

# **DIGITAL MARKETING AND PROMOTION FOR POKKALI FARM TOURISM**

**AT THE PREMISES OF PALLIYAKKAL SERVICE CO-OPERATIVE  
BANK LTD NO.2232, PARAVUR - CHATHANADU ROAD,EZHIKKARA,  
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## **Advertising Agency**

### **1. Scope of Work**

#### **1.1 Content Creation**

- Develop a comprehensive content strategy tailored to the Pokkali-based immersive farm tourism product and circuit under PAADI at Palliyakkal.
- Create engaging multimedia content including videos, blog articles, brochures, newsletters, and social media posts.
- Design and produce a storytelling-based model tour script for half-day, full-day, and multi-day experiences.
- The script must highlight the unique aspects of the Pokkali ecosystem and local heritage.
- The agency shall revise or rewrite the scripts based on feedback and outcomes from actual tour implementations.

#### **1.2 Digital Marketing**

- Implement digital marketing campaigns across various platforms to raise awareness and attract targeted tourists.
- Optimize website and social media platforms for search engine visibility and user engagement.
- Regularly post on platforms like Facebook, Instagram, YouTube, and others as identified.
- Design and run paid advertising campaigns where necessary, subject to approval by PSCB.

#### **1.3 Sales Promotion**

- Develop and execute a robust sales promotion strategy aimed at increasing bookings.
- Constitute a dedicated sales team to engage in direct sales with tour operators, hoteliers, hotel travel desks, transport service providers, etc.
- Establish partnerships and linkages with relevant stakeholders in the tourism and hospitality sector.
- Organize and participate in promotional events and roadshows as per requirement.

#### **1.4 Stakeholder Collaboration & Reporting**

- Work in close coordination with the PAADI/PSCB team to ensure alignment of strategy and implementation.
- Provide monthly reports on content reach, marketing analytics, stakeholder engagement, and sales progress.
- Conduct quarterly review meetings with PSCB and provide actionable insights and improvement plans.

#### **1.5 Project Duration**

- The selected agency must commit to working hand-in-hand with PSCB for a minimum period of one year from the commencement of the project.