

No. KFD/1024/2024/MKTG

25-07-2024

Attention : Advertising Agencies - Join Kerafed's Exciting Social Media Campaign

Kerafed invites proposals from creative and dynamic advertising agencies to collaborate on a compelling **three-month social media campaign**. This is your chance to showcase your expertise and drive engagement for one of the leading public sector organization in Kerala.

Interested agencies are encouraged to visit our website for detailed notification and submission guidelines. Please ensure your proposals are comprehensive and align with Kerafed's vision and campaign objectives.

Date of Releasing Notification	25-07-2024
Last Date of Submitting the bid	05-08-2024 5PM
Opening of Technical Bid and Presentation	08-08-2024 2PM

S/d

Managing Director

No. KFD/1024/2024/MKTG

Date: 25-07-2024

Tender Notice for Managing Social Media Campaign for Kerafed

Sealed quotations are hereby invited from reputed and experienced firms for managing the Social Media campaign for Kerafed. Interested agencies/companies may submit their technical bid and financial bid in separate sealed envelopes superscribed as "Tender bid for Managing Social Media Campaign for Kerafed" on or before 05-08-2024

Important Dates

Date of Releasing Notification	25-07-2024
Last Date of Submitting the bid	05-08-2024 5PM
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Opening of Financial Bid	09-08-2024 2PM

Scope of Work

1. SEO Optimization : Improve website content and keywords for better search visibility.
2. Social Media Marketing: Share engaging content and run targeted advertisements on Facebook, Instagram, YouTube, and Twitter.
3. Paid Advertising : Invest in PPC (pay Per Click) campaigns for Google and social media to reach potential customers.
4. Influencer Collaborations: Partner with influencers to promote KERA brand coconut oil to their followers.
5. Creation of Non-Paid Social Media Accounts: With prior approval, create accounts on platforms for better promotion of Kera products.
6. Content Creation: Develop digital content (creatives, GIFs, visuals, videos, animations) relevant to the marine products industry.
7. Audience engagement: Prompt interactions and strategy development for engaging Kerafed's audience on social media.
8. Daily Updates: Post informative and promotional updates in various formats.
9. Increase brand awareness and reach across selected social media platforms.
10. Engage with the target audience through creative and impactful content
11. Drive traffic to the company's website or other digital properties

Deliverables

1. Define clear campaign objectives and KPIs (Key Performance Indicators).
2. Conduct research on industry trends, competitors, and target audience behavior.
3. Develop a comprehensive strategy that includes platform selection, content strategy, engagement tactics, and advertising.
4. Develop and manage a content calendar that outlines posts, themes, and scheduling.

5. Create engaging and high-quality content, including images, graphics, videos, and infographics.
6. Ensure all content aligns with the company's brand guidelines and messaging.
7. Set up or optimize social media profiles on selected platforms (e.g., Facebook, Instagram)
8. Monitor and manage social media accounts, including responding to comments, and messages.
9. Foster and manage relationships with the community and influencers.
10. Develop and manage paid social media advertising campaigns, including ad copy, visuals, targeting, and budget allocation.
11. Conduct A/B testing to optimize advertisement performance.
12. Analytics and Reporting
13. Track campaign performance against KPIs using social media analytics tools.
14. Provide detailed weekly and monthly reports on campaign performance, including metrics such as reach, engagement, clicks, conversions, and ROI.
15. Offer actionable insights and recommendations based on data analysis.

Pre-Qualification criteria:

1. The bidder must be a legally registered company / firm.
2. The company /firm should have a minimum of two years experience in managing social media campaigns/ digital marketing.
3. The company should have a registered office in Kerala.
4. The bidder should not be debarred or blacklisted by any Government department.

How to apply :

Duly filled Technical and Financial bid (Annexure 1 and 2) should be submitted with supporting documents to "The Managing Director, Kerafed, Waterworks Compound, Vellayambalam, Thiruvananthapuram 695033". The parties have to submit an EMD of Rs. 10,000/- along with the application from.

