

TENDER INVITATION AND TERMS & CONDITIONS FOR DIGITAL MARKETING SERVICES

Tender No: SNGCE/AD/A-5/FL002/01
Date: 11-03-2025
Issued By: SNGCE
Submission Deadline: 18-03-2025

#. This tender document has multiple pages and bidders are requested to sign on all the pages.

1. INTRODUCTION

Sree Narayana Gurukulam College of Engineering (SNGCE) is a premier institution started in the year 2002 imparting Engineering and Management education in the state of Kerala. The college is managed by the Sree Narayana Gurukulam Charitable Trust (SNGCT) Perumbavoor, a recognised charitable society comprising of eminent personalities from diverse of activity in India. SNGCE is approved by All India Council for Technical Education (AICTE) and affiliated to APJ Abdul Kalam Technological University (KTU). SNGCE located at Kadayirippu, a Greenfield village very near to Cochin.

SNGCE invites **bids from experienced and reputed digital marketing agencies** to execute a comprehensive digital marketing strategy focused on:

- [1]. **Enhancing academic admissions**
- [2]. **Developing branding strategies and increasing brand visibility**
- [3]. **Formulating content policies and formats**
- [4]. **Executing social media campaigns, SEO strategies, paid advertisements, and digital outreach efforts**

The selected agency must provide innovative and data-driven solutions to promote SNGCE as a leading institution in engineering, management, and computer applications.

2. SCOPE OF WORK

The selected agency shall undertake the following responsibilities:

- [1]. Formulate and maintain a standardized content policy for all digital marketing efforts.
- [2]. Ensure consistency in tone, messaging, and branding across all digital platforms.
- [3]. Develop and implement a comprehensive branding strategy to position SNGCE as a top-tier institution.
- [4]. Create engaging content and creatives for attracting prospective students.

- [5]. Improve brand presence through digital PR, influencer marketing, and media collaborations.
- [6]. Strengthen the college's reputation on Social media, Google, and other digital platforms.
- [7]. Develop targeted admissions promotion strategies using social media, Google Ads, and other similar.
- [8]. Execute Google Ads, Facebook Ads, and LinkedIn marketing campaigns for admissions and brand awareness.
- [9]. Execute lead generation campaigns and analyse conversion rates.
- [10]. Collaborate with Media Cell for internal content development.
- [11]. Manage official social media accounts (Facebook, Instagram, LinkedIn, YouTube, etc.).
- [12]. Run engagement-driven campaigns such as student testimonials, alumni success stories, and faculty interviews.
- [13]. Increase organic reach and engagement rates through innovative content.
- [14]. Conduct SEO audits and optimize the SNGCE website for search engine ranking.
- [15]. Implement on-page and off-page SEO strategies to improve visibility.
- [16]. Develop keyword-rich content to attract potential students.
- [17]. Provide regular reports on campaign success and improvements.

3. ELIGIBILITY CRITERIA

The agency must:

- ⊕ Be **registered and legally compliant** under Indian business laws.
- ⊕ Have a **minimum of 3 years of experience** in digital marketing.
- ⊕ Provide a **portfolio of previous successful campaigns in the education sector**.
- ⊕ Have a **dedicated team of SEO specialists, content creators, and social media experts**.

4. TENDER SUBMISSION REQUIREMENTS

Interested agencies must submit:

1. **Company Profile** including experience, clients, and case studies.
2. **Technical Proposal** outlining the execution plan.
3. **Financial Bid** with a detailed cost breakdown.
4. **Compliance Documents** (GST, PAN, Company Registration, etc.).

General Terms and Conditions:

The tenderers are requested to go through the following terms and conditions before submitting their tender documents:

1. Tender shall be submitted in official tender form only. If submitted in any other form the same shall be summarily rejected.

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2. The name and address of the tenderer shall be clearly written in the space provided and no overwriting, correction, insertion shall be permitted in any part of the tender unless countersigned by the tenderer. The tender should be filled in and submitted in strict accordance with the instruction laid down herein; otherwise, the tender is liable to be ignored / rejected.
3. The tender shall be ignored, if complete information is not given there-in, or if the particulars and data (if any) asked for in the schedule to the tender are not filled in.
4. The company or firm will provide GSTIN (Goods and Tax Registration No.) along with bid.
5. An Individual signing the tender or other documents connected with the tender must specify whether he/she signs as :-
 - i. A sole proprietor of the concern or constituted attorney of such sole proprietor.
 - ii. A partner of the firm if it is a partnership firm, in which case he/she must have authority to execute contracts on behalf of the firm and refer to arbitration disputes concerning the business of the partnership either by virtue of the partnership agreement or by a power of attorney duly executed by the partners of the firm.
 - iii. Copy of the certificate of registration of firm should be attached along with the tender papers.
6. The tender is expected to directly hand over to SNGCE office in a sealed envelope on or before 18.03.2025 with super-scribed subject as "SNGCE DIGITAL MARKETING SERVICES".
7. SNGC Trust reserves the right to accept or reject any or all the offers either fully or partly without assigning any reasons and is not bound to accept the lowest bid.
8. The payment shall be released against supply or as per final agreement. Each item shall be verified in the presence of coordinator and invoice duly signed off after satisfactory acceptance by SNGCE
9. The agency to confirm delivery within 7 days against the LPO. Delivery to: SNGCE, Kadayiruppu.
10. Warranty offered against the item shall be specified by supplier.

5. SELECTION PROCESS

The details of the tender are given below: -

- 1) Description of Services: SNGCE Digital Marketing Service
- 2) Correspondence address: The Secretary, SNGC Trust, Perumbavoor. Pin 683542.
- 3) Bids can be sent to email specified and SNGC Trust office in sealed cover as well.

In case of any clarification required relating to this tender, the same can be sought from the following officers of SNGC Trust:

- | | |
|---|----------------|
| a. The Secretary, SNGC Trust, Perumbavoor, 683542 | Ph :9188909746 |
| b. Manager, SNGCE, Kadayiruppu, 682311 | Ph: 9188918243 |

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The selection will be based on:

- **Technical Capability (40%)** – Strategy, experience, and execution plan.
- **Cost-effectiveness (30%)** – Best value for the proposed services.
- **Past Performance (20%)** – Success stories in the education sector.
- **Innovation & Creativity (10%)** – Unique ideas for engagement and branding.

SNGCE reserves the right to **reject any proposal** that does not meet the specified requirements.

6. CONTRACT TERMS & PAYMENT

- [1]. The contract will be valid for **one year**, extendable based on performance.
- [2]. Payment will be made **in instalments based on deliverables** as per the agreed contract.
- [3]. The agency must **provide monthly progress reports** to assess campaign effectiveness.

7. TERMINATION CLAUSE

SNGCE reserves the right to terminate the contract if:

- ⊕ The agency fails to deliver agreed-upon targets.
- ⊕ There is a **breach of confidentiality** or non-compliance with SNGCE policies.
- ⊕ Performance is **unsatisfactory despite prior warnings**.

8. CONTACT DETAILS

For queries related to the tender, please contact:

Secretary

Sree Narayana Gurukulam College of Engineering (SNGCE)
secretary@sngce.ac.in, 04842597800

Acknowledgment & Acceptance

By submitting a bid, the agency acknowledges that it has read and understood the terms and conditions mentioned above and agrees to comply with them if selected.

Date: _____

Signature & Stamp
(Authorized Representative of the Bidding Agency)