

**Shivaji University, Kolhapur**  
**Centre for Distance and Online Education**  
**Quotations for Digital Marketing Services**

Centre for Distance and Online Education invited the quotation for Digital Marketing regarding advertising the Distance and Online Programmes upto Dt. 27/05/2025. While submitting quotation, the conditions specified below may please be read carefully. Quotations are liable to be cancelled if any of these conditions are not complied with.

Sr. No.	Advertisement Category	Cost per Month (In Rs.)
1.	Digital Marketing of Distance and Online Programmes	

➤ **Programs to be Marketed :**

- **Online Mode:** M.B.A., M.Com., M.Sc. Mathematics
- **Distance Mode:** B.A., B.Com., M.Com., M.Sc. (Mathematics), M.B.A., M.A. (Hindi, English, Marathi, Political Science, History, Sociology and Economics)
- **Certificate Courses:** As per request

➤ **Service Charges should comprise :**

- **Google Ads:** Minimum 1,000 link clicks per month
- **Social Media Ads (Facebook, Instagram, LinkedIn etc.):** Minimum 5,000 link clicks per month
- **Lead Generation:** All possible digital marketing features must be implemented to ensure high-quality active leads.
- **Image Creation:** a) 40 images per month for Online Programmes  
b) 40 images per month for Distance Programmes  
c) 20 images per month for Certificate Courses

➤ **Digital Marketing Services to be Included but are not limited to:**

- Google Search and Display Advertising
- Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.)
- SEO Optimization for better visibility
- Lead Generation and Conversion Tracking
- Content Marketing (Blog Posts, Articles and Landing Pages)
- Email Marketing Campaigns
- WhatsApp and SMS Marketing
- Video Marketing & YouTube Ads
- Remarketing and Retargeting Campaigns
- Performance Tracking and Analytics Reports

➤ **Terms and Conditions**

1. Rates should be inclusive of all types of taxes, if any applicable etc.
2. The vendor has to submit organization registration, client list, satisfactory installation/ service reports from clients, copy of PAN Card and GST Registration.
3. The vendor is required to complete following work :
  - Google Ads: Services comprising campaign designing, creation of Google ads extension, competitor analysis, keyword research, display Ads etc
  - YouTube Ads Creation: Report Creation, Ads Optimization Posting etc.
  - Social Media Management and Optimization Services Comprising: Social Media Ads Creation on Facebook, Instagram, Twitter etc.
  - Branding, Promotion: Awareness Creation, Lead Generation, Managing Social Media Calendar, Online Content and Blogging etc.
  - SEO for CDOE Web Portal
  - Web Analytics
4. No advance payment will be made along with the work order.
5. Payment of bill will be made on receipt after successful test report by Centre for Distance and Online Education.
6. Sealed quotations should be sent in two formats (Technical and Commercial).
  - a. Technical Quotation : Attachment of all necessary documents mentioned in point no. 2 above.
  - b. Commercial Quotation : Mention rates in the above prescribed format.
7. Quotation should be sent in sealed envelope as per prescribed format published on the University Website and addressed to **“Registrar, Shivaji University, Vidyanagar, Kolhapur 416 004”** on or before 27/05/2025.
8. It is necessary to mention on the right corner of the envelope that **“Quotation for Centre for Distance and Online Education – Digital Marketing”** along with the reference number.
9. The University reserves the right to accept and reject any quotation without giving any reasons.

Ref.No.: SU/CDOE/ **262**/2025-26

Date : **06 MAY 2025**  
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Director