

SCOPE OF WORK

Infopark's Digital Marketing, Social Media and Website Maintenance activities

Client: Infoparks Kerala

Contract Duration: One (1) Year (12 Months)

1. Overview & Objectives

Infopark - Overview

Infoparks Kerala, popularly known as Infopark, is an IT park fully owned by the Government of Kerala, with its main hub in Kochi. As one of the much-sought IT destination in Kerala, Infopark stands as a proud testament to the state's progressive spirit since its establishment in 2004. At present, Infopark houses more than 580+ IT/ITES companies. Infopark encompasses multi-campus developments including Infopark Kochi Phase 1, Infopark Kochi Phase 2, *i by Infopark* (Ernakulam South Metro building), Infopark Cherthala, Infopark Thrissur (Koratty), spanning 9.2 million sq.ft built-up area, as well as upcoming developments such as Infopark Phase 3 (AI Native-City) and Infopark Phase 4 (Mixed-use Development), and hosting 70,000+ professionals. The IT Park delivers world-class IT infrastructure to esteemed tenant companies, through Govt-owned IT complexes, as well as those developed by private developers [co-developers], situated in both Special Economic Zone [SEZ] and Domestic Tariff Area [DTA]. In recent years, Infopark has been playing as an ecosystem-enabler for the IT sector.

The selected agency shall deliver strategic digital marketing, end-to-end social media management, continuous Search Engine Optimization (SEO), high-impact content development, offline/online creative collateral design, and annual website maintenance for websites under Infopark.

CORE STRATEGIC PILLARS		
INVESTMENT ATTRACTION	COMMUNITY ENGAGEMENT	BRAND POSITIONING
Drive B2B leads for land/office space leases	Highlight campus life, culture & tenant success	Position Kochi globally as a premier IT/ITES & GCC Hub

2. Detailed Scope of Services

2.1 Social Media Account Management & Content Strategy

The agency shall provide end-to-end management across primary digital platforms: **LinkedIn, Facebook, Instagram, X (Twitter), YouTube, Google Business Profile**, and

secondary platforms (WhatsApp Channels, Threads, Blogs, Wikipedia) and those platforms which are required to be created/ managed.

The accounts under Infopark are:

- The Social Media platforms given below (as on 30/09/2026)

	Infopark	i by Infopark
	•	<i>Started in September 2025</i>
LinkedIn	1,66,838 followers	2,112 followers
Facebook	1,13,719 followers	3,201 followers
Instagram	46,414 followers	315 followers
Google My Business	4.5 rating	4.8 rating
YouTube	2,381 subscribers	25 subscribers
X	2,228 followers	11 followers

Digital marketing platforms include Wikipedia, Pinterest, Threads, SoundCloud, etc.

Content Volume & Cadence:

- Minimum **45 platform-specific posts per month** across LinkedIn, Facebook, Instagram, and X. At least **80% of the content must be customized** specifically for each platform's native audience tone and format. Minimum 10 posts of the total monthly posts must be related to “i by Infopark”. Please note, if the same content is to be published in more than one platform or more than one brand name (Eg: Infopark, i by Infopark), then it will be counted as one post of that month.
- In addition, minimum **3 high-quality long/short videos** and **4 Reel-sized content per month**, for YouTube, Facebook and Instagram. This can be sourced content too and due credits must be given.
- Additionally, Minimum **1 long-form blog post (1,000+ words)** published per month on the official website and cross-promoted on LinkedIn.
- **Content Calendar for social media & digital marketing:** The content calendar (monthly) should state the aforementioned content requirements.
- **Content Pillars:** Land parcel leasing, office space availability, company growth stories, infrastructure upgrades, announcements, testimonials, campus events, life at Infopark, Kochi as a key destination.
- **Approval Workflow & Turnaround Time (TAT):**
 - All posts must strictly follow a monthly/weekly content calendar submitted **5 business days in advance** for Infopark approval.

- **Standard Creative TAT:** 24 hours from brief to layout.
- **Event Coverage Post TAT:** Within 4 hours for in-house events; within 24 hours for external/pan-India events.
- **Emergency Announcement TAT:** Within 1 to 2 hours of notification.
- **Community Management & Moderation:**
 - Moderation of social feeds **at least 3 times daily** (Morning, Afternoon, Evening) to filter spam, abusive language, and unauthorized ads.
 - Response time to public comments and queries: **Under 48 business hours** using approved templates and escalation guidelines.
 - Urgent or negative feedback must be escalated to the Infopark Marketing Department within **1 hour**.
- **Photos & videos documentation:**
 - All photos & videos (raw/ edited) must be submitted to Infopark for documentation within one-week after capturing the visuals.
- **Monitoring:** Keep an eye on how Infopark is being portrayed in digital platforms, within and beyond social media platforms. Monitoring of news, blogs, and stakeholder-related campaigns relevant to Infopark is required.
- **Monthly review meeting & report submission:** Separate reports must be submitted for Website maintenance, and Digital Marketing and Social Media activities. The monthly meeting for both the components shall be scheduled based on mutual convenience.
- **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.
- **Account Verification**

Facilitate verification of Infopark's official social media accounts.
- **Standard Templates**

Develop standard post templates in consultation with the Marketing Department.
- **Content Approval**

All posts shall be published only after prior approval from the Marketing Department.
- **Website Content Updates**

Website content updates on Infopark'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 Infopark'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.

