



Kerala Institute for Entrepreneurship Development (KIED)

Department of Industries &
Commerce Government of Kerala

KIED, Rockwell Road, HMT Colony, PO,
Kalamassery, Kochi, Kerala 683503

REQUEST FOR PROPOSAL (RFP)

Selection of Social Media Management Agency

Tender Reference :

KIED/177/2024-SA dated

09/07/2025

Tender ID : KIED/OFT/2025/002

Key Events	Timelines for completion
Mode of bid submission	Offline
Type of proposal required	Least Cost Selection
Date of issue of Tender	09/07/2025
Bid Submission start date	10/07/2025
Bid Submission end date	23/07/2025, 3.00 PM
Technical bid opening date	23/07/2025, 04.30 PM
Tender Processing fee	Rs. 1,180/- (including taxes)
EMD	Rs. 4,800/-

Evaluation of the proposals	Detailed in the RFP document	
Contact Person – KIED for Procurement Queries	Mr. Regi T. G. Assistant Manager (Projects) ceo.kied@gmail.com Cell No: 9846099295	Mr. Sreesarath K. P. Assistant Manager (Insight) ceo.kied@gmail.com Cell No: 9633050143
Address where queries/ correspondence concerning this RFP is to be sent	KIED, Rockwell Road, HMT Colony, PO, Kalamassery, Kochi, Kerala 683503, 0484 255 0322	

Note:

1. The tender document is the property of KIED and is not transferable.
2. If a holiday is declared on the dates mentioned above, the bids shall be received/ opened on the next working day.
3. No queries will be entertained after the date and time mentioned in this schedule.
4. This Bid Document contains 19 Pages.

SECTION 1: INVITATION FOR BIDS (IFB)

1. Introduction:

The Kerala Institute for Entrepreneurship Development (KIED), under the Department of Industries, Government of Kerala, invites sealed tenders from eligible and qualified bidders for the social media promotion.

2. Project Scope:

The project involves showcase KIED's journey, services, and events effectively on various social media platforms, including but not limited to Facebook, YouTube, Instagram, LinkedIn.

3. Eligibility Criteria:

Bidders must meet the following minimum eligibility criteria:

- Be a registered firm/company/individual with relevant experience in social media promotion.
- Have completed at least three similar projects of comparable scale.
- Have a valid GST registration and PAN.
- Possess all necessary licenses and permits required to execute such works in Kerala.

4. Tender Document Availability:

The tender document can be downloaded from the website www.kied.info 09/07/2025 to 23/07/2025. A non-refundable tender fee of Rs. 1,180/- (Rupees one thousand one hundred and eighty only) including GST must be paid via Demand Draft. The DD should be drawn in favour of "Kerala Institute for Entrepreneurship Development" Payable at Ernakulam from any scheduled bank.

5. Submission of Bids:

Sealed tenders, complete in all respects, must be submitted to the address mentioned below on or before 23/07/2025, 3.00 pm. Tenders received after the stipulated date and time will be summarily rejected.

Address for Submission:

**The CEO and Executive Director, KIED, Rockwell Road, HMT Colony PO,
Kalamassery, Kochi, Kerala 683503**

6. Bid Opening:

The technical bids will be opened on 23/07/2025, 4.30 pm at the address mentioned above, in the presence of the bidders or their authorized representatives who choose to attend. Financial bids of only technically qualified bidders will be opened on 25/07/2025, 3.30 pm, which will be intimated to them.

7. Earnest Money Deposit (EMD):

In order to ensure a maximum number of competitive tenders, an amount of ₹ 4,800/- has been fixed as Earnest Money Deposit (EMD).

- Government Institutions/Public Sector Undertakings/MSME registered within the State are exempted from remittance of EMD subject to submission of valid documents.
- None of the bidders other than those specified above are exempted from the remittance of EMD, in any case.
- EMD of the unsuccessful bidder will be discharged / returned.
- The successful bidder's EMD will be discharged upon the bidder signing the contract and furnishing the performance security.
- No interest will be paid for the EMD submitted.

8. Right to Reject:

KIED reserves the right to accept or reject any or all bids without assigning any reason thereof.

**The CEO & Executive Director
KIED, Rockwell Road,
HMT Colony, PO, Kalamassery,
Kochi, Kerala
683503**

SECTION 2: INSTRUCTIONS TO BIDDERS (ITB)

1. General:

Bidders are advised to read the tender document carefully and understand all the terms and conditions before submitting their bids.

