

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/ 1837/2025-26

08.10.2025

TENDER NOTICE

Sealed tenders are invited from experienced and qualified Digital Marketing agencies to provide comprehensive Digital Marketing services aimed at enhancing our online presence and increasing sales.

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 21.10.2025, 5.00 PM. Tender will be accepted up to 22.10.2025, 2.00 PM and will be opened on 23.10.2025 at 4.00 PM. Details if any, can be obtained from our Administrative Office, Pappinisseri.

For details please visit our website www.kccpl.in

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

OBJECTIVES

1. Wide range of people covering not less than 1 lakh in popular social media platforms.
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 testimonials, 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 audience.
6. Conduct weekly and monthly follow-ups to review ongoing campaigns, assess lead quality, and make any necessary adjustments.