

**Tata Institute of Social Sciences**  
**School of Vocational Education**  
(TISS-SVE)

20<sup>th</sup> March, 2023,

**Notice inviting “ Quotations for on-boarding digital marketing agency for TISS-SVE for academic year 2023-24”**

The School of Vocational Education, Tata Institute of Social Sciences invites expression of interest from reputed marketing agencies for the below mentioned mentioned scope of work

**Background brief for TISS-SVE:**

Kindly refer about us section of [www.sve.tiss.edu](http://www.sve.tiss.edu)

**Below is the list of scope of work and activities required for admissions for academic session 2023-24**

Sr. No.	Activity	Scope of work
1	<b>Paid Media Campaigns (Google/Facebook/Instagram)</b>	<ul style="list-style-type: none"> <li>√ The scope of work includes campaign management and creative production for lead generation on Google, Facebook and Instagram or any other suggested channels.</li> <li>√ This will be applicable for all our B.Voc/Diploma and PG Diploma programmes across 18 sectors.</li> <li>√</li> <li>√ This will also entail region and sector wise program lead generation based on the demand and the batch formation during the campaign</li> <li>√ In addition to the regular campaigns, TISS-SVE In their recent collaboration with Samagra Shiksha to skill the students across Maharashtra which falls under the purview of Samagra Shiksha. The main scope would be leverage this current association in creating schools falling under them and resulting in successful lead generation, which will henceforth increase the number of students for our academic year.</li> <li>√ Please note that TISS-SVE will provide list of schools and regions which needs to be focussed for this campaign.</li> <li>√ Extending help and support in reaching out to CSR funders and Industry partners through LinkedIn.</li> </ul>
2	<b>Search Engine Optimization</b>	<ul style="list-style-type: none"> <li>√</li> <li>√ Optimizing copy and landing pages for search engine optimization</li> <li>√ Performing ongoing keyword research including discovery and expansion of keyword opportunities.</li> <li>√ Researching and implementing content recommendations for organic SEO success</li> </ul>

3	<b>E mailer and SMS campaign</b>	✓ Lead generation through bulk SMS and email support to students for admissions. ✓ Creating awareness about our programs through effective SMS And email campaign.

**Mandatory to provide the quotation in the below format:**

Sr. No.	Activity Name	Description	Costing	GST	Total

**Required documents to be submitted:**

- Quote pricing for item mentioned only .
- Total amount should be inclusive of all the taxes.
- Total amount mentioned would be considered as final costing & work order would be created on total cost.

**Required Documents to be submitted:**

- a) Profile of the organisation
- b) Additional documents / information may be sought at a later stage.

**Please note:**

For any queries, please call Ms.Priyanka Pandey/ Mr.Mustafa Momin (022-25525602, Monday-Friday, 10.00am – 6:00 pm).

**Timelines:**

The last date for submission of complete application is 27th March 2023.

Expression of interest completed in all respects should reach by SPEED POST / REGISTERED POST / HAND DELIVERED in a sealed envelope superscripted “**Quotations for on boarding digital marketing agency for TISS-SVE academic year 2023-24**”

**The envelope shall be addressed to the following:**

Ms.Priyanka Pandey/ Ms.Vanita Kaushal  
School of Vocational Education  
Tata Institute of Social Sciences  
Kushal Kendra, First Floor, Room No.13,  
Nauroji Campus, Deonar Farm Road,  
Deonar, Mumbai-400088  
Tel - 022 2552 5602