



Estd. 1962

'A++' Reaccredited by NAAC (2021) with CGPA 3.52

**Shivaji University, Kolhapur**  
**Centre for Distance and Online Education (CDOE)**

**Quotation for Digital Marketing Services for Online Programmes**

Centre for Distance and Online Education (CDOE) invited the quotation for Digital Marketing from Indian vendors regarding advertising its four online programmes up to 05/01/2024. While submitting quotation, the conditions specified below may please be carefully read. Quotations are liable to be cancelled if any of these conditions are not compiled with.

Sr. No.	Advertisement Category	Target Group	Approximate Result in Allocated Budget	Cost per Month (In INR.)
1	M.B.A. (Online Mode) Programme	Whole Territory of India	Min. 3000 Link Clicks for Ads with min. 6,00,000 Audience Impressions and Min. 5000 Link Clicks for Social Media with min. 10,00,000 Audience Reach	

**The Service Charges Should Comprise:**

1. Social Media Posts and Short Informative Videos for Promotions will be designed by service provider with customized post designing.
2. **Additionally**, we required management of our Social Media Platforms till our agreement period, where service provider has to post updates on **Facebook, Instagram and Twitter** on regular interval (i.e.: 100 to 120 posts per Month).

**Terms and Conditions:**

1. Rates / Total Cost should be comprised of all type of taxes, if any etc.
2. The vendor has to submit client list, satisfactory installation / service reports from clients along with Organization's Registration Documents, PAN etc.
3. The vendor is required to complete following work-
  - i. **Google Ads:** Services comprising campaign designing, creation of Google ads extension, competitor analysis, keyword research, display Ads etc.
  - ii. **YouTube Ads Creation:** Report Creation, Ads Optimization Posting etc.
  - iii. **Social Media Management and Optimization Services Comprising:** Social Media Ads Creation on Facebook, Instagram, Twitter etc.
  - iv. **Branding, Promotion:** Awareness Creation, Lead Generation, Managing Social Media Calendar, Online Content and Blogging etc.
  - v. **SEO** for CDOE Web Portal
  - vi. **Web Analytics.**
4. No advance Payment bill will be made along with the work order.
5. Payment of bill will be made on receipt of actual work done after successful installation/test report by CDOE.
6. Quotation will be sent in sealed envelope as per prescribed format enclosed herewith addressed to '**Registrar Shivaji University, Vidyanagar, Kolhapur 416004**' on or before **05/01/2024 up to 6.00p.m.**
7. It is necessary to mention on the right corner of the envelope that '**Quotation for Centre for Distance and Online Education**' Online Programmes Social Media Advertisement.
8. The University reserves the right to accept and reject any quotation without giving any reasons.

Ref. No. SUK/CDOE/ 519

Date: 21 DEC 2023

  
Director