FORE School of Management, New Delhi

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

1. There are six different groups of activities, namely:
    a. Online PR
    b. Print Media PR and Online 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

5. **Part 2 of the proposal must contain (In a sealed separate Envelope)**
    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 the both Technical and Commercial Proposal is 29th September, 2020 by 16:00 Hours.
8. ***Please note that no proposal is entertained through email and in soft copy format.***
9. You may send your quotation for the PR, Online Promotions, and SMO/SEO job in sealed envelope by courier or to be dropped in box kept with security guard of FORE School of Management.

FORE School of Management

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. Competition Analysis within one month of starting.

VII. **50% of the content should carry a Link of the FSM Website / LinkedIn Page of FSM**

b. Query Handling and Negative Perception Management:

- Keep a constant vigil on all online comments, 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 or TV 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
- 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, Hyderabad, Indore, Bhopal, Jharkhand (Jamshedpur, Bokaro, Dhanbad, Ranchi), Chattisgarh (Bhilai, Durg, Raipur, Korba), Odisha (Bhubaneshwar, 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.
- Keep above activities in Online Media as well of National News Papers
- Competition Analysis within one month of starting.

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, Blogs, etc.

Objective: Increase **reach** of FORE web page through social media. **Engage** through social media through driving traffic from social media platforms to the 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 (Blog content: 24 content of 600-700 words and Articles for NewsPaper: 24 content of 600-700 words)
- Event coverage of important events on campus (two events a month)
- Regular designing of web pages (at least 2 pages a month)
- Covering various events outside campus where top functionaries or Director of the Institute participating or attending.

C2. Managing FB Page (Various Programmes of the Institute):

- 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 (1 story a month)
- 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 content for uploading on youtube using relevant keywords.

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 websites, Facebook, youtube, twitter, LinkedIn with an underlying strategic theme. Competition Analysis within one month of starting.

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

D1. SEO on 50 Keywords – all 50 keywords on page 1 or 2 within 12 Months

D2. Analytics

Suggest measures and monitor the same to objectively and comprehensively evaluate outcomes of FORE initiated activities on social media (YouTube, Twitter, Facebook, PR Blogs, and MBA Portals like Pagalguy/MBA Universe/Career 360/MBA Rendezvous, Quora, Mouthshut.com, Shiksha.com, etc).

D3. Monthly one new activity as per Search Engines requirement

Competition Analysis within one month of starting.