate at large. But if the same messages are being sent by their friends/family they consider it as genuine because of the trust element associated with the sender. We consider this as an important observation which should be incorporated in the model of campaign diffusion.

The next step is to create a “buzz” amongst the crowd by constantly reminding them about the candidate and his/her work. What is important with any candidate is that he/she is transparent and that the brand is repeated often so as the voters will not forget.

The more times that a brand is put out there, the easier it is for voters to buy into it and the easier it is for them to understand what that candidate’s position might be on a topic even if they have never spoken about the topic.

Benefits of using d’Katia Campaign App

- **Real-time updates**

The dynamic content updation part of our political app development services gives you the facility to constantly update the constituents of everything new happening in your political party, in real-time.

- **Volunteer management**

We can track the performance of volunteers in terms of the shares they do each day. This will help in all your volunteers working towards a single goal-Your victory!

- **Social Media connection**

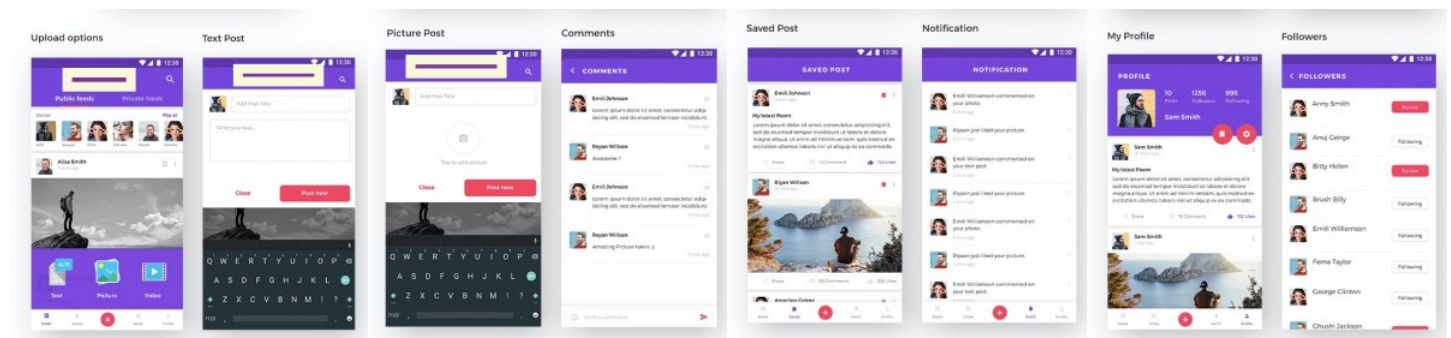
Our political app development services have social media connection at the center of the system. Designed at the back of the understanding that the future of the success of all political campaigns lies in the social media engagement levels, our social connection helps you take the utmost benefit of your political apps.

- **Live feed**

Live feeds in your political mobile app help you to showcase your journey, events, and achievements to your constituents as they happen on real time basis.

- **Content management**

You will be able to share visual and text content that brings them much closer to the constituents around the nation.



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Source : d'Katia Software Technologies Pvt Ltd

[See on IssueWire](#)