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Scope of Work for Digital Marketing of Technopark

Technopark - Overview

Technopark an autonomous organisation, fully owned by the Government of Kerala is nestled in the vibrant city of Thiruvananthapuram. As India's first and one of Asia's largest and greenest IT parks, Technopark stands as a proud testament to Kerala's progressive spirit. Since its establishment in 1990, Technopark has embarked on an impressive 35-year journey, transforming from a modest space housing two companies within .10 million sq. ft to a sprawling campus accommodating 500 companies spanning 12.72 million sq.ft. Today, Technopark fuels employment opportunities, boasting a workforce of 80,000, with women comprising 45 percent of the talented professionals. At Technopark, we prioritize delivering a world-class IT infrastructure to our esteemed customers and tenants.

Requirement

Technopark proposes to engage a Digital Marketing Agency to support and enhance its digital promotional initiatives by building a sustained online presence (share of voice) across social media and other relevant digital platforms. These focused efforts aim to position Technopark as the preferred destination for IT/ITeS companies and IT infrastructure developers looking for expansion.

SCOPE OF WORK

1. Digital Presence & Promotion

Assist Technopark in its digital promotional efforts by developing and sustaining a strong online presence (share of voice) across social media platforms including LinkedIn, Facebook, Instagram, X, YouTube, and Google My Business. Promotion of Technopark's official podcast and monthly newsletter shall be ensured. Presence on emerging and relevant digital platforms such as WhatsApp Channels, SoundCloud, blogs, Wikipedia, Flickr, email outreach, etc., is encouraged, wherever appropriate.

2. Digital Strategy (Short-term & Long-term)

Develop and implement platform-specific organic and sponsored content strategies aligned with the following objectives:

- a) Digital branding of Thiruvananthapuram city and positioning Technopark as a premier global IT destination among key decision-makers, investors, co-developers, CEOs, senior management, bloggers, vloggers, and tech-focused audiences across India and globally.
- b) Design and execute aggressive digital strategies to generate quality leads and

promote Technopark's land parcels, office spaces, facilities, and infrastructure.
c) Create demand for available land parcels and office spaces across various phases of Technopark, including Kollam, through focused digital campaigns.
d) Enhance brand image, awareness, lead generation, investments, and talent attraction using clearly defined measurement metrics.

3. Social Media Account Management

End-to-end management (including moderation) of Technopark's social media accounts on Facebook, X, Instagram, LinkedIn, and other platforms. Flickr and YouTube shall be maintained as digital repositories.

4. Content Creation & Posting

Daily creation and posting of informative and promotional content including images, videos, reels, stories, articles, surveys, and interactive content based on inputs from park officials. Increased posting frequency during special events or campaigns shall be accommodated. Monitoring of news, blogs, and stakeholder-related campaigns relevant to Technopark is required.

5. Creative Development

Development and publishing of motion graphics, animation clips, reels, and content/scriptwriting as required.

6. Comment & Feedback Management

Prompt handling of positive and negative comments across platforms in consultation with park officials. Responses shall follow approved templates and escalation protocols.

7. Social Media Integration Platform

Agency shall deploy a tool for aggregating feeds and publishing management (e.g., unified inbox, scheduling).

8. Reporting & Performance Measurement

Submission of structured monthly performance reports along with invoices. All enquiries received through digital platforms must be promptly reported to the Marketing Department.

9. Social Media Monitoring & Listening Tool

Agency shall deploy an industry-standard listening tool for tracking brand mentions, sentiment, keywords, competitors, and public conversations beyond owned handles.

10. Single Point of Contact (Account Lead)

Appointment of a qualified Account Lead as a single point of contact. Details of roles, responsibilities, and credentials shall be submitted at the time of onboarding.