- **Email Outreach & Newsletter**

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

2.2 Performance Marketing & Paid Advertising Management

- **Ad Account Ownership & Billing Structure:**

- All paid ad campaigns (Google Ads, Meta Ads, LinkedIn Ads, X Ads) shall be run **exclusively through Infopark-owned ad accounts**.
- The agency shall be granted "Manager" or "Advertiser" access and is strictly prohibited from running campaigns via agency-owned accounts.

- **Budget Allocation & Pass-Through Expenditure:**

- The media ad spend is a **pass-through expenditure billed directly or reimbursed at actuals** (subject to pre-approval) and is **distinct from the agency's monthly retainer/service fee**.

- **Campaign Objectives:** High-intent lead generation for land/office leasing, global positioning of Kochi as a GCC destination, and targeted audience reach.
- **Reporting:** Monthly submission of native platform billing invoices, dashboard screenshots, and Cost-Per-Lead (CPL) / Cost-Per-Click (CPC) analytical performance breakdowns, and other supportive documents.

2.3 Search Engine Optimization (SEO) & Web Analytics

- **On-Page SEO:** Technical optimization of meta titles, descriptions, heading structures (H1, H2, H3), image ALT tags, internal link structures, schema markup implementation, and content keyword density updates across all site pages.
- **Off-Page SEO:** High-authority backlink building, local business citations, directory submissions, and guest post strategies.
- **Technical SEO & Performance Targets:**
 - Maintain Google PageSpeed Insights performance score ≥ 85 on mobile and ≥ 90 on desktop.

- Zero critical technical errors in Google Search Console (404 errors, indexing issues, crawl errors).
- Continuous maintenance and monthly submission of XML sitemaps and robots.txt configurations.
- **Quarterly SEO Audit & Reporting:** Formal quarterly SEO audit report detailing organic traffic trends, keyword rankings for target B2B terms, backlink health, and competitor positioning.

2.4 Website Maintenance, Security & Technical Governance

This covers continuous maintenance for infopark.in and ibyinfopark.in.

- **Core Maintenance Scope:**
 - Continuous monitoring for security vulnerabilities, malware scanning, and applying CMS, theme, and plugin security patches.
 - Monthly allocation of up to **20 developer hours** for standard routine updates (text edits, banner replacements, document uploads, press releases, tender updates).
 - Cross-browser compatibility checks (Chrome, Safari, Edge, Firefox) and mobile responsiveness verification.
- **Data Backup & Disaster Recovery SLAs:**
 - **Daily automated off-site database backups and weekly full-site (files + database) backups.**
 - **Recovery Time Objective (RTO):** < 4 hours in case of site outage or server failure.
 - **Recovery Point Objective (RPO):** < 24 hours data loss threshold.
- **Minor Feature Enhancements (Within Scope):** Maintenance and functional tweaks to the tenant directory, event calendar, interactive location maps, news/blog modules, and media galleries.
- **Major Custom Development (Out of Scope / Rate Card Based):** Major architectural changes, standalone web app creation, or third-party CRM software integration shall be quoted separately using the agreed human-hour rate card.

2.5 Offline Collateral & Event Coverage Support (Within the scope)

- **Design Collateral:** Design and layout of offline promotional materials, including banners, brochures, standees, corporate presentations (PPTs), print ads, and event backdrops as requested by the Marketing Department.
- **On-Demand Photography & Videography:** On-call production team equipped with high-resolution 4K camera gear, drones, wireless audio equipment, and lighting rigs to document key visits, facility launches, CEO interviews, and events across campuses.
- **Out of scope photo & video coverage support**

3. Resource Allocation & Deployment Model

Role	Deployment Model	Minimum Experience	Key Responsibilities
Account Lead	Full-Time On-Site (Stationed at Infopark Park Centre office)	3+ Years total (Min. 1 year with agency)	Daily liaison with Infopark Marketing Dept, campaign ideation, event coordination, content drafting, pan-India event support. Photo/video coverage if occurs short-notice or in the absence of Photo/Video team under the agency.
Photo & Video Team	Full-Time Off-Site but On-Call (Must be stationed in Kochi)	Professional Experience	Event coverage, campus shoot footage, editing reels and interviews.
Digital Marketing Analyst	Part-Time / Advisory	5+ Years	Paid campaign optimization, data insights, campaign audit, strategic quarterly planning.

