



**EXPRESSION OF INTEREST (EOI) FOR PROVIDING DIGITAL MARKETING SERVICES FOR MBA (Week end)
PROGRAM of IIM SHILLONG
e- Publish**

EOI No. v1-1601/10/2022-SPO/EOI/28

Dated: 15 Feb 2024

Name of the Work	Expression of Interest are Invited from eligible bidders for providing digital marketing services for MBA (Weekend) program of IIM Shillong
Contract Completion period	Two years.
The Currency in which Payment shall be made	Indian Rupees (INR)
Date of Issue/e-Publishing	15 Feb 2024 at 17:00 Hrs.
Document Download Start Date	15 Feb 2024 at 17:00 Hrs.
Document Download End Date and Time	04 March 2024 at 17:00 Hrs.
Date for Pre-EOI Conference and Time	Not Applicable
EOI Queries should reach by	Latest by 26 Feb 2024 till 15:00 Hrs. EOI queries received later than the date and time as mentioned above shall not be entertained. Pre-EOI queries should only be emailed to spo@iimshillong.ac.in
Venue of Pre-EOI Conference	Not Applicable
Last Date and Time for receipts of EOI	04 March 2024 upto 17:00 Hrs.
Tentative Date and Time for opening of EOI	05 March 2024 at 17:00 Hrs.
Date and Time for Financial Evaluation	Financial submission shall be asked at a later stage on the basis of complete scope of work (to be provided by the Institute) from only the qualified agencies/vendors. (Qualification on the basis of presentation)
No. of Covers	01 (One Packet)
EOI Validity days	180 days (From the date of opening of bid)
Email Address	spo@iimshillong.ac.in
Registered Office	Umsawli, East Khasi Hills, Shillong-793018, Meghalaya

A. EXPRESSION OF INTEREST (EOI) INFORMATION

1. Online EOIs for selection of Agency/Vendor for 'FOR PROVIDING DIGITAL MARKETING SERVICES FOR MBA (Weekend) PROGRAM OF IIM SHILLONG are invited by the Director, IIM Shillong as per the Terms and Conditions of the EOI document.

2. Bidders /Vendors/Agency would be required to register on the Central Public Procurement Portal at <https://eprocure.gov.in/eprocure/app> using a valid Digital Signature Certificate (DSC) and valid email address to be able to participate in the bidding process. On registration with the Portal they will be provided with a user id and password by the system through which they can submit their bids online.

3. Digital Signature Certificate (DSC) may be obtained from any authorized agencies registered with the Certifying Authority (CA), through National Informatics Center (NIC) in India.

4. Bidders /Vendors/Agency can download the document pertaining to EOI from Central Public Procurement Portal website at <https://eprocure.gov.in/eprocure/app> Bidders /Vendors/Agency are required to submit the EOI online by scanning and uploading all the relevant documents through <https://eprocure.gov.in/eprocure/app>.

5. EOI information is also available in the Institute's website at <https://www.iimshillong.ac.in>. For further details regarding Amendment /Addendum /Extension/Corrigendum please visit website: <https://eprocure.gov.in/eprocure/app> and <https://www.iimshillong.ac.in>.

6. In the event, the date of opening of Technical/Financial packet being declared as a closed holiday for Purchaser's Office, the due date for opening of EOI online shall be the following working day at the appointed times.

7. The technical packet will be opened online by a committee duly constituted for the purpose at the time and date as specified in the tender document. All statements, documents, certificates, etc. uploaded by the bidders will be verified and downloaded for technical evaluation and the result of technical evaluation will be displayed on <https://eprocure.gov.in/eprocure/app> which can be seen by all the bidders who participated in the EOI.

9. At any time prior to the date of submission of EOI, Director, IIM Shillong may, for any reason, modify the bidding/EOI documents by an amendment. All prospective bidders/Vendors/Agencies who have received the EOI document will be notified of the amendment in writing and the amendment shall be binding on them. In order to provide reasonable time to take the amendment into account in preparing the bid. Director, IIM Shillong may at his discretion, extend the date and time for submission of EOI.

10. Agencies are required to sign on all pages of the tender document and submit the same along with the technical bid.

11. The EOI shall be valid for a period of 180 days from the date of opening of Technical portion.

12. It will be the prerogative of the Institute to assign the work to a single agency or may at its discretion award the work to more than 1 (One) Agency depending upon the requirement of the Institute.

13. The Institute shall have the right to reject any EOI without assigning any reason thereof. No correspondence will be entertained in this regard.

14. Please note that this is a Multi Process Evaluation cum Tendering process and this EOI does not bind the Institute for award of Work Order.

15. Payment of the approved Agency for providing Supplies/Services at IIM SHILLONG shall be made online through Public Financial Management System (PFMS).

16. IIM Shillong reserves all rights to make any changes in terms and conditions of the EOI and also to reject any or all EOI received without assigning any reason thereof.

17. Settlement of disputes – Director, IIM Shillong or his authorized representative shall be the final authority in all disputes and decision will be binding on all concerned.
18. Only Courts of the State of Meghalaya Shall have the jurisdiction in case of Disputes.
19. Institute reserves the right to terminate the contract by giving 1 (one) month notice without assigning any reasons thereof. If the agency wants to terminate the contract they need to serve a 3 (three) month's notice period.
20. For any queries please contact Store and Purchase Officer on +91.364.2308012 or at email spo@iimshillong.ac.in on any working day from 09:30 AM till 17:00 PM.