- 11. Collateral & Information Support**
Technopark will provide available collaterals including videos, print ads, and historical information through the Marketing Department.
- 12. Multilingual Communication**
Content dissemination in Malayalam, English, and Hindi, based on relevance and audience.
- 13. Live Event Management**
Management of live streaming and coverage of events on Facebook, X, LinkedIn, YouTube, and Instagram (where feasible).
- 14. Analytics & Sentiment Analysis**
Detailed analytics and sentiment analysis reports to be submitted every 30 days.
- 15. Additional Digital Support**
Undertake additional activities as assigned by Technopark to enhance digital presence and campaigns related to land leasing and office space allocation.
- 16. Campaigns & Hashtags**
Conceptualize and execute campaigns with unique hashtags for various departments and initiatives.
- 17. Tagging & Metadata**
Implement relevant tagging, meta-tagging, hashtags, and linkages across platforms.
- 18. Engagement Strategy**
Develop structured engagement plans, timelines, and schedules to reach the right audience at the right time.
- 19. Audience Engagement Reporting**
Prepare engagement and audience reports to assess reach, demographics, and performance trends.
- 20. Promotional Activities**
Promote events, campus life, space availability, recruitment, city advantages, and Technopark initiatives across platforms.
- 21. Content Calendar Management**
Develop an annual content calendar, to be approved by Technopark, and executed through quarterly plans.
- 22. Audience Growth Strategy**
Grow follower base through hashtag campaigns, keyword strategies, content amplification, and original content creation.
- 23. Crisis Communication**
Develop and execute crisis communication strategies to address negative perceptions or unforeseen situations.

24. Query & Grievance Redressal

Respond to queries and grievances within 12 working hours. Escalate critical or negative issues to Technopark officials immediately.

25. Platform Moderation

Moderate platforms at least 2–3 times daily to manage spam, inappropriate content, and unauthorized advertisements.

26. Photography & Videography

Provide photography and videography support as required for digital content.

27. Ownership of Content

All content, artwork, and creative material developed shall be the exclusive property of Technopark.

28. Uniform Communication

Ensure consistent messaging and branding across all platforms.

29. Copyright & Legal Compliance

Ensure all content used is free from copyright or patent infringement. The agency shall be solely responsible for any legal issues.

30. Storytelling & Feature Pages

Publish stories, reports, and activity highlights to drive traffic to official social media handles and the website.

31. Account Verification

Facilitate verification of Technopark's official social media accounts.

32. Standard Templates

Develop standard post templates in consultation with the Marketing Department.

33. Content Approval

All posts shall be published only after prior approval from the Marketing Department.

34. Website Content Updates

Website content updates on Technopark's official website for digital campaigns, news, newsletters, events, announcements, testimonials, blogs, SEO-related updates, Testimonials etc.

In addition, the agency shall periodically review the content across all pages of Technopark's official website and submit recommendations for content updates, corrections, enhancements, or restructuring, wherever required, to ensure accuracy, relevance, consistency, and alignment with digital marketing and SEO objectives.

35. Email Outreach & Newsletter

Support email campaigns as required and ensure monthly circulation of the “Elevate” newsletter.

36. Search Engine Optimization (SEO)

To enhance Technopark’s website visibility in organic search results, the agency shall conduct comprehensive SEO activities, including keyword research, on-page optimization, technical optimization, and link building. This shall encompass On-page SEO, Off-page SEO, Technical SEO, and Local SEO strategies to establish authority and credibility online.

The agency shall submit quarterly SEO performance reports detailing keyword rankings, traffic trends, backlink profile, technical health indicators, and improvement actions taken during the reporting period.

In addition, the agency shall conduct a comprehensive SEO audit once every quarter, covering technical SEO, content quality, on-page compliance, backlink health, competitor benchmarking, and website performance metrics. The quarterly SEO audit report along with findings, identified gaps, risk areas, and a prioritized action plan shall be submitted to Technopark for review and approval.

37. SEM & Google Ads

Plan and manage SEM and Google Ads campaigns as approved by Technopark.

38. UI/UX Audit Support

Provide support for conducting periodic UI/UX audits of Technopark’s official website and digital platforms, including usability, accessibility, navigation flow, content presentation, and user journey analysis.

The agency shall coordinate with concerned internal departments and the website development team to submit improvement recommendations, wireframe-level suggestions (where required), and implementation support.

Out of Pocket Expenses

Reimbursement for certain activities will be facilitated as out-of-pocket expenses, subject to the submission of invoices along with the monthly invoice. Out-of-pocket expenses shall be reimbursed only after prior written approval from the competent authority of Technopark and shall not exceed limits approved for the respective activity.

