

SOCIAL MEDIA MANAGEMENT SERVICES
B2G PROPOSAL



TALK'N'LOCK

Submitted for Government Departments/ Institutions
E-bazaar Rajasthan

About the Organisation

Talknlock Private Limited, established in **2019**, is a creative marketing company providing integrated solutions across digital marketing, brand communication, content production, advertising and website development. With over **six years of experience**, the organization has worked with **500+ clients across diverse industry segments in India and international markets**, delivering end-to-end marketing and digital solutions tailored to organizational objectives.

Talknlock's capabilities span **social media management, performance marketing, search engine optimization, content creation, UGC production, influencer marketing, video and advertising production, branding, website design and development, and e-commerce solutions**. The organization has executed campaigns across multiple sectors and platforms, with its digital content generating **1M+ organic reach**, while performance marketing campaigns have delivered **ROAS of up to 6–7X** across successful campaigns.

Talknlock Private Limited is recognized under **Startup India** and **DPIIT**, and is registered as an **MSME** and with **iStart Rajasthan**. Through its integrated creative, marketing and technology capabilities, the organization focuses on developing measurable digital communication and growth solutions for businesses, institutions and organizations.

Founder & CEO Profile

Prasson Agrawal

Founder & CEO, Talknlock Private Limited

Prasson Agrawal is the Founder and Chief Executive Officer of Talknlock Private Limited and has been working in the digital marketing and creative industry for over **10 years**. He has built his professional expertise across **brand marketing, digital marketing, demand generation, social media marketing, search engine marketing and video production**, with a focus on combining creative communication with measurable business outcomes. His professional profile also reflects expertise across brand marketing, video production, demand generation, social media marketing and SEM.

He holds a postgraduate qualification from **IU International University of Applied Sciences**. Under his leadership, Talknlock has grown into a full-service creative marketing company serving **500+ clients across multiple industries and geographies**. His vision focuses on building integrated marketing capabilities that bring together **strategy, creative content, technology and performance marketing** to help organizations establish stronger digital presence and achieve measurable growth.

LinkedIn: [Prasson Agrawal](#)

Service Overview

Social Media Management Services

Talknlock provides comprehensive social media management solutions designed to help organizations establish, strengthen and maintain a consistent digital presence across relevant social media platforms. The service combines strategic planning, creative content development, platform management and performance analysis to ensure that an organization's digital communication remains relevant, engaging and aligned with its broader communication and business objectives.

The service covers the complete social media lifecycle, from understanding the organization's objectives and target audience to developing content strategies, creating platform-specific content, publishing and managing communications, engaging with audiences, and monitoring performance. Content may include static creatives, carousels, short-form videos, reels, informational content, campaign-led communication and other digital formats based on the requirements of the organization.

Talknlock's approach focuses on maintaining consistency in brand communication while using audience insights, platform trends and performance data to continuously refine content and improve digital engagement.

Scope of Work

- Social media strategy and content planning
- Platform-specific content strategy
- Monthly/periodic content calendar development
- Creative concept development
- Graphic and visual content creation
- Reel production
- Copywriting
- Campaign and occasion-based content
- Content publishing and scheduling
- Community management and audience engagement
- Hashtag and trend research
- Competitor and industry analysis
- Social media campaign planning
- Performance monitoring and analytics

Portfolio

Relevant portfolio and work samples are attached / available through the following link:

[TALKNLOCK PORTFOLIO](#)

Note: Commercials are indicative and may vary based on the scope of work, number of platforms, volume of content, production requirements, duration of engagement and specific requirements of the purchasing department. Final pricing shall be determined based on the mutually agreed scope of work and applicable work order. **GST shall be applicable as per prevailing government norms.**

This document is prepared for official submission on Government procurement portals including eBazaar Rajasthan.