Role	Deployment Model	Minimum Experience	Key Responsibilities
Technical Lead (Content & Response)	Full-Time Off-Site (Agency Office)	3+ Years	Visual design oversight, SEO execution, Google Analytics monitoring, response template management.
Website Account Lead	Full Time Off Site (Agency Office)	3+ Years total (Min. 1 year with agency)	Liaison with Infopark Marketing Dept, content drafting

- **Infopark Provision:** Workstation desk space and Wi-Fi access at Park Centre Office for Account Lead only.
- **Agency Provision:** High-performance laptops, professional camera equipment, mobile connectivity, design and video software licenses (e.g., Adobe Creative Cloud), and social listening tools. Stationery items, printing (if any), daily travel & transportation within or between Infopark campuses.
- **Key Personnel Replacement Clause:** Named resources cannot be replaced without **15 days' prior written notice** and a mandatory 7-day transition shadowing period at the agency's cost.

4. Required Tooling & Software Stack

The agency must deploy and maintain industry-standard enterprise tools at **no extra cost** to Infopark:

- **Social Media Management & Publishing:** For unified scheduling, inbox management, and analytics.
- **SEO & Site Audit Tools**
- **Analytics Framework:** Google Analytics 4 (GA4), Google Search Console, Google Tag Manager, etc.
- **Social Listening & Sentiment Analysis Tool:** For tracking mentions, sentiment, and competitor analysis).

5. Performance Metrics & Key Performance Indicators (KPIs)

To qualify for full monthly retainer disbursements, the agency must hit the following performance targets:

KEY PERFORMANCE INDICATORS (KPIs)

1. **Follower Growth:** Minimum **2% net organic follower growth per month** on LinkedIn, Instagram, Facebook, YouTube. Minimum 1% net organic follower growth in X.
2. **Google Business Profile Rating:** Maintain average rating ≥ 4.5 stars across all campus listings.
3. **Lead Generation:** Generate qualified B2B leads for land leasing and space inquiries (target volume aligned with paid ad spend).
4. **Website Uptime & Health:** **99.9% monthly web uptime** with zero unresolved high-severity technical bugs.
5. **Content Output Compliance:** 100% adherence to required post, video, reel, and blog publication volumes.

6. Financial Structure & Bidding Format

6.1 Pricing Table (To be submitted in Financial Bid)

Sl. No.	Component Description	Monthly Amount (INR) [Excl. GST] DOCX	Annual Total (INR) [Excl. GST] DOCX
	Agency Service Retainer Fee <i>(Includes Social Media, SEO, Content Creation, Website Maintenance, On-site Account Lead, Design, & Tools)</i>		
TOTAL	Total Financial Commitment (	₹	₹

In Words (Total Annual Exclusive of GST): _____

6.2 Rate Card for Out-of-Scope / Additional Technical Work

Service Unit	Rate (INR, Excl. GST)	Standard TAT
Senior Developer / UI-UX Designer (per Man-Hour)	₹ _____ / hour	As agreed per brief
Full Webpage Creation (Custom Design + Content)	₹ _____ / page	3 Business Days
Additional Production Crew Day (Photo + Video Shoot)	₹ _____ / day	48 Hours notice

7. Legal, Compliance & Intellectual Property (IP)

- Intellectual Property & Content Ownership:** All artwork, source files, written copy, photography, videography, code, design, and raw footage generated under this contract shall remain the **100% exclusive property of Infoparks Kerala**.
- All contents must be designed, created and packaged for publishing in such a way that it remains inclusive, unbiased, clear, creative and information, and does not hurt the sentiments of any gender, religion, caste, political ideologies, race, etc., and abides by the laws/ guidelines in place/ issued in force and in future by the Govt of Kerala/ Govt of India.
- The contents to be published in public domain when the Model Code of Conduct (MCC) is in place, needs to abide by the code in place.
- Infopark is the decision-maker if a content requires “Collaborate” feature to be used in Facebook, Instagram and or any platform, in addition to tag/ mention.
- All contents to be published in any platform of Infopark requires approval from Infopark. A content posted without approval from Infopark will be treated as violation of guidelines.
- Indemnification & IP Warranty:** The agency explicitly warrants that all content published is free from copyright, trademark, or patent infringements. The agency shall fully indemnify Infopark against any legal claims, losses, or damages resulting from copyright infringement, unlicensed stock assets, or defamation.

- **Data Privacy & DPDP Act 2023 Compliance:** The agency shall strictly comply with the **Digital Personal Data Protection (DPDP) Act, 2023**. All prospective client leads, contact numbers, and enquiry forms collected through digital campaigns must be transmitted securely to Infopark's authorized systems. No customer data shall be stored, exported, or reused by the agency for any other purpose.
- **Non-Disclosure Agreement (NDA):** The agency shall sign a comprehensive bilateral NDA protecting Infopark's commercial land pricing, tenant details, master planning documents, and internal operational data.
- **Contract Termination:**
 - Infopark reserves the right to terminate the contract by giving a 30-day written notice for performance deficiencies or operational reasons.
 - Upon termination, the agency must immediately transfer all administrative controls, account passwords, asset repositories, analytics code, and backup databases, and sign a formal **Asset Transfer & Clearance Certificate** prior to the release of final payments.
- **Contract Extension:** Infopark may extend the contract with the agency for up to one-year, upon satisfactory performance. If extended, the monthly retainer fee remains the same as the quoted amount.

Three step selection process of the bid submitted:

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 Infopark (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 bid using the format provided above.