2. Bid Language:

All bids and correspondence relating to the tender shall be in English.

3. Bid Validity:

Bids shall remain valid for a period of 90 days from the date of bid opening.

4. Preparation of Bids:

Bids shall be submitted in two separate sealed envelopes:

○ Envelope 1: Technical Bid

- Covering letter on company letterhead.
- Details of the bidding entity (Name, address, contact person, phone, email).
- Copy of registration certificate.
- Copies of GST registration and PAN card.
- List of similar projects completed with client references (contact details, project value, completion date) with copies of work orders or proof.
- Detailed project execution plan/methodology for the proposed social media promotions.
- Any other technical documents as required.
- Proof of tender fee payment.
- EMD in original.

○ Envelope 2: Financial Bid

- Detailed bill of quantities (BOQ) with unit rates and total cost, as per the format provided in Section 4.
- The financial bid should clearly indicate all taxes and duties applicable.

Both envelopes should be clearly marked "Technical Bid for Social Media Promotions of KIED" and "Financial Bid for Social Media Promotions of KIED" respectively. These two envelopes should then be placed in a third outer sealed envelope, super-scribing "Tender for social Media Promotions of KIED".

5. Clarifications:

Any queries or requests for clarification must be submitted in writing to ceo.kied@gmail.com by 22/07/2025. KIED will issue addenda/clarifications to all prospective bidders if necessary.

6. Evaluation of Bids:

- **Technical Bid Evaluation:** The technical bids will be evaluated based on the eligibility criteria, experience, technical capability, project execution plan, and adherence to the tender specifications. KIED may conduct site visits to verify information provided.
- **Financial Bid Opening:** Only the financial bids of technically qualified bidders will be opened.
- **Award Criteria:** The contract will be awarded to the lowest responsive bidder (L1) who meets all the technical specifications and eligibility criteria.

7. Performance Security:

The successful bidder shall have to deposit Rs. 24,000/- as Security Deposit/Performance Guarantee at the time of award of contract which shall remain valid for the entire period of the engagement and no interest shall be paid upon the same. If the Contractor withdraws his services and/or fails to discharge his services up to the satisfaction of the management, the said security shall be forfeited.

8. Termination of the Contract:

The Contract in whole or part can be terminated before the issue of Work order at the option of the KIED, if the KIED for any reason whatsoever does not require the whole or part of the items thereof as specified in the tender to be supplied out and in the said event the KIED shall give notice of the fact with reason to the Tenderer / Bidder, who shall have no claim to any payment or compensation whatsoever on account of any profit or advantage, which would have derived from the supply of the items in full, but which he did not derive in consequences the whole supply of the items not having been carried out, neither shall he have any claim on compensation / damage for the loss suffered by him by reason of termination of contract by the KIED and of any alterations having been made by the KIED in the original specification or the designs and instruction which shall involve any curtailment of the items contemplated.

9. Arbitration and Jurisdiction:

Any difference or dispute between the Parties concerning the interpretation and/or implementation and/or application of any of the provisions of this RFP/Agreement shall be settled amicably through mutual consultation or negotiations between the Parties, without reference to any third Party. All disputes, differences or questions arising out of this RFP/Agreement including the interpretation of the terms herein or in regard to the obligations, failure or breach of any terms thereof by either of the Party under this RFP/Agreement or of any matter whatsoever arising under this RFP/Agreement which have not been mutually settled, shall be referred to Arbitration under the provisions of the Arbitration and Conciliation Act, 1996. The Parties shall mutually appoint an Arbitrator. The place of Arbitration shall be Ernakulam and mode of Arbitration shall be

online through video conference. The decisions of the arbitrator shall be final and binding. The language for Arbitration shall be English.

10. Force Majeure

Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

SECTION 3: SCOPE OF WORK AND TECHNICAL SPECIFICATIONS

1. General Scope of Work:

The scope of work includes, the following (Refer detailed scope of work – Annexure-):

Social Media Platforms

- **Platforms Covered:** Facebook, Instagram, YouTube and LinkedIn.
- **Platform Optimization**
- **New Platform Integration (Optional)**

Monthly Creative Content

- **Posters/Flyers/Static Graphics**
- **Videos**

Social Media Page Management

Custom Content Creation such as compelling write ups and descriptions, impactful quotes, carousel posts etc.

