



Mahatma Gandhi University

Priyadarsini Hills P.O., Kottayam, Kerala - 686 560

(Established by Kerala State Legislature by Notification No. 3431/Leg. C1/85/Law, dated 17th April 1985)

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26.09.2024

Expression of Interest for Conducting Digital Marketing for Centre for Distance and Online Education(CDOE) Programmes, Mahatma Gandhi University, Kottayam,Kerala

Last Date of Submission: 08th of October 2024

Mahatma Gandhi University, one of the affiliating Universities in Kerala, is a premier educational institution established under the Act of 1985 of the Government of Kerala, that strives to fulfill the higher educational needs of the society. To expand its array of innovations and to impart quality education without the constraints of space and time, the University established the Centre for Distance and Online Education (CDOE) in 2020 in accordance with UGC regulations for online programmes. The Centre offers online education under the brand name "mguonline". As part of its effort in widening the scope and range of its online programmes, Mahatma Gandhi University (hereinafter referred to as the "University") invites Expression of Interest (EOI) from qualified and experienced advertising agencies for providing comprehensive marketing and promotional services. The aim is to enhance the visibility, reach, and engagement of our online programmes across multiple platforms to attract a larger and more diverse audience of prospective students globally.

1. Objectives

The key objectives of this engagement are to:

- Develop and implement a robust digital marketing strategy for University's online programmes.
- Enhance University's brand awareness and increase visibility among target audiences across national and international markets.
- Drive traffic to University's website and online learning platforms to increase inquiries and enrollments.
- Use data-driven insights and performance metrics to optimise campaigns and maximise return on investment (ROI).



Enquiry: 0481 - 2731020, 2733300
Registrar: 0481 - 2731007



mgu@mgu.ac.in
registrar@mgu.ac.in



www.mgu.ac.in

2. Scope of Work

The scope of services to be provided by the selected agency includes, but is not limited to, the following:

1. Digital Marketing Strategy Development

- Crafting a comprehensive digital marketing strategy tailored to promote the University's online programmes.
- Identification of target demographics, including regional, national, and international audiences.

2. Search Engine Optimisation (SEO)

- Enhancing University's website ranking and visibility on search engines.
- Conducting keyword research and optimising content for SEO purposes.

3. Social Media Marketing (SMM)

- Managing and optimising University's presence on major social media platforms (Facebook, Instagram, Twitter, etc.).
- Developing and executing targeted social media campaigns.

4. Pay-Per-Click (PPC) Advertising

- Creating and managing PPC campaigns across platforms such as Google Ads, Bing Ads, and social media networks.
- Ensuring a high click-through rate (CTR) and optimising for conversions.

5. Content Marketing

- Developing high-quality content including blogs, articles, videos, infographics, and email marketing campaigns to attract and engage potential students.
- Creating landing pages optimised for lead generation.

6. Email Marketing and Lead Nurturing

- Designing and executing email marketing campaigns to nurture leads and improve conversions.

7. Web Analytics and Reporting

- Implementing tools like Google Analytics to track website traffic, engagement, and conversions.
- Providing regular reports on campaign performance with actionable insights to optimize ongoing efforts.

8. Conversion Rate Optimisation (CRO)

- Enhancing website and landing page designs to improve user experience and increase conversions.

3. Eligibility Criteria

The responding agencies must meet the following criteria:

- A proven track record in managing successful digital marketing campaigns for educational institutions or similar sectors.
- Expertise in SEO, SMM, PPC, content marketing, email marketing, and conversion optimisation.
- Strong analytical skills and experience in using web analytics tools.
- The ability to provide measurable results and optimise campaigns based on data-driven insights.
- Availability of a dedicated team of qualified professionals to manage University's marketing initiatives.

4. Submission Requirements

Interested agencies are required to submit the following documents as part of their EOI:

1. Agency Profile (Annexure 2)

- Overview of the agency, its history, key competencies, and relevant experience in the digital marketing domain.

2. Experience and Case Studies

- Details of similar projects successfully handled, particularly in the education or online learning sectors.
- Case studies showcasing specific results achieved through past campaigns.

3. Proposed Strategy

- A high-level description of the agency's approach to meeting the objectives outlined in this EOI, including key activities, tools, and techniques to be employed.

4. Cost Proposal (Annexure 3)

- An estimate of costs associated with delivering the services, including breakdowns for various components of the proposed strategy (SEO, PPC, SMM, etc.).

5. Client References

- Contact details of at least two clients for whom the agency has delivered similar services.

