

Invitation for Proposals for Digital & Social Media Management for Uttarakhand Gramin Bank

Uttarakhand Gramin Bank (UGB), the only Regional Rural Bank (RRB) in Uttarakhand, is sponsored by the State Bank of India and operates with 290 branches and 624 BC centers across the state. The bank actively promotes financial inclusion and rural economic development.

In today's digital age, social media marketing plays a crucial role in branding, customer engagement, and business promotion. **UGB is currently active on Facebook, Instagram, LinkedIn, and X (Twitter) for promotional activities.** To enhance its digital presence, UGB invites proposals from experienced firms, partnerships, or proprietorship firms specializing in end-to-end social media management and digital marketing.

Scope of Work:

The selected agency will be responsible for the following:

1. Social Media Management

- Managing UGB's presence on Facebook, Instagram, LinkedIn, X (Twitter), and YouTube
- Page Setup & Optimization for all platforms
- Regular content posting – 25 posts per month (including static posts, reels, and carousels)
- Short-form content (Reels/Shorts) & Interactive Stories

2. Content Creation & Strategy

- Creative Design & Copywriting for bank promotions
- Product-Specific Campaigns for various banking services (CASA, Loans, Insurance, etc.)
- Educational & Awareness Posts (Financial literacy, success stories, banking tips)
- Festival & Seasonal Campaigns (Aligning with local and national events)

3. Paid Digital Campaigns

- Monthly advertising campaigns to increase brand visibility (without additional charges)
- Targeted social media ads to promote UGB's products & services

4. Video Content Production

- Minimum 4 videos per month featuring bank products & services
- Customer Testimonial Videos showcasing success stories
- Professional Video Shoots for digital marketing campaigns

5. Community Engagement & Brand Awareness

- Managing customer interactions & queries on social media
- Encouraging user-generated content
- Collaboration with local influencers & community leaders to enhance brand credibility

6. Offline Branding Support

- Banner Designing for branches, hoardings, railway stations, and other key locations
- Print & Digital Advertisements aligned with the bank's branding strategy

7. Marketing & Advertising Advisory

- Strategic guidance on marketing campaigns and product positioning
- Innovative branding ideas tailored for digital and offline promotions
- Insights on emerging trends in financial sector marketing
- Periodic reports & recommendations for performance improvement

Eligibility Criteria:

The ideal firm must:

- Have proven experience in social media & digital marketing
- Have handled corporate/banking/financial sector accounts
- Have a team with content strategists, graphic designers, and video editors

Proposal Submission Requirements:

Interested firms should submit:

- Detailed proposal including strategy, execution plan & expected deliverables
- Portfolio of previous work & client references
- Financial quotation

Deadline:

Proposals must be submitted by 15.04.2025.

Contact Details:

Please send your proposals and any inquiries to:

Email: plg@ho.ugb.org.in

Address: Uttarakhand Gramin Bank, Head Office, 18-New Road, Dehradun