Campaign Management

- **Brand Awareness Campaign**
- **Reach Campaign**
- **Message/Lead Generation Campaign**
- **Traffic Campaign**

Audience Strategy

- **Creation of Custom Audiences**
- **Lookalike Audience Creation**
- Refer Detailed Scope of Work given in section-7

2. Completion Period:

The contract is for a period of one year from the date of issuance of the Letter of Award subject to performance and impact assessment.

SECTION 4: FINANCIAL BID FORMAT (BILL OF QUANTITIES - BOQ)

[Bidders to fill in unit rates and total amounts] *Refer Detailed Scope of Work given in section-7-**AMOUNT QUOTED SHOULD BE INCLUSIVE OF ALL TAXES**

Product	Description	Total Price
*Social Media Management, Content Creation and Promotion	<ul style="list-style-type: none">• Social media platforms (Facebook, Instagram, YouTube)• 12 Poster/ month• Social media Page management• Custom content creation• Brand awareness campaign• Reach campaign• Message Campaign• Creation of custom audience and lookalike audience• Traffic Campaign• 8 Videos (30 Sec-2 Minutes)	
	Total	Rs.
Total Amount in Words: Rupees..... only.		
	Additional Videos (per video)	Rs.
Total Amount in Words: Rupees..... only.		
	Additional posters (per poster)	Rs.
Total Amount in Words: Rupees..... only.		

Signature of Bidder:

Name of Bidder:

Designation:

Company Seal:

Date:

(Official Seal of the firm)

SECTION 5: TERMS AND CONDITIONS OF CONTRACT

1. Agreement:

The successful bidder will be required to sign a formal contract agreement with KIED within 7 days of receiving the Letter of Award, incorporating all the terms and conditions of this tender document and the accepted bid.

2. Timelines:

Monthly Deliverables: All monthly deliverables (content creation, posting, reporting) will be meticulously scheduled and tracked via a shared calendar or mutually agreed-upon project management platform/database to ensure timely execution and transparency.

Content Approval Deadlines: Clear deadlines for content submission and approval to ensure timely posting and campaign launches.

Campaign Launch Schedules: Agreed-upon timelines for the launch and duration of specific social media campaigns.

3. Content Ownership: All raw content (footage, design files) and final creatives developed under this SoW will remain the exclusive property of KIED upon completion of the project and full payment.

4. Confidentiality: Strict confidentiality will be maintained regarding all internal matters of KIED, unpublished content, strategic plans, and sensitive data.

5. Revisions: Revisions will be limited to 3 rounds per poster/static graphic and 2 rounds per video unless otherwise agreed upon in writing for specific projects requiring more extensive iterations. Major changes requiring a complete re-do will be quoted separately.

6. Content Approval: All scripts, captions, and creative content must be communicated to and approved by KIED in advance of posting or production to ensure alignment with brand messaging and accuracy.

7. Content Quality: All visual content (posters, videos) should be delivered in at least Full HD (1920x1080) format to ensure high quality across platforms.

8. Payment Terms:

Billing & Settlement: Billing will be on a monthly basis, and settlement due within 10 days of invoice receipt.

9. Taxes and Duties:

All applicable taxes, duties, and levies as per Government of India and Government of Kerala norms shall be borne by the contractor. The quoted rates must be inclusive of all such charges.

10. Statutory Compliance:

The contractor shall comply with all applicable central, state, and local laws, rules, and regulations, including but not limited to labour laws.

SECTION 6:

UNDERTAKING BY BIDDER

(On Company Letterhead)

To,

The CEO

Kerala Institute of Entrepreneurship Development (KIED),

[KIED Full Address]

Subject: Undertaking for Tender Ref. No.: KIED/OFT/2025/002

Dear Sir/Madam,

1. I/We, the undersigned, have examined the entire Tender Document for the "Selection of Social Media Management Agency", including all Sections, Instructions to Bidders, Scope of Work, Financial Bid Format, and Terms and Conditions of Contract.
2. I/We hereby unconditionally accept all the terms and conditions stipulated in the above-mentioned Tender Document.
3. I/We certify that all the information furnished in our bid is true and correct to the best of our knowledge and belief.
4. I/We understand that KIED reserves the right to accept or reject any or all bids without assigning any reason whatsoever.
5. I/We undertake that the rates quoted in our financial bid are firm and inclusive of all taxes, duties, and levies.
6. I/We understand that in case of any discrepancy or false information provided, our bid will be liable for rejection, and KIED may take appropriate action as deemed fit.

Thank you.

Sincerely,

Signature of Authorized Signatory:

Name of Authorized Signatory:

Designation:

Name of Company/Firm:

Company Seal:

Date:

SECTION 7:

ANNEXURE: Detailed Scope of Work

Objective

To significantly enhance KIED's digital footprint and establish it as a leading resource for entrepreneurship development in Kerala. This will be achieved by creating and disseminating highly engaging multimedia content, executing data driven social media campaigns across Facebook, Instagram, YouTube, LinkedIn etc. The primary goal is to effectively showcase KIED's diverse training programs, impactful events, key initiatives and valuable services, thereby substantially increasing engagement, reach, brand awareness and follower count among the target audience, which includes aspiring entrepreneurs, existing entrepreneurs, students, educational institutions government stakeholders etc.

1. Deliverables

1.1 Social Media Platforms

- **Platforms Covered:** Facebook, Instagram, YouTube and LinkedIn.
- **Platform Optimization:** Regular and proactive updates of profile images, cover photos, bios, "About Us" sections and other brand assets to ensure consistency, freshness and optimal searchability. This includes optimizing keywords in descriptions for better discoverability.
- **New Platform Integration (Optional):** Exploration and recommendation for integration onto emerging platforms relevant to KIED's objectives, such as X (formerly Twitter) or specific industry forums, based on audience analysis and strategic fit.

1.2 Monthly Creative Content

1.2.1 Posters/Flyers/Static Graphics

- **Quantity & Purpose:** Require creation of high-quality posters/flyers/static graphics (at least 12 posters/flyers/static graphics) every month, focusing on:
 - Detailed training program promotions (including but not limited to dates, topics, faculty, testimonials etc).
 - Event promotions (pre-event hype, live updates, post-event recaps etc).
 - Entrepreneurship awareness campaigns (e.g., benefits of entrepreneurship, common pitfalls, success stories etc).
 - Facilitation services offered by KIED

- KIED achievements and milestones.
- Success stories and testimonials from KIED alumni.
- Informative graphics (e.g., "Did You Know?" facts, industry trends, government schemes).
- Motivational quotes and thought leadership content.
- KIED's other services and initiatives.
- **Design Principles:** Strict adherence to KIED's brand guidelines, colour palettes, typography, and overarching themes to maintain a cohesive brand identity.
- **Revision & Modification:** Provisions for up to 3 rounds of revisions per design, with clear communication channels for feedback and modification requests. Additional poster creation or significant modification beyond the monthly quota can be negotiated based on project needs.
- **Formats:** Delivery in various optimized formats (JPEG, PNG etc) suitable for each platform, ensuring high resolution and fast loading times.

1.2.2 Videos

- **Quantity & Duration:** Require creation of professional grade videos (at least 8 videos) every month, with durations ranging from 30 seconds to 2 minutes, for diverse purposes such as:
 - **Training/Event Highlights:** Dynamic compilations of key moments, attendee interviews and expert insights.
 - **Testimonial Videos:** In-depth interviews with successful KIED alumni, showcasing their journey and the impact of KIED's programs.
 - **Promotional Reels/Shorts:** Engaging, fast-paced vertical videos for Instagram Reels and YouTube Shorts, optimized for mobile viewing.
 - **Explainer Videos:** Simplifying complex entrepreneurial concepts or KIED services.
 - **Faculty/Expert Spotlights:** Introducing KIED's trainers and their expertise.
 - **Behind-the-Scenes:** Giving an authentic look at KIED's operations and culture.
- **Production Process:** Full-service production including:
 - **Scriptwriting & Storyboarding:** Collaborative development of compelling narratives.

- **Filming:** On-site filming at KIED premises, events, or other agreed-upon locations (travel expenses to be discussed if outside Kochi).
- **Editing & Post-Production:** Professional video editing, colour grading, motion graphics and visual effects etc.
- **Audio Enhancement:** Professional-grade voiceovers, licensed background music and sound design as needed.
- **Accessibility:** Subtitling/closed captions for all videos to enhance accessibility and viewership without sound as per requirement.
- **Platform Optimization:** Delivery in specific aspect ratios and file formats optimized for each platform (e.g., 16:9 for YouTube, 9:16 for Reels/Shorts, 1:1 for Instagram feed).
- **Revision & Modification:** Provisions for up to 2 rounds of revisions per video. Additional video creation or significant modification beyond the monthly quota can be negotiated.

1.3 Social Media Page Management

- **Daily Monitoring & Response:** Proactive monitoring of all specified social media platforms 7 days a week, including timely responses to comments, mentions, direct messages and reviews within 24-48 hours.
- **Community Engagement:** Active participation in community discussions, engaging with relevant posts from industry influencers, partners and followers to build a strong online community around KIED.
- **Scheduled Posting Calendar:** Development and adherence to a meticulously planned weekly and monthly content calendar, outlining post types, topics, captions, relevant hashtags and optimal posting times for maximum reach and engagement.
- **Crisis Management (Basic):** Initial identification and flagging of any negative comments or potential PR issues for KIED's immediate review and guidance on appropriate responses.
- **Monthly Analytics & Performance Reporting:** Comprehensive monthly reports detailing key performance indicators such as reach, impressions, engagement rate, follower growth, website clicks, video views and demographic insights etc.

1.4 Custom Content Creation

- **Strategic Alignment:** All custom content will be meticulously designed to align with

ongoing KIED campaigns, strategic initiatives and core key messages, ensuring brand consistency and effective communication.

- **Diverse Content Types:** Content types include, but are not limited to:
 - **Compelling Write-ups & Descriptions:** SEO friendly captions and detailed descriptions for posts, blogs and website content.
 - **Impactful Quotes:** Visually appealing graphics featuring quotes from KIED leadership, successful alumni or industry experts.
 - **Educational Infographics:** Simplified visual representations of complex entrepreneurial concepts, statistics, or KIED's services.
 - **Carousel Posts:** Engaging multi-image posts for Instagram to tell a story or share multiple tips.
 - **Short Videos & Reels:** Quick, attention-grabbing videos for platform-specific engagement.
 - **Interactive Content:** Polls, quizzes, and "Ask Me Anything" (AMA) sessions to foster direct audience interaction.
 - **Blog Post Syndication/Promotion:** Promoting KIED's blog content across social platforms to drive website traffic.
- **Localization & Audience-Specific Content:** Development of content tailored to the local entrepreneurial ecosystem in Kerala, incorporating regional nuances, language and addressing specific pain points or opportunities relevant to the target audience.

1.5 Campaign Management

1.5.1 Brand Awareness Campaign

- **Objective:** To significantly increase KIED's overall brand visibility, recognition and familiarity among the broader target audience, thereby increasing the number of followers and general public awareness of KIED's mission and offerings.
- **Strategy & Tools:** Utilisation of a multi-faceted approach including:
 - **High-Quality Creatives:** Visually stunning and emotionally resonant posters, videos, and graphics.
 - **Consistent Branding:** Reinforcing KIED's identity through every piece of content.
 - **Compelling Storytelling:** Sharing narratives of success, innovation and impact

to resonate with the audience.

- **Influencer Collaborations (Optional):** Partnering with relevant local entrepreneurs or industry leaders for broader reach and credibility.
- **Strategic Hashtag Research:** Identifying and utilizing trending and niche-specific hashtags.
- **Targeted Ad Placements:** Utilizing paid social media advertising to reach specific demographics and interests.

1.5.2 Reach Campaign

- **Objective:** To maximize the number of unique individuals who are exposed to KIED's content, expanding the top-of-funnel audience.
- **Strategy:** Implementation of various tactics including:
 - **Geo Targeted Ads:** Focusing ad spend on specific geographical areas within Kerala or India relevant to KIED's outreach.
 - **Event Based Promotions:** Running highly targeted campaigns leading up to and during KIED events, leveraging event-specific hashtags and location tagging.
 - **Partnership Promotions:** Collaborating with other organizations or government bodies to cross-promote content and reach their audiences.
 - **Re-engagement Campaigns:** Reaching out to users who have previously interacted with KIED's content but haven't converted.

1.5.3 Message/Lead Generation Campaign

- **Objective:** To drive direct user interaction and encourage prospective entrepreneurs to message or contact KIED for inquiries, program details or consultation, thereby generating qualified leads.
- **Implementation:** Strategic deployment of:
 - **Message Focused Creatives:** Ads and organic posts designed to prompt direct messages, using engaging visuals and clear calls to action (CTAs).
 - **Chat Prompts:** Utilizing platform specific features like automated chat prompts on Facebook/Instagram Messenger to guide conversations and answer frequently asked questions.
 - **Clear CTAs:** Prominently featuring "Send Message," "Learn More," "Contact Us" buttons etc.

- **WhatsApp Integration (optional):** Exploring and implementing direct WhatsApp contact options for immediate communication.

1.5.4 Traffic Campaign

- **Objective:** To significantly drive qualified traffic to KIED's official website, specific program registration pages, event landing pages or online resource portals.
- **Platform & Strategy:** Leveraging platforms and strategies such as:
 - **Facebook/Instagram Ads:** Utilizing various ad formats (e.g., carousel ads, video ads) with custom landing page links and clear CTAs like "Apply Now," "Register Here," "Download Brochure" etc.
 - **Retargeting Campaigns:** Targeting users who have visited KIED's website but not completed a desired action, with tailored ads to encourage conversion.
 - **Google Ads (Optional):** Exploration of Google Search and Display network advertising to capture users actively searching for entrepreneurship development programs.
 - **LinkedIn Ads (optional):** Highly effective for B2B and professional audience targeting, linking directly to KIED's website or specific program pages.

1.6 Audience Strategy

1.6.1 Creation of Custom Audiences

- **Data Driven Targeting:** Development of highly specific custom audiences based on various data points:
 - **User Behaviour:** Targeting individuals who have interacted with KIED's past posts, videos or visited the website.
 - **Engagement:** Creating audiences of users who have liked, commented, shared or messaged KIED's pages.
 - **Customer Lists:** Uploading and utilizing anonymized customer lists (e.g., past attendees, registered users) for targeted advertising (adherence to privacy policies and data protection regulations is paramount).
 - **Website Visitors (optional):** Implementing Facebook Pixel and Google Analytics tracking to build audiences of website visitors and segment them based on pages visited.

1.6.2 Lookalike Audience Creation

- **Advanced Targeting:** Utilizing audience insights from existing custom audiences to create "Lookalike Audiences" – targeting similar user groups with a high probability of conversion, based on their demographics, interests and behaviours. This expands reach to new, relevant audiences.

1.7 Ad Budget, Reporting & Analysis

- **Ad Budget Management:** The ad budget will be managed as per KIED's specific requirements and allocated strategically across campaigns and platforms for optimal return on investment (ROI). Transparent tracking of ad spend will be provided.
- **Monthly Performance Report:** A comprehensive and easy to understand monthly report will be provided, detailing:
 - **Overall Performance:** Summarized view of all social media activities.
 - **Key Metrics:** In-depth analysis of reach, impressions, engagement rates (likes, comments, shares, saves), click-through rates (CTR), video views, follower growth, and website traffic etc.
 - **Campaign Specific Analysis:** Detailed breakdown of performance for each active campaign (Brand Awareness, Reach, Message, Traffic etc).
 - **Ad Performance Insights:** Granular data on ad spend, cost per click (CPC), cost per lead (CPL) and conversion rates, along with actionable optimization suggestions.
 - **Audience Insights:** Demographic and interest-based analysis of the engaged audience.
- **Strategic Recommendations:** Based on performance data and market trends, proactive recommendations for future content strategies, campaign adjustments and platform optimization to continuously improve results.
- **Competitor Analysis (Bi-monthly) (optional):** A bi-monthly brief analysis of key competitor's social media strategies, identifying opportunities and threats.

1.8 Communication & Coordination

- **Weekly Updates & Approvals:** Scheduled weekly meetings (virtual or in-person) to discuss progress, present new content for approval, review campaign performance and plan for the upcoming week.
- **Dedicated Point of Contact:** A designated account manager will serve as the primary point of contact for all communication and coordination, ensuring seamless information flow.
- **Collaborative Tools:** Utilization of efficient collaborative tools such as Email,

WhatsApp for urgent communications, Google Drive for content sharing and feedback and potentially project management tools.

- **Emergency Contact:** Provision for urgent communication outside regular hours for critical issues.

1.9 Timelines

- **Monthly Deliverables:** All monthly deliverables (content creation, posting, reporting) will be meticulously scheduled and tracked via a shared calendar or mutually agreed-upon project management platform/database to ensure timely execution and transparency.
- **Content Approval Deadlines:** Clear deadlines for content submission and approval to ensure timely posting and campaign launches.
- **Campaign Launch Schedules:** Agreed-upon timelines for the launch and duration of specific social media campaigns.