

Eligibility Criteria for Agencies “Digital Media Marketing and Promotion”

The minimum eligibility criteria prescribed for “Digital Media Marketing and Promotion” agency is as provided below;-

1. Name and Constitution of the Agency (Partnership / Company / etc);- (The agency preferably be based in Kerala).
2. The agency should have registered office in Kerala with valid GST registration.
3. The agency turnover for last – 3 consecutive financial years i.e.F.Y. 2017-18,2018-19, and 2019-20 should be at least Rs. 50 lakhs (one – year average) as per audited balance sheets or bank statements.
4. The agency must have pre experience working with state or central government or any of its departments in digital marketing/social media promotions. Where in the value of government order received, must be at least Rs. 10 Lakhs. (Order details must be enclosed which the applicant have executed or is currently under going.)
5. The agency should have a minimum of three years’ experience in managing social media accounts, producing creations for media articles.
6. The agency should have a valid track record of managing high traffic website, atleast one website with a minimum of 3 Million average users per year in the last three years. (Last 3 years Google analytics notarized reports should be attached along with the applications)

7. The agency should have a valid track record in managing social media platforms with at least 5,00,000 followers and active social media accounts. (Last 3 years facebook analytics notarized report should be attached along with the application.)
8. The agency should have full – time dedicated expert team for Digital Media management as follows.

Sl. No.	Designation	Experience in relevant field	Minimum nos.
1	Social media marketing manager	3 years and above	1
2	Graphic designer	3 years and above	1
3	Video editor	3 years and above	1
4	Social media marketing associate	3 years and above	1
5	Content Writer (English and Malayalam)	3 years and above	1each
6	Mid level Web developer (Full stack developer)	3 years and above	1
7	Social media E – commerce promotion Specialist	3 years and above	1

The Agency satisfying the above shall submit application along with relevant documents on or before 10/05/2021, 5 pm.

Sd/-

Additional General Manager (Marketing)