



SOFTWARE SOLUTIONS

11/1/C, KB.Basu Road, Barasat 700124
Website: www.softwaresolutions.co.in Email: info@ softwaresolutions.co.in
Contact: +919831978080/ 8961716583
GST NO: 19BROPK5748K1ZY

POLITICAL CAMPAIGN & DIGITAL OUTREACH QUOTATION

“Reaching Every Citizen, Building Stronger Connections”

About Us

Software Solutions specializes in delivering result-driven digital campaign strategies tailored for political outreach and social impact. Our mission is to help leaders effectively connect with the common people through modern technology, targeted communication, and engaging content.

ONE-TIME YEARLY REGISTRATION CHARGES

Service	Cost (INR)
WhatsApp Marketing API Registration	₹13,000
Bulk SMS DLT Registration	₹5,900
Voice SMS Platform & Setup Charge	₹5,900

Total Registration Cost: ₹24,800 (One Time)

Note: Registration charges must be paid by the client prior to campaign execution.

MONTHLY SERVICE PACKAGE

Our all-in-one service package includes:

- WhatsApp API Panel Handling
- SMS Marketing Panel Management
- Facebook SMO (Social Media Optimization)
- Increasing Reach & Engagement of Posts
- HD Reels Editing (Short-form content)
- Long Video Editing (Campaign speeches, promotions, etc.)
- Political Campaign Creatives (Posters, banners, digital creatives)
- Facebook Ads Account Setup + Campaign Management & Optimization
(Boosting are excluded)
- Included Bonus Service:
One Professional Video Shoot (Up to 3 Hours with Gimbal Stabilization)

Total Service Cost: ₹25,800 / Month

ADDITIONAL OPTIONAL SERVICES

Service	Cost (INR)
Professional Videographer (Per Day)	₹2,500 – ₹3,000
Drone Shoot	₹2,000 – ₹3,000
Facebook Ads Budget	As per client requirement

MESSAGE DELIVERY CHARGES

The following charges are applicable based on actual usage and **will be billed separately as per campaign requirement**:

- **SMS Marketing: ₹0.50 per SMS**
- **WhatsApp Marketing: ₹1.20 per user**
- **Voice Cost : 0.40/call**

CAMPAIGN APPROACH

We ensure maximum impact through:

- Targeted Audience Engagement
- Clear & Effective Political Messaging
- Data-Driven Campaign Optimization
- Building Trust with Grassroots Communities
- Multi-Platform Digital Outreach

WHY CHOOSE SOFTWARE SOLUTIONS?

- Experienced Digital Campaign Team
- End-to-End Political Marketing Services
- Creative & Professional Content Production
- Transparent & Affordable Pricing
- Focus on Real Engagement & Public Connection

FINAL NOTE

“A successful political campaign is built on trust, communication, and consistent presence among the people.
“At Software Solutions, we help you transform your vision into a powerful movement that connects with every individual.