

**SHIKSHANA PRASARAKA MANDALI'S**  
**PRIN. L.N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT & RESEARCH (WeSchool)**

**TENDER NOTICE (21/09/2019)**

Notice is hereby given to invite the requisite information in a sealed envelope as a part of bid for **Selection of Digital & Social Media Marketing Partners to generate leads for admission of students to 2 year Full time PGDM and 3 year Part time Master's Degree Program on Return on Investment (ROI) basis as well as enhance & build brand, for Welingkar Institute.**

**Job Requirement:**

**Digital and Social Media Marketing:**

- 1) To develop and execute Digital Marketing Strategies to generate leads using platforms such as Google, FB, and Organic sources.
- 2) Strategize and manage various lead nurture campaigns so as to convert these leads into sales.
- 3) To connect and generate measurable results by delivering a content marketing strategy that aligns with institute's target audience and delivers sales-ready leads.
- 4) To regularly generate relevant content such as blogs, videos and other formats for populating various consumer platforms across digital.
- 5) Setting up & maintaining social media platforms such as Facebook, Twitter, Youtube, Slideshare, etc and creating content for engagement as well as ongoing management of these platforms.
- 6) Monitoring social media conversations and responding to the same.
- 7) The selected agency will be responsible for all the content, creative and communication done across Social Media platforms from the official accounts of 'Welingkar Institute'.
- 8) On and off-page Search Engine Optimization, i.e. make sure institute ranks high in search engine results.
- 9) Must have experience in building social media communities across Facebook, Twitter, Instagram, LinkedIn, YouTube, etc. and blogger networks with the goal of engaging your customers and driving business results.
- 10) Maintaining a Lead Automation System with a multi-user ability to track funnel-movement across all stages of the lead-to-sales cycle.
- 11) Shall provide all ongoing necessary website maintenance, bandwidth, networking any other technical support as required.
- 12) The selected agency shall ensure that there is uniform communication across all the Digital Platforms and if required will sync/replicate the Offline Communication and Campaigns on Digital Media.
- 13) To submit daily /weekly/monthly campaigns report, lead analytics & lead optimization strategies.
- 14) Measurement and reporting of all activities, their impact and further plans at regular interval.

**Lead Management:**

- 1) Lead must be identified, monitored, connected and measured from across relevant platforms.
- 2) Tracking the activities and behavior of the generated lead – the pages they are visiting and the forms they are filling.
- 3) Distributing the captured leads to the allotted team member.
- 4) Customized communication as per their interest.(Email, sms and whats app)needs to be sent to the not interested or dead lead.
- 5) Lead Management should have features like: Advanced Analytics, Publisher Integration and Panel, Campaign Management, Counselor Dashboard- Productivity Report, Trend Analysis.

**Necessary documents to be submitted along with the requisite information:**

- A. Details of the infrastructure, manpower at the central team.
- B. Documentary evidence of experience in building ROI-driven search based lead generation programs with limited budgets and territorial spread.
- C. Documentary evidence of experience in building social media communities with the goal of engaging your customers and driving business results.
- D. Documentary evidence about experience of working with Education sector.
- E. Details of address for the purpose of communication and documentary proof of address.

- F. Brief profile of the bidder/participant
- G. Estimate of monthly budget required and expected leads, ROI as well as quantum of social media activities planned to be handled on every month.

**Date and Time for submission of requisite information and necessary documents:**

From 21/09/2019 to 27/09/2019 between 10.00 am to 06.00 pm with the above requisite information with necessary documents shall be submitted at: Marketing Department, Prin. L.N. Welingkar Institute of Management Development and Research, L.Napoo Road, Matunga Central, Mumbai 400 019.

Welingkar Institute will not be responsible for delay/loss or non-receipt of requisite information / necessary documents sent or forwarded by the bidder / participant at the above address.

A written intimation will be given to selected bidders/participants on the addresses provided by them. Such written intimation to selected bidders will be given by the Welingkar Institute within 07 (Seven) days from the last submission date of requisite information and the necessary documents. Bid process documents will mainly contain the additional technical qualifications and commercial bid.

Welingkar Institute reserves the right to reject any and all the bids in whole or in part without assigning any reason.

Sd/-  
Group Director



**we school**  
Welingkar Education

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**TENDER NOTICE**

**Selection of Partners for the WeSchool's Digital and Social Media Marketing activities**

Notice is hereby given to invite the requisite information in a sealed envelope as a part of bid for selection of Partners as described in below table. **A detailed notice is put up on Institute website [www.welingkar.org](http://www.welingkar.org)**

Sr. No.	Name of Work	Nature of Work
1	Digital & Social Media Marketing	To enhance & build brand, create buzz, generate leads, for its 2 year Full time PGDM and 3 year Part time Master's Degree Program.
2	Lead Management	To identify, monitor, connect and measure leads from across relevant platforms.

**Date and Time for submission of requisite information and necessary documents:**

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Sd/-  
**Group Director**