1. Account based marketing campaign.
2. Agency may arrange for photography and videography, live coverages on directives from the marketing department for other campaigns as well.
3. Creatives for physical events like banners, brochures, corporate presentations etc.

Duration of Engagement

Engagement based on commercial bid shall be for a period of one (1) year; start date post-selection.

Resourcing

A dedicated resource pool consisting of an Account Lead, a Technical Lead for content and response management, a Digital Marketing Analyst and Photography and Videography team. The team member wise details required are

- a) A brief write-up on their professional credentials and experience in the digital industry.
- b) 24/7 available contact details (mobile no and email id).

All the above-mentioned details to be submitted at the time of sealed bid submission.

Please Note: Technopark will provide a work desk at Park Centre office. Computers and other peripherals required to execute daily work is under the scope of the agency to facilitate the Account Lead assigned for the entire period of one year of contract to carry out seamless daily operations/activities. The Account Lead can avail the Wi-Fi connectivity at Park Centre office to discharge his/her official duties.

1) Account Lead (Full Time Role - To be based out of Technopark Office)

- 1) The Account Lead shall be stationed at the Technopark office and be fully dedicated to the Technopark account. He shall also be available to represent and support Technopark at events, exhibitions, and other official activities wherever Technopark participates, both locally and on a PAN India basis. The Account Lead shall additionally extend support for urgent or time-critical requirements, including expedited postings, as and when required.
- 2) To support with materials relevant to each specific activity being conducted by the Park and also to suggest on digital campaigns required for success of such events.
- 3) Should have at least three years of experience in the respective areas and worked with the bidding agency for a minimum of one year. Should have thorough knowledge of the digital media trends and a certification in digital marketing would be appreciated.
- 4) Should be able to provide inputs and outline for content development. Should be knowledgeable in running digital campaigns and need to suggest/recommend timely strategies to be adopted for wider reach and visibility for the Parks.
- 5) Should be able to propose various themes/subject titles for the Parks on which a particular content could be curated and later to get it published in the social media platforms.
- 6) Should monitor and analyse competitor activities i.e., by similar IT Parks in the country with respect to their Social Media engagement and important announcements.
- 7) Should act as the primary contact for IT Parks from the agency side and liaise with the Marketing department.

- 8) Shall ensure that the assigned work is completed within the specified TAT (4 Hours for Inhouse events and 24 Hours for external events).
 - 9) Should collaborate, brainstorm, and actively participate in strategy discussions with the in-house marketing/communication team to understand and receive briefs, ideate on new approaches, and devise digital media strategies accordingly.
 - 10) Liaise with IT/ITES companies within the Park to identify potential news stories beneficial for Technopark and develop them accordingly.
 - 11) Account Lead and the agency will be responsible for meeting the aforementioned Metrics.
 - 12) Should act as organiser for Webinars or other digital campaigns on behalf of the Park.
 - 13) Should organize panel discussion on relevant topics with the Park CEO, and other senior relevant management spokespersons of the Park as part of digital campaigns.
 - 14) The Account Lead should be a named resource and any change in resource shall be done with a proper handover and knowledge transition. The Account Lead and the agency he or she represents will be fully responsible to meet the Metric targets specified in this document.
 - 15) Account Lead needs to work very closely with the coordinator of PR agency working for Technopark.
 - 16) Account Lead will ensure agency support in designing posters and other promotional materials not just for the digital platforms, but physical events as well (banners, brochures, corporate presentations, animations – on case-to-case basis).
 - 17) Will ensure the support of an agency in house content writer in vetting all the scheduled posts to be carried in social media pages/ Online marketing of Technopark.
- 2) Technical Lead (TL) – Content & Response Management (Full Time Role – Can operate out of agency office)
1. Should work hand in hand with the Account Lead in ensuring the Metrics are met.
 2. Should be able to analyse news/articles/survey reports/projections to attract more Investments in Technopark, Employment generation, Talent attraction to Kerala, and Brand image enhancement of Technopark.
 3. Should be an SEO specialist who is capable to coordinate with the parks website team and help optimize Technopark through search engines.
 4. TL needs to be a video media specialist and should possess creative skills in each post/its creative designing aspect, web designing, and skills to analyse patterns and trends in social media platforms through infographics.
 5. TL should be able to develop implement and manage online marketing strategies to promote services or brands using various digital channels.
 6. Should have hands on experience in google analytics and analysing web traffics.
- 3) Digital Marketing Analyst (Part time- can operate out of agency office)

1. Should be a senior resource who can act on an advisory cum strategist role to the Account Lead and to the Marketing team of the Park by providing key insights on the data captured through various campaigns.
- 4) Photography and Videography Team (Part-Time - On-Call Facility)
1. The team must ensure comprehensive documentation (photographs and videos) of all major events across the parks.
 2. The team should be equipped with all necessary tools and equipment to meet the documentation requirements effectively.
 3. The team may also be utilized for conducting interviews, live shoots, and capturing significant moments from the park.
 4. As an integral part of the social media campaign, the Photography and Videography team is expected to fulfill all documentation requests made by the marketing department. Any failure in meeting these requirements will not be acceptable.

Activities that also need to be covered under the retainer fee.

- The agency should submit and present through video conferencing or in person a detailed strategic Social Media plan at the beginning of every quarter about the different activities planned and how it will be executed, preferably one week prior to the beginning of each fiscal quarter.
- The mandatory presentation shall be done by the Social Media Head of the agency to the marketing team of Technopark. The presentation/monthly review shall be of 30 minutes. The CEO/Head/Owner of the agency shall attend the presentation mandatorily. Minutes of the Meeting shall be shared by the agency within a day to Technopark Marketing team. The agency/Account lead must ensure that the activities are implemented as floated in the monthly plan. The month-end compilation report shall carry a detailed report on plan vs achievement. In case, if a planned task was not achieved, need to elaborate on the reason & its backup strategy to execute in the coming month. Need to channelize Social Media activities based on the Metrics suggested as a start for the first six months and for an audit evaluation after six months.
- The agency shall plan for ensuring good coverage of various daily activities of Technopark. For that, the agency needs to build better ties with the IT fraternity and all stakeholders within the parks which will be beneficial for Technopark, our scope, short term, and long-term goals.
- Special attention shall be taken to devise a specific Social Media campaign for Technopark Phase IV (Technocity) and Technopark Phase V (Kollam) and any other satellite parks in future.
- Promotion of available office spaces and Land Lease options.
- Promotion of work life balance, social infrastructure and for the benefit of Technopark.

- Agency will take the responsibility to advise the marketing team on new social media platforms to explore, initiatives, campaigns and activities aligned with the marketing goals.
- **Paid promotion** – A minimum of 40% of the monthly retainer shall be mandatorily earmarked and utilised exclusively for paid promotions, supported by platform-wise expenditure statements and invoices. Amount for paid promotions shall be utilized only for content specific to the parks and the same shall be done with approval from the marketing department of Technopark. Amount can be utilised for Google Ads Campaign and SEM as well.
- Paid campaigns can be initiated specifically for the target audience, branding, engagement, lead generation, search via search engines, display ads, banners, for a select audience in Google, LinkedIn, X, facebook, Instagram, etc as per requirements of the park.
- All paid promotions (Google Ads, Meta Ads, LinkedIn Ads, X Ads, etc.) shall be executed only through Technopark-owned ad accounts.
- The agency shall be granted manager/advertiser access and shall not run campaigns from agency-owned accounts.
- Platform-wise spend reports, invoices, and screenshots of dashboards shall be submitted monthly.
- Should ensure that all materials including photos and videos captured are submitted to the marketing department along with the report submitted for every month.
- Content and Comment Moderation – Pre – moderation/ Post moderation to be chosen by the agency in the best interests of Technopark.
- Each social media account of Technopark should be utilised to compliment the other platforms of Technopark.
- Minimum count mentioned is for the achievement of retainer fee and is not limited to the extent of agency activity for the month.
- Agency representative shall be present in the park office on all working days of the park.
- Current follower base of Social Media platforms given below (as on 10-01-2025)

	Technopark
LinkedIn	144 K followers
Facebook	390 K followers
Instagram	29.4 K followers
Google Business	4.5
YouTube	5.2 K subscribers
X	4,2 K followers
Sound Cloud	3
Blogs	-
Wikipedia	-
Flickr	33
Threads	4.4 K followers

The monthly retainer fee payment will be contingent on achieving.

