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 Optimization
   d. Search Engine Optimization and Analytics
   e. Ground PR/Outreach Activities
   f. Management of Wikipedia page of the Institute

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 of each 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:**
   a. **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 29th November 2022 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.

9. 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 29th November 2022 by 16:30 Hours.

A. Online PR (12 months):
a. Content Creation and Posting Online:

Creation of content and uploading of at least 4 different 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. Placement and summer internship, Interviews of the top leadership of the Institute, IIP, Book Launch, Corporate Trainings, Startup Stories, Conferences and Seminars, Industrial visits for our students, academic/research output of general interest).

- To be uploaded on pages that youth visit – relevant demographics.
- Alexa ranking (India) of site/portal/blog – within 10,000 on the date of posting.
- Mention the exact URL

Throughout the year activity

III. Carrying out FORE's view/Quotes from Director on stories relating to CAT/AICTE/Regulatory issues/Non-IIM peer-group 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 including leading National News Papers

VI. Competition Analysis within one month of starting

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

b. Print Media PR Online Media PR (12 Months): minimum 4 different contents per month in print and 2 in online.
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 e.g. 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 peer-group 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, Bengaluru, Hyderabad, Kolkata, Indore, Bhopal, Jharkhand (Jamshedpur, Bokaro, Dhanbad, Ranchi), Chattisgarh (Bhilai, Durg, Raipur, Korba), Odisha (Bhubaneshwar, Cuttack, Rourkela, Sambalpur, Berhampur), West Bengal, Gujrat.

- Covering various events on campus and also covering 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 the above activities in Online Media as well as National News Papers.
- Competition Analysis within one month of starting.
- Participation of FORE in Industry stories

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 FSM web pages. Increase **conversions** from engagement to applications.

C1. Content for home page promotional collaterals for other portals (Designing creatives/graphics for Social Media uploads).

- Strategizing online branding for FSM and creating differentiation themes for the year through making:
  - Collaterals like banners/landing pages on themes
  - 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 (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.
  - Emailers HTML designing
  - 2 blogs per month

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
- Nurture FORE Connect members for effective use of social media
- Undertaking design of online admissions campaign and admissions collaterals throughout the year.
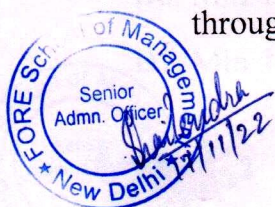
C3. Twitter:

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

C4. YouTube: 2 per month

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

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.

C6 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.

C7 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.

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

D1. SEO on 150 Keywords – all 150 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, Quora, Wikipedia, and MBA Portals like PagalGuy/MBA Universe/Career 360/MBA Rendezvous/Shiksha etc).

D3. Monthly one new activity as per Search Engines requirement

Competition Analysis within one month of starting.

D4. 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

D5. Improving Wikipedia page, GMB page, Minimum 5 answers per month on Quora

D6. Min 4 on page blogs per month

D7. Min 4 off page blogs per month on high ranking website
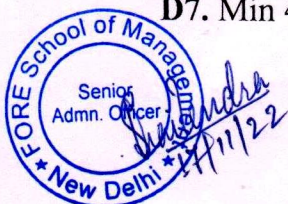
E. Ground PR and Outreach Activities during January 2023- December 2023:

E1. Make FORE visible on campuses and good Engineering campuses and Non-Technical Institutions across India specifically in the Northern and also in Western, Southern, and Eastern parts of India.

E2. FORE becoming a part of or an exclusive partner in some micro-events having an academic/intellectual output (e.g. quiz, seminar, workshop, business simulation competition, or other academic-oriented competitions) through sponsorship/prizes/collaterals.

E3. Organizing Sessions for FORE in various Institutions across India.

E4. 25-30 such events during the relevant period of **January 2023- December 2023**

F. Management of Wikipedia page of the Institute (Jan-2023-Dec-2023)

Creating, Managing and updating Wikipedia page of the Institute on regular basis and keeping it effective. Agency need to ensure that page will not be hacked and it should be in a healthy state.
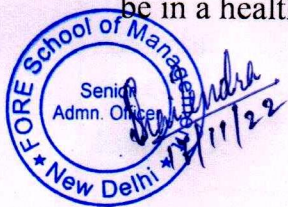
Agency Information Sheet

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: