Date – 01-2-2024

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 Asias 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 34-year journey, transforming from a modest space housing two companies within .10 million sq. ft to a sprawling campus accommodating 486 companies spanning 12.72 million sq.ft. Today, Technopark fuels employment opportunities, boasting a workforce of 72,000, 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 is planning to hire a digital marketing agency to assist in the Digital promotional efforts of Technopark by developing a sustained online presence (Share of Voice), through Social Media platforms and other relevant online platforms.

SCOPE OF WORK

1.To assist in the Digital promotional efforts of Technopark by developing a sustained online presence (Share of Voice), through Social Media platforms such as LinkedIn, Facebook, Instagram, X, YouTube and My Google Business. Presence on any other new and upcoming social media platforms and other relevant (if) online platforms such as WhatsApp channel, Soundcloud, Blogs, Wikipedia, Flickr, Email outreach, monthly e-newsletter etcetera are encouraged.

2.The Digital strategy both short term and long term should be organic/sponsored content suitable and unique for each platform with the objective of getting more engaged followers in alignment to the following:

a) Digital Branding focus on the City of Thiruvananthapuram, Technopark as a premier IT Technology destination of the world to key decision makers, investors, co – developers, CEOs, senior management personnel, bloggers, vloggers and to tech related audiences etc, pan India and around the world.

b) Plan aggressive digital strategies that will contribute to develop and promote quality lead generation and garner attention for the Park, respective land parcels, office spaces, facilities etcetera by targeting respective clientele.

c) To create demand for respective available land parcels and office areas specific to the different phases in Technopark including Kollam through concentrated digital campaigns in respective platforms.

d) To Increase the brand image, ensure brand awareness, lead generation, investments and talent attraction to our state through specific measurement tactics.

3.Management of Social Media Platforms: The agency will be exclusively responsible for overseeing (comment moderation) Technopark's Facebook, X, Instagram, LinkedIn, and other media accounts. Flickr and YouTube accounts will be maintained as a digital repository.

4.Daily Informative and Promotional Postings: This includes the creation and uploading of pictures, videos, interactive content, organising online surveys, comments, stories, articles, etc., based on input from park officials. Additionally, the agency is tasked with monitoring news, campaigns, blogs, and agendas related to stakeholders in direct or indirect relation to Technopark. The frequency of posts may increase for special events or weeks.

5.Motion Pictures/Animation Clips, Reels, Content/Scriptwriting: The agency is to develop and post motion pictures, animation clips, reels, and content/scriptwriting on social media platforms as required by Technopark.

6.Comments/Feedback Handling: The agency must handle positive/negative comments on social media platforms promptly, providing instant replies via mail, phone, etc., in consultation with park officials. A custom template needs to be maintained.

7.Social Media Integration Platform: The agency should have a Social Media Integration Platform to highlight all social media feeds on a single platform and remove non-relevant information.

8.Reporting Structure and Measurement Tools: The agency should provide a robust report structure and measurement tools to evaluate the impact of activities. Monthly reports, along with invoices, are to be submitted. Enquiries received through social media platforms needs to be informed to the marketing department.

9.Social Media Monitoring Tool: A good industry-standard social media monitoring tool may be utilized for tracking comments and feedback, with login credentials provided to park officials.

10. Single Point Contact - Account Lead: The agency must appoint a knowledgeable Account Lead as a single point of contact for handling the account. The name and credentials of this person should be submitted at the time of appointment (Roles and responsibilities of the account lead given below).

11.Collaterals and Information Sharing: Available collaterals, including videos, print advertising, and the park's past history, will be provided by the park's marketing department.

12.Multilingual Communication: Social media messages should be sent to appropriate channels in Malayalam, English, or Hindi based on the context of the message.

13.Management of Live Events: The agency is responsible for managing live events on Facebook, X, LinkedIn, YouTube, and, when possible, on Instagram.

14.Social Media Analytics and Sentiment Analysis: The agency is required to monitor, report, and analyze the social media strategy, submitting a detailed report of social media analytics and sentiment analysis every 30 days.

15. Additional Work for Digital Presence Enhancement: The agency should handle any other related work assigned by Technopark to enhance its digital space presence and campaigns for land leasing and office space allocation.

16.Campaigns with Unique Hashtags: The agency must create and submit various campaigns along with unique hashtags related to various departments and share them on social media platforms.

17.Create relevant tagging, meta-tagging, hash tags & linkages of content on all platforms.

18.Engagement Strategy: Develop a strategy, plan, and schedule timelines to engage with the right target audience at the right time, ensuring an increase in reach.

19.Engagement Audience Report: Prepare a report of the engagement audience, allowing Technopark to identify the target audience and measure performance over time.

20.Promotional Activities on Social Media Platforms: Publicize promotional events, campus life, space and land availability, hiring posts, city benefits, campus news, etc., related to Technopark and its schemes on all social media platforms.

21.Content Calendar Management: The agency is responsible for developing an annual calendar, which, upon approval by the park, will be segmented into quarterly plans for implementation.

22.Audience Growth Strategies: The agency will grow an increasing social audience and follower base through hashtag campaigns, strong use of keywords, sharing/retweeting relevant news, and contributing unique content.

23.Crisis Communication Strategy Development: In the event of unforeseen occurrences creating a negative perception, the agency will take proactive steps to help park representatives communicate effectively through various media channels.

24.Query/Response Management: Address queries/grievances received on all social media handles online, live, or within 12 hours during working days. Negative queries/comments needing attention should be brought to the park's notice.

25.Moderation of Platforms: Moderate all platforms at least 2-3 times a day to deal with spam, unauthorized advertisements, inappropriate content, and take corrective action with adequate firewall measures.

26.Photography and Videography: Ensure photography and videography for content as required for social media activity.

27.Ownership of Material: All material, artwork used in managing social media networks shall exclusively belong to Technopark, and agency to check if the same content is being used in other platforms.

28.Uniform Communication: Ensure uniform communication across all social media platforms.

29.Copyright Compliance: All images/content/video/audio used must not be copyrighted/patented by any other agency. The agency is responsible for any legal consequences.

30.Pages Featuring Stories and Information: Publish various pages featuring stories, information, and reports of various activities under Technopark to bring traffic to official social media handles/website.

31.Verification of Official Social Media Accounts: The agency shall ensure the verification of Technopark's official social media accounts.

32.Standard Templates: To have standard templates for all posts in consensus with the Marketing department of Technopark on specified platforms.

33. Approval for Social Media Uploads: All social media uploads to be done after prior approval from the Marketing department.

34.Website Content Updating: Agency should ensure that activities are updated in the Parks website as well.

35. Email Outreach: Support in specific email campaigns on a case-to-case basis as instructed by the marketing department of Technopark. Also to ensure monthly newsletter "Elevate" is circulated amongst the Technopark community.

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

(The approach needs to begin with identifying relevant and high-value keywords tailored to the target audience and demographics and to devise a strategy to seamlessly integrate these keywords into the content creation process. Additionally, need to analyze competitor SEO strategies to identify opportunities and refine our approach. Continuous monitoring and analysis to guide us in optimizing various elements such as content, title tags, meta descriptions, header tags, URL structure, site crawl, XML sitemap, robots.txt, page loading speed, and mobile friendliness. Agency to also install and configure tools like Google Analytics to track performance and make informed decisions).

37. SEM & Google Ads Campaigns.

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. Prior written approval from the parks is required before initiating the following activities:

1. Any other campaigns, activities mentioned outside the existing scope, will be treated as out of pocket expenses.
2. Account based marketing campaign.
3. Agency may arrange for photography and videography, live coverages on directives from the marketing department for other campaigns as well.
4. 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.

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 should be available 24/7 and committed to our account whenever and wherever Technopark is present for specific events, exhibitions, and other activities to be conducted locally or PAN India.
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, CMO Kerala IT Parks and other senior relevant management spokespersonnel 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. Should ensure documentation (Photographs and videos) of all major events across the parks.
2. Team should possess all necessary equipment's necessary to meet the requirements.
3. As the Photography and Videography team is considered an integral part of the social media campaign any failure in documentation of the events requested by the marketing department will not be entertained.

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 35% of the amount from monthly retainer fee to be earmarked for paid promotions, and to be used on social media platforms for paid promotions. 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.
- 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 29-01-2024)

	Technopark
LinkedIn	89 K followers
Facebook	233 K followers
Instagram	15.5 K followers

Google Business	4.5
YouTube	3.84 K subscribers
X	4,067 followers
Sound Cloud	3
Blogs	-
Wikipedia	-
Flickr	33
Threads	1,713

The monthly retainer fee payment will be contingent on achieving.

1) **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.**
2) **Minimum of 30 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.**

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 Metrices.

THIRUVANANTHAPURAM

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