Documents for Sealed Cover – 1

1. Technical Bid (Annexure 1)
2. Detailed Proposal
3. Copy of Tender Notification duly Signed with office seal
4. Copy of GST registration
5. Copy of previous work orders /certificates /documents to prove their experience in managing Social Media campaigns.
6. EMD - DD/ Bank Transfer Receipts for Rs. 10,000/-

Documents for Sealed cover – 2

1. Financial Bid with signature and office seal (Annexure 2). Incomplete or conditional tenders will not be accepted.

Evaluation Criteria :

1. Technical Evaluation will be conducted by Kerafed's Expert Committee.
2. Bidders qualifying the Pre-Qualification criteria will be invited to present their proposals.
3. Financial bids of bidders scoring minimum 70 marks in technical evaluation will be opened.
4. Final selection will follow Quality and Cost-Based Selection (QCBS) (70/30).
5. The Bidder who achieves the highest score shall be declared as the successful bidder and shall be awarded the project.
6. In case two or more Bidders score the same marks, then the Bidder with the higher technical score shall be declared as the successful bidder.

Other Terms and conditions:

1. The Agency has to work closely with officials of Kerafed and all the contents to be uploaded in online platform should have received prior approval from the Kerafed officials.
2. No advance payment will be made for Social Media Campaign. Payment shall be released only on monthly basis as per the agreement signed between the parties.
3. The vendor shall not assign, in whole or in part, his obligation to perform the contract to any other party or persons except with Kerafed's prior written consent.
4. All disputes are subject the jurisdiction of the Courts in Kerala
5. The Agency shall actively engage in content creation & management for the Contract tenure and all such contents created, including the photo bank, will be the property of Kerafed, the high resolution files of which shall be shared with Kerafed on a monthly basis.
6. The Agency should upload minimum 1 (one) online promotional video in a fortnight along with other static digital content.
7. The Managing Director reserves the right to reject all quotations with out assigning any reason thereof.

Award of Contract :

Kerafed shall award the contract for three months to those bidder who achieves the highest score as per QCBS.

Managing Director

Annexure 1**Technical Bid for Managing Social Media Campaign for Kerafed**

Sub : Tender Notification No. KFD/1024/2024/MKTG

To
 The Managing Director
 Kerafed
 Thiruvananthapuram

We would like to participate in the tender process and here by provide the technical details about our organization.

01	Name of the Company / Agency				
02	Corporate Office/ Head Office Address				
03	GST Registration Number				
04	Name of Contact Person and Mobile Number and Email				
05	Number of Years experiences in Social Media Campaigns/ Digital Marketing				
06	Experience in Social Media Campaigns / Digital Marketing (Major Clients)				
007	Name of Organization		From	To	Scope of Work
Name and Details of Key Officials in the Agency					
Name of Key persons		Designation	Phone Number	Any other information	
07	Number of Reels (video) release in a month				
08	Targeted number of customers in FB and YouTube				
09	EMD Details (Rs. 10,000/-)		Amount Bank		
		Date.....			

Annexure 2

Financial Bid for Managing Social Media Campaign for Kerafed

Sub : Tender Notification No. KFD/1024/2024/MKTG

To

The Managing Director,
Kerfed,
Thiruvananthapuram.

Sir,

Sub : Tender Notification No. KFD/1024/EXTN/2024 dated 25 - 7-2024

We provide the Financial bid for the Managing Social Media Campaign mentioned as in Technical bid.

Sl. No	Particulars	Price	GST	Total
01	Quote for the online social media management for a period of 3 Months			
02	Any other expenses including security systems hosting etc.			
03	Total Price			

1. Price has to be quoted in Indian Rupees only.
2. Taxes (if any) has to be mentioned
3. The applicable TDS shall be deducted from the payments made by Authority.
4. The amount quoted should be inclusive of creation of graphics/animations/videos and boosting of Advertisements.

Signature

Name of Company