

KCCP LIMITED

(A Govt. of Kerala Undertaking)

“CLAY HOUSE”, PAPPINISSERI PO. 670 561, KANNUR DT. KERALA

Telephone: 0497-2787671 & 2789633 Fax: 0497-2787281,

Website: Kccpl.in E-mail: keralaclays@gmail.com

KCCP/TENDER/ 424/2024-25

27.05.2024

TENDER NOTICE

Sealed tenders are invited from experienced and qualified Digital Marketing agencies to provide comprehensive Digital Marketing services for publicizing company's various products for increasing market share of the company.

Cost of tender form : Rs. 1,593.00 /- (Including GST)

EMD : Rs.5,000/-

Priced tender form may be obtained from our office up to 15.06.2024, 5.00 PM. Tender will be accepted up to 18.06.2024, 2.00 PM and will be opened on the same day at 4.00 PM. Details if any, can be obtained from our Administrative Office, Pappinisseri.

Sd/
MANAGING DIRECTOR

COMPONENTS TO BE INCLUDED

1. Search Engine Optimization
2. Content marketing
3. Social media marketing
4. Google ads services
5. Paid search marketing
6. Content creation services
7. Web design and development

PERIOD OF CONTRACT

1 Year

OBJECTIVES

1. Reach of around 70,000-1,00,000 viewers in the initial phase expected
2. Comprehensive Management of KCCPL's social media platforms (FB, Instagram, YouTube, X etc.) including sharing of Stories, and Reels in Instagram, sharing engaging content in Facebook, including customer endorsement of products, product highlights, and interactive posts that encourage participation and Facebook ads (targeting specific demographics and interests, driving traffic to both the social page and the website), WhatsApp API for sharing news and for quick customer service response.
3. Utilize social media analytics tools to track performance, gain insights, and adjust strategies as needed.
4. Paid promotions on a monthly basis with posters in social media accounts, Instagram stories, reposting, poll creations, reels etc.
5. Create visually appealing graphics, images, and videos that resonate with the target viewers.
6. Conduct weekly and monthly follow-ups to review ongoing campaigns, assess lead quality, and make any necessary adjustments.

SI No	Scope of work
1	Creation of Posters cover art
2	Creation of Motion graphics reel/video reel
3	Special day poster creation and video testimonials
4	Boosting
5	WhatsAPP API
6	Comprehensive Management of KCCPL's social media platforms and using social media analytics tool
7	Timely sharing of related information and optimization of content strategy
8	Google ads services
9	#trend search and keyword search services
10	Website management if required