5. Submission Process

All submissions must be received in both hard copy and should be applied in the e-tender portal of the Government of Kerala on or before the deadline date and time mentioned below .:

- **Electronic Submission:** at the e-tender portal of the Government of Kerala **on or before 08- 10 - 2024.**
- **Hard Copy Submission :** Interested vendors are requested to submit their Expression of Interest(EOI) along with relevant credentials and past experience **on or before 4:00 p.m.** on or before **15- 10 - 2024.** The Expression of Interest should be submitted **in a sealed envelope, superscribed "EOI for Digital Marketing," addressed to:**

The Director, Centre for Distance and Online Education(CDOE), Mahatma Gandhi University Priyadarshini Hills, Athirampuzha, Kottayam- 686560 (format attached in Annexure 1)

Submissions received after the deadline will not be considered.

6. Selection Process

University will evaluate the EOIs based on the following criteria:

- Relevance and quality of the agency's experience and case studies.
- Innovation and creativity in the proposed digital marketing strategy.
- The agency's understanding of University's goals and target audience.
- Competitiveness of the financial proposal
- References from previous clients and proven results.
- University reserves the right to reject any or all applications without citing any reason.

7. Payment Terms:

1. Service charges will be paid upon mutual agreement and negotiation.
2. Applicable TDS will be deducted from the overall amount.
3. 5% security deposit will be held and will be released once the process is completed

8. Contact Information

For any inquiries regarding this EOI, please contact:

Jaymohanan N T

Section Officer

Email:coe@mgu.ac.in

Phone: +91 7306272007

Note : Mahatma Gandhi University reserves the right to accept or reject any or all EOIs without assigning any reason.

Annexure 1

Application Letter Format

To

The Director,
Centre for Distance and Online Education
Mahatma Gandhi University, Kottayam- 686560,

Dear Sir/Madam,

Subject: Expression of Interest for Conducting Digital Marketing for Mahatma Gandhi University,
Kottayam-reg

Body of the letter citing relevant requirements :

Conclusion : I/we have read and understood the instructions and Terms & Conditions mentioned in the advertisement and related documents. I/we hereby declare that the information furnished in the proposal and supplementary sheets is correct to the best of my/our knowledge and belief. I/we authorise Mahatma Gandhi University, Kottayam, to approach our clients, organisations, and employees to verify the facts submitted by us.

Signature of the Authorised Person with Seal

Name:

Designation:

Address:

Place:

Date

Annexure 2.**Information to be Furnished by the Vendors**

Sl.No	Name of the Organisation	
	<ul style="list-style-type: none"> • Postal Address • Contact Number • E-mail 	
	Year of Establishment	
	Nature of the firm Company/Firm (if it is a company enter its registration number)	
	Name of the Directors/Partners/Proprietors	
	PAN (in the name of the firm or company)	
	Agency Profile	
	Experience and Case Studies	
	Proposed Strategy	
	Client References	

List of Documents to be enclosed with the Proposal

1. Type of Firm/Registration Certificate/Memorandum of Association
2. PAN (copy)

Admission Process

The admission process for the Centre for Distance and Online Education (CDOE) programmes is open year-round. Admissions for the January session close at the end of March, while the July session admissions conclude in October.

Phases	Duration	Minimum Expected Leads	Minimum Expected Paid Application
1	2 Months	30000	5000
2	4 Months	50000	10000

Annexure 3**Cost Proposal/Financial Bid**

(To be submitted on Letterhead)

Quote for Lead and Application Generation Campaigns for Mahatma Gandhi University, Kottayam

Budget for Phase – 1

Sl.No.	Description	Amount(in Rs)	Estimate Number of Leads to be Generated	Estimate Number of Application to be Generated
Lead and Application Generation Campaigns -Phase 1				
1.	Third party ad spend Amount that the agency will be spending on Google, Facebook, SMS or Email Marketing or any other third-party tools including SEO and news paper promotions			
2.	Service Charges that is to be paid to the agency			
3.	Applicable GST			

Budget for Phase – 2

Sl.No.	Description	Amount(in Rs)	Estimate Number of Leads to be Generated	Estimate Number of Application to be Generated
Lead and Application Generation Campaigns -Phase 2				
1.	Third party ad spend Amount that the agency will be spending on Google, Facebook, SMS or Email Marketing or any other third-party tools including SEO and news paper promotions			
2.	Service Charges that is to be paid to the agency			
3.	Applicable GST			

Note : The agency, if selected, should submit proof of the amount spent on various third party platforms towards digital marketing by way of invoices preferably.

Dr.Jayachandran K
REGISTRAR (i/c)