

Corporate Marketing Cell  
Bharat Sanchar Bhawan,  
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Dated 6<sup>th</sup> January, 2014

No.CA/Mktg./1-6/2013/5

To

The Chief General Manager,  
All Telecom Circles, BSNL

**Sub: Digital Media Marketing.**

It is proposed to start marketing on Digital Media from 08.01.2014. The broad marketing activities will be display advertisement, Search Engine Optimisation (SEO) and social media marketing. In social media marketing, Facebook, Twitter and Youtube will be utilised. M/s Golden Phoenix has been appointed to undertake three months pilot campaign.


The activities in social media involve:

- Activation of accounts on Facebook, Twitter and Youtube
- Initial and thereafter regular formatting of these webpages
- Giving general information, information about products, services, pricing, tariff, special offers, contests and quizzes from time to time.
- Attending to queries/complaints from users
- Review of reports regularly

The activities involved in Search Engine Optimisation are:

- Technical audit of BSNL website
- Keyword research
- XML site map creation
- Creation of google webmaster and google analytic accounts and its integration with BSNL website
- Creation and development of Meta Tags
- Off-page optimisation
- Technical optimisation
- Page element optimisation
- Content optimisation

It is understood that some circles have created websites in social media. Circles may continue to utilise their websites. A feedback on the activities may kindly be sent to this office on email [advertising@bsnl.co.in](mailto:advertising@bsnl.co.in) or Fax No.011-23734046.

  
(C. Srinivas)  
GM (CoM)

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