

FORE School of Management, New Delhi

Guidelines for Submitting Proposals on PR, Online Promotions, SMO/SEO

1. There are four different groups of activities, namely:
 - a. Online PR
 - b. Print Media PR
 - c. Social Media Optimisation
 - d. Search Engine Optimisation and Analytics
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 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 of each proposal must contain:
 - a. Details of your organization – Specialised manpower, infrastructure, areas of specialization, size/turnover, previous experiences with similar assignments, testimonials from clients (if any)
 - 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
 - e. Your work experience and name of the Prominent Clients worked/working with
5. Part 2 of the proposal must contain:
 - a. Price and commercial terms
6. You may be called for a 10-minute presentation at a pre-determined date and time
7. Last Date for the submission of both Technical and Commercial Proposal is 27th September, 2019 by 16:00 Hours.
8. ***Please note that no proposal is entertained through e mail and in soft copy format***

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Request for Proposal/Quote – Public Relations and Social Media

A. Online PR (12 months):

a. Content Creation and Posting Online:

Creation of content and uploading of at least 4 stories per month on different platforms:

- I. 'Third-Party' stories of general interest with FORE mentioned in it
- II. 'FORE-Centric' story of general interest (e.g. IIP, Book Launch, National Seminars, Rural Visits for MBA students, academic/research output of general interest)
 - a. To be uploaded on pages that youth visit – relevant demographics
 - b. Alexa ranking (India) of site/portal/blog – within 10,000 on the date of posting
 - c. Mention the exact url
 - d. During October-June
- III. Carrying out FORE's view/Quotes from Director on stories relating to CAT/AICTE/Regulatory issues/Non IIM Pvt B School on features/stories carried out on aspirant portals like Pagalguy/MBA Universe/Career 360/Shiksha
- IV. Covering various events on campus and also cover the events outside campus where top functionaries or Director of the Institute participating or attending.
- V. All should be unique platforms except National News Papers.
- VI. 50% of the content should carry Link of FSM Website / LinkedIn Page of FSM

b. Query Handling and Negative Perception Management:

- Keep a constant vigil on all online comments on various education and other portals, blogs, queries and engage for safe and satisfactory resolution within 48 hours

B. Print Media PR:

a. Content Generation and Dissemination:

- Interviews with Director/Faculty in any of the national level newspapers or business papers on a topic of general interest – One in a year
- Quotes from Director/Faculty of FORE on a topical issue eg National Budget, Polity, Economic Issues, Industry trends – 3-4 in a year

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- FORE should find a mention (in the news item or as a quote from the Director/Faculty of the Institute) in all major stories featuring stories related to non-IIM, private B-Schools in national newspapers e.g. TOI, HT, ET, The Hindu, Telegraph -
- News items pertaining to FORE in the vernacular press, especially in regions of Chennai, Jharkhand (Jamshedpur, Bokaro, Dhanbad, Ranchi), Chattisgarh (Bhilai, Durg, Raipur, Korba), Odisha (Bhubaneswar, Cuttack, Rourkela, Sambalpur, Berhampur)
- Covering various events on campus and also cover the events outside campus where top functionaries or Director of the Institute participating or attending.
- Minimum 50% articles and press releases in National News Papers.

b. Perception Management

- Keep a constant vigil on all print media comments, blogs, queries and engage for safe and satisfactory resolution of any negative perception/observation within 7 days of publication

C. Social Media Optimisation (12 Months):

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

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

C1. Content for home page promotional collaterals for other portals

- Strategizing online branding for FSM and creating differentiation themes for the year through making:
 - Collaterals like banners/landing pages on themes
 - Online advertising banners design and content for emailers used for the branding theme
 - Undertaking at least 10 content pieces for the month (Includes Blog content: 24 content of 600-700 words and Articles for News Paper: 24 content of 600-700 words in a year)
 - Event coverage of important events on campus (two events a month)
 - Regular designing of web pages (atleast 2 pages a month)
 - Covering various events outside campus where top functionaries or Director of the Institute participating or attending.

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C2. Managing FB and LinkedIn Account (Various Programmes of the Institute):

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

C3. Twitter:

Regular (four every month at least or, need based) tweets of relevant content pertaining to academic activities, events, relevant news/comments/views, admission related notifications

C4. Youtube:

Create, collect, collate contents for uploading on youtube using relevant key words.

C5. 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.

NB: Create synergy of contents amongst website, facebook, youtube, twitter, LinkedIn with an underlying strategic theme.

D. Search Engine Optimization (12 months) and Analytics (Annual Comprehensive Report):

D1. SEO on 50 Keywords – all 50 keywords on page 1 or 2

D2. Analytics: -Suggest measures and monitor the same to objectively and comprehensively evaluate outcomes of FORE initiated activities on the social media (youtube, twitter, facebook, PR Blogs and MBA Portals like Pagalguy/MBA Universe/Career 360/MBA Rendezvous etc).

D3. Monthly one new activity as per Search Engines requirement

