

FORE Academy of Management Education (FAME) & FIDTR (FORE Institute of Drone Technology and Research)

Plot No. 46, Institutional Area, Sector 32, Gurugram, Haryana 122003

Guidelines for Submitting Proposal on Social Media Optimization

1. There is one activity, namely - Social Media Optimization.
2. You may submit your proposals for one or more groups of activities. Proposal for every group must be independent and separate from other groups.
3. Proposal to each group must be made in **two parts**, each part sealed separately and marked appropriately for identification. For example, if you wish to submit the proposal for Group C activities then the envelopes must be marked "Vendor Name-Group C-Part 1" and "Vendor Name-Group C-Part 2".
4. **Part 1 proposal must contain:**
 - a. Details of your organization – Specialized manpower, infrastructure, areas of specialization, size/turnover, previous experiences with similar assignments, testimonials from clients (if any) (As per the attached "Agency Information Sheet")
 - b. Specific Proposals covering all activities covered in the 'Scope of Work' pertaining to the group
 - c. Additional proposed activities
 - d. Special terms/conditions/constraints/exceptions
5. **Part 2 of the proposal must contain:**
 - e. **Price and commercial terms**
6. You may be called for a 10-minute presentation at a pre-determined date and time.
7. The last date for the submission of both Technical and Commercial Proposal is Tuesday 28th February 2023 by 16:30 Hours.
8. **Please note that no proposal is entertained through email and in soft copy format and the proposal must be submitted as per the scope of work defined.**

Please read points 4 & 5 carefully before submitting the proposal.

Please send your quotation to the following address-

Senior Administrative Officer

FORE School of Management

"Adhitam Kendra"

B-18, Qutub Institutional Area,

New Delhi-110016

For any further clarification please contact Admission Office at 011-41242415/011-46485512 or through email at manager-admissions@fsm.ac.in.

You may send your quotation for the PR, Online Promotions, SMO/SEO, and Ground PR/Outreach Activities job in a sealed envelope by courier or to be dropped in the box kept with the security guard of FORE School of Management within the stipulated time i.e. by Tuesday 28th February 2023 by 16:30 Hours



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Request for Proposal/Quote –Social Media Optimization

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G. Social Media Optimization (12 Months):

Preamble: Strategic management of social media through integrated and measurable management of FORE Homepage, Facebook, Twitter, YouTube, Blogs etc.

Objective: Increase **reach** of FORE web page through social media. **Engage** through social media through driving traffic from social media platforms to FAME & FIDTE web pages. Increase **conversions** from engagement to applications.

G1. Content for home page promotional collaterals for other portals (Designing creatives/graphics for Social Media uploads).



- Strategizing online branding for FAME & FIDTR and creating differentiation themes for the year through making:
 - Collaterals like banners/landing pages on themes
 - Designing HTML Emailers/Brochures
 - Designing creatives/graphics for Social Media uploads (Approx. 20-25 in a month)
 - Online advertising banners design and content for emailers used for the branding theme
 - Undertaking at least 15 content pieces for the month (Blog content: of 600-700 words and Articles for Newspaper: of 600-700 words)
 - Event coverage (Videography and Photography) of important events on campus (Minimum two events a month)
 - Creating and editing videos for Social media pages
 - Regular designing of web pages (at least 2 pages a month)
 - Covering various events outside campus where top functionaries or Director of the Institute participate or attend (1-2 every Month)
 - Emailers HTML designing
 - 2 blogs per month

G2. Managing FB Page (Various Programmes of the Institutes):

- Strategically thinking through new ways of engagement on the page
- Increase participation on the page through the novel, engaging activities/competitions (1 participatory engagement every two months)
- Creating new FB covers and posting new stories
- Nurture FAME & FIDTR members for effective use of social media
- Undertaking design of online admissions campaign and admissions collaterals throughout the year.

G3. Twitter:

Regular tweets of relevant content pertaining to academic activities, events, relevant news/comments/views, admissions/MDP/Placement related notifications

G4. YouTube: 2 per month

Create, collect, collate video content for uploading on YouTube using relevant keywords. Creation of short (60-120 Sec) video content.

G5. Instagram:

Create 2 events in a year on a theme that creates a buzz within the campus as also draws the aspirant community and uploading various interesting themes and events pictures throughout the year.

G6 LinkedIn

Posting regular content on LinkedIn page of the Institute and keeping it effective and active throughout the years with video and Static posts

NB: Create synergy of contents amongst website, Facebook, YouTube, Twitter, LinkedIn with an underlying strategic theme. Competition Analysis within one month of starting.



Agency Information Sheet

Please fill the required details:

Name of the Agency:	
Legal Name of Agency:	
Year of Establishment:	
Name of the Director/Promoter of the agency:	
Head Office and Branch offices if any:	
Address:	
Email ID:	
Contact No.:	
Number of Employees:	
Number of employees to be engaged for the specific activity:	
Total Turnover:	
Name of the Prominent Clients:	
Enlist some of the successful campaigns done:	
Agency Awards won if any:	

Signature & Stamp

Date:

