



**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL  
(Formerly known as WEST BENGAL UNIVERSITY OF TECHNOLOGY)  
BF-142, Sector -I, Salt Lake City, Kolkata -700 064**

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**Invitation of Expression of Interest and Rate Quotation for promotion of MAKAUT-WB in online space, create brand presence and develop communication channels through digital marketing strategies and techniques.**

**Notice No.: MAKAUT-WB/2017-18/16**

**Date of Issue: 17-01-2018**

**Last Date of Submission: 29-01-2018**

**Tender Fee: Rs 500/- by D.D in favour of MAKAUT-WB payable at Kolkata**

**Address: BF-142, Sector-I, Salt Lake City, Kolkata-700064**

**Phone No.: (033) 2321-1345 / 2321-8792 / 2321-0731**

**Tele-Fax No.: (033) 2334-1034**



## **Information / Document(s) to be provided by the Bidder:**

**1. Contact information:**

- a) Name of the Bidder:
- b) Address:

- c) Telephone No.:
- d) Mobile No.:
- e) Fax No.:
- f) E-mail id (if any):

**2. Name(s) of the Proprietor/Partners/Directors, etc.:**

**3. Trade License No. (With Photocopy):**

**4. PAN:**

**5. GSTIN (if available):**

**6. Copy of Return of IT**

**7. Additional Document(s) / Information, if the party wants to include:**

- 1)
- 2)
- 3)
- 4)
- 5)

Signature(s) with Official Stamp



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**Invitation of Expression of Interest and Rate Quotation for promotion of MAKAUT,WB in online space, create brand presence and develop communication channels through digital marketing strategies and techniques.**

Maulana Abul Kalam Azad University of Technology, West Bengal invites Expression of Interest and Rate Quotation (EOI & Rate Quotation) in sealed cover from reputed and qualified vendors for promotion of MAKAUT,WB in online space, create brand presence and develop communication channels through digital marketing strategies and techniques.

## Scope of Work

The scope of this project is to promote MAKAUT,WB in the online space, create brand presence and develop communication channels through proper digital marketing strategies and techniques.

Following would be the aspects of the above mentioned activities:

1. Website Remodeling (Mobile Compatible)
  - a. CMS : Wordpress
    - i. Mobile Compatibility
    - ii. Upgradable
    - iii. SEO Compatible
  - b. Tools to be linked :
    - i. Google Webmaster
    - ii. Microsoft Bing Webmaster
    - iii. Google Analytics
    - iv. SEM Rush
2. Website SEO ( On-site ) Hygiene Maintenance
3. Search Engine Marketing
  - a. Search Network Marketing
  - b. Display Network Marketing
    - i. Remarketing ( In Google Display Network )
4. Social Media Marketing
  - a. Facebook
    - i. Page Promotion
    - ii. Regular Posting
    - iii. Post Promotion
    - iv. Reach Campaign
5. Online Reputation Management
6. Tieup with 3<sup>rd</sup> party Education Portals



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**Deliverables for the digital marketing campaign:**

Aspect	Agenda	Delivery
Website	Website Remodeling	As mentioned above.
Search Engine Marketing	Search Network Marketing	1500-2000 Clicks per month.
	Display Network Marketing	
Facebook	Page Promotions	6500+ Likes per month
	Regular Posting	A minimum of 15-18 posts a month
	Post Promotion	Avg. 2000+ Engagement/Post
	Reach Campaign	6.5 Lacs + Impressions per month

**Note:** The Facebook posts are to be replicated in other popular social media like **Google+ , LinkedIn, Instagram & Twitter.**

**Administration**

1. Promotions to be reviewed every month
  - Course correction to be implemented every following month.
2. Common media creative for Facebook likes generation promotion to be changed every 15 days.
3. 15 unique creative will be prepared every month for Facebook post promotion.
4. 2 sets of remarketing creative for GDN (Every set contains 20 banners) to be created every month.
5. Creative to be pre-approved from client before making them live.
6. Monthly reporting with analytics data and screenshots.

**Pre requisite / Technical support required are**

1. Activating Google Analytics – To activate various analytical reports and to use the same for improvement of website,
2. Upload sitemap –
3. Upload SEO related content to the website page.



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**IMPORATANT INFORMATION FOR THE BIDDERS**

1. Agency should have extensive digital marketing experience with relevant experience subject to working with standalone educational institutions & universities. Provide documentary proof with orders and Acceptance Certificate of complete project and end to end completion of part of the project must be enclosed covering all these areas.
2. Agency should have relevant experience subject to working with Government institutions ( Including Central ).
3. The bids have to be submitted by the bidders in two parts ( technical and financial bids) to the Registrar of the University within 1.00 pm of **29.01.2018** (only sealed EOI and Rate Quotation will be accepted). No EOI and Rate Quotation will be accepted after the stipulated time.
4. EOI will be evaluated by the Officials of MAKAUT, WB. Intending bidders may remain present if they desire so. If there is any deficiency in the necessary documents, the tender will summarily be rejected. During the evaluation process, the Committee may invite the bidders and seek clarification / information or additional documents or original hard copy of any of the documents already submitted and if those are not produced within the stipulated time frame, their bids will be liable for rejection.
5. If any bidder is disqualified in technical bid, rate quotation of the bidder will not be opened.
6. Submission of false document / information by the bidder is strictly prohibited and will be liable for rejection of the tender.
7. **The University reserves the right to accept or reject any tender without showing any reason.**
8. For any other necessary information, please contact the University Authority.

**Contact details:**

Maulana Abul Kalam Azad University of Technology, West Bengal  
(Formerly known as: West Bengal University of Technology)  
BF-142, Sector-I, Salt Lake City, Kolkata-700064, West Bengal.  
Contact Nos.: (033) 2321-0731 / 2321-8792  
E-Mail id: *registrar@wbut.ac.in, fo@wbut.ac.in*

**Sd/-  
Registrar (Acting),  
MAKAUT, WB**