Sd/-

Chief Administrative Officer
IIM Shillong

B. MINIMUM ELIGIBILITY CRITERIA

The following is the minimum eligibility criteria for bidders/agencies:

- a) Bidder should have minimum 3 Years of Experience in providing Digital Marketing Services to IIMs, IITs, NITs, IISERs and similar institutions of repute.
- b) Provide Profile of your Firm/Company along with the Year of establishment and also the Contact Details (Name of the Organisation, Address, Email ID, Contact Person etc) of the clients for whom similar services have been provided by your Company/Agency.
- c) Average Annual Turnover in the relevant field (last three Financial Years) of at least 1 Cr. **(CA certificate to be attached)**
- d) Prominent Project/Assignments of similar nature undertaken in the last 3 years. Should have executed at least three (3) orders in excess of Rs 10 lacs during the last three years.
- e) Prominent assignments handled with any Business School / premier Educational Institutions like IIMs, IITS, NITs and/or Other Central/State Universities.
- f) Experience for providing similar nature of service in academic/educational Institution.
- g) A Broad outline of how the PR agency intends to handle and promote the objectives of the Institute.
- h) Agency profile including profile of Core Leadership Team and the Account Lead who will be accountable for the daily Operation of IIM Shillong Account.
- i) Exhaustive Client List relating to Media, Public Relation Services & Branding of academic/educational institutions if any, separately with details.
- j) Print media coverage of at least 2 (two) of your clients during the last one year.

The above list is **NOT EXHAUSTIVE** but only indicative.

All the Documents pertaining to Technical Bid should be uploaded in a single PDF file

C. INDICATIVE SCOPE OF WORK FOR DIGITAL MARKETING SERVICES.

(Only indicative in nature, the Consultants/ Architects/ Designers/ Vendors/etc. should submit the EOI and come up with their own innovative ideas, technical specifications, designs, material quality, etc. best suited for such an educational institution of national repute, during a presentation):

The objective of this tender is to empanel competent agencies for providing service as explained in detailed scope of work mentioned below: The Scope of work and services enumerated below are indicative and may not be exhaustive.

The parties are expected to undertake the following:

1. Providing Technology Platform and Marketing: D2D Mode:

- i.** Interested parties will undertake all necessary marketing activities to acquire the targeted participants for each program unless participants for any specific programs are sourced directly by IIMS.
- ii.** IIMS expects the service provider to provide technology support facilitating participant enrolment.
- iii.** The bidder has to submit the Marketing and Promotional plan for each program well in advance for IIMS approval. Bidder has to do the marketing as per approved Marketing plan.
- iv.** The Service Provider will provide marketing and promotional services in respect of the awarded programme(s).

- v. The cost of all marketing, promotional and coordination activities, including advertisements, shall be borne by the Service Provider. All such marketing, and promotional materials used by the Service Provider needs to be approved by designated and authorised person from IIMS
- vi. The Service Provider would be using its technology platform to support IIMS in promoting e-Learning programmes through various websites either owned by the service provider or on websites that have partnership with the service provider or through other social media platform
- vii. The micro-site of the bidder can exclusively facilitate enrolment of participants to IIMS for the awarded online programme. Be linked to the main website of IIMS, i.e. www.iimshillong.ac.in direct all the participants to apply through IIMS payment gateway for payment of programme fees.
- viii. The Service Provider shall provide access to technology platform for participants via a dedicated user id and password.
- ix. To carry out an appropriate marketing activity, it is expected that bidder should have expertise in conceptualizing, designing, and creating digital marketing strategies and campaigns on various platforms like (LinkedIn, Facebook, Twitter, YouTube, Instagram etc.).
- x. The organization should have a dedicated team headed by an Account Executive, a fully charted out operational plan for the campaign ensuring maximum reach out to the target group, support for design of marketing strategies besides, an updated current database for mailing and call contact.
- xi. The Service Provider is expected to have direct relationships with various sources, over the course of its development, which may be harnessed for the marketing of various IIMS blended learning programmes.
- xii. The organization should also provide the key metrics like number of hits, number of impressions, No. of posts, no. of inbound links, no. of shares, no. of comments, percentage conversion etc. on an on-going basis, for the validation of the campaign plan. The service provider shall provide weekly performance report reports to IIMS.
- xiii. During marketing IIMS D2D programmes, requests/enquiries are likely from its clients and potential clients for customized / regular programmes. All such queries/request would have to be diligently passed on in quick time to nominated Executive of IIMS
- xiv. On receipt of the work order, the bidder will start planning for finalising the Programme Description Sheet [PDS] in coordination with the concerned Programme Chair. The Program Description Sheet [PDS] shall become part of contract document.
- xv. The Service Provider shall submit a separate Programme Description sheet [PDS] and agreed upon in writing prior to the Program launch. PDS shall include all details of the program covering Program Name, Year, duration, Brief contents, minimum number of participants, certification, student facilities, selection process, fee structures, timings, penalties for deficiencies in service etc.
- xvi. At the beginning of each program Bidder has to comply the minimum number of