

GOVERNMENT AND PUBLIC OFFICE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Can you name the capitals of these countries?
- Choose a rally you would participate in and we'll guess an issue you would be interested in
- A poll on which party will win in next Elections.



INCREASE **SOCIAL**
ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Can you pass the US citizenship test.](#)
- [Quiz on Indian Constitution](#)
- [Poll on Political Party](#)



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which state Government law would you like to be passed?
- Which Government initiative you should invest in based on the changes you want to see in the world.
- How do these changes in policy affect you?



STAY **TOP OF MIND**

COST CALCULATORS

- Cost of your time invested in getting a passport.
- Which President's healthcare plan has the best ROI?
- How much money do you save by using the Govt. Money transfer app vs. the private ones eg. Paypal



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- What is the cost of studying at top Govt. Institutes
- How much you save by travelling from public transport than private vehicles
- What is ROI of buying Government sanctioned plots



CREATING **LOYALTY**

COMPETITOR FOCUSED

- How much money you save after applying for Loan from state owned bank V.S. a private bank?
- What is the difference between ROI of Government colleges vs. a Private one.



INFLUENCE DECISIONS



GROWING **MQL**