- 1) A) Minimum 3 Videos and 4 reels for the month in LinkedIn, Facebook Instagram and X. Reels can be sourced from the Technopark community, and due credits can be given to the provider.
B) A minimum of 1 animated video or visual content per month focussing on Technopark's infrastructure highlights, Process explanations (e.g. how to lease office space, apply for a job, etc.), Event promotions or highlights, Success stories of companies within Technopark, Any new initiatives or campaigns by Technopark.
- 2) Minimum of 45 posts per month are required for LinkedIn, Instagram and Facebook (with 80% of the content tailored specifically for each platform. The remaining 20% can be more generic and suitable for all platforms). Posts should cover topics such as campus life, infrastructure, land and office space availability, growth stories of companies, job vacancies, client/employee testimonials, all initiatives of Technopark etc.
- 3) 2% followership growth for the month - LinkedIn, Instagram and Facebook
- 4) Google business rating to be maintained at 4.5 and above.
- 5) Minimum of 1 Blog per month.

Shortfall Handling:

Failure to meet the deliverables or KPIs will result in a proportional deduction from the retainer fee or require the agency to make up the shortfall in the subsequent month.

Three step selection process

Step 1 - Proposal.

Interested agencies are invited to submit their proposal along with the following details:

- i) Office location
- ii) Team Strength of the company/agency
- iii) Profile of Team to be dedicated for Technopark (relevant experience, skills, roles within the team).
- iv) Portfolio
- v) Awards & Recognitions if any
- vi) Strategy proposed for the park in brief

Step 2 - Strategy presentation for selected agencies.

Selected agencies will be notified to present their proposed strategies for the park.

Step 3 - Financial bid submission for selected agencies.

Upon selection, agencies shall submit their price bids using the format provided below.

Price Bid

	Amount in INR (excluding GST) - Monthly
Digital Marketing Scope + SEO Activities	

Paid Promotions (40% of the monthly retainer)	
Total Amount (Exclusive of GST)	
Total Amount in words (Exclusive of GST)	

Annual Amount in INR (excluding GST) -

End-of-Engagement Deliverables

1. **Handover of Assets:** Upon the conclusion or termination of the contract, the agency shall immediately hand over all assets created or managed during the engagement. This includes, but is not limited to:
 - Social media accounts, credentials, and passwords.
 - All content, including drafts, final designs, and multimedia files.
 - Campaign data, performance analytics, and reports.
 - SEO-related files, such as keyword strategies, meta-data records, and audit reports.
 - Any other materials developed or used in the execution of this contract.
2. **Usage Restrictions:** The agency is strictly prohibited from using Technopark's logo, branding elements, campaign materials, or details of its clientele for any purpose, including portfolio showcases, promotional activities, or case studies, without obtaining explicit written approval from Technopark, both during and after the engagement period.
3. **Data Confidentiality:** All data, insights, and proprietary information acquired during the engagement shall remain confidential and may not be shared or reused in any form without Technopark's prior written consent.
4. **Confirmation of Transfer:** The agency must provide a signed acknowledgment confirming the complete transfer of all assets and credentials, ensuring Technopark's uninterrupted access and control.

Data Protection & Confidentiality Compliance

- The agency shall comply with the Digital Personal Data Protection Act, 2023 and related rules.
- No personal data collected through campaigns, lead forms, or enquiries shall be stored, reused, or processed beyond the scope approved by Technopark.
- All leads and enquiries shall be shared only through Technopark-approved systems

Termination of Contract

Technopark reserves the right to stop the engagement with the agency at its discretion at any time during the engagement period for any reason including but not limited to the performance of the agency and will have the option to engage another agency for the remaining period. The agency must submit a detailed monthly report to the Park highlighting performance against the Metrics. The monthly review shall be attended by the Account Lead along with the Head of the agency.

Payment Terms

Please Note – The bid quote is invited for one year, the payment disbursement to the successful bidder (agency) will be on monthly mode against invoice raised, subject to monthly report submission (KPI achievement and mentioned analytics) and meeting the mentioned Metrics.

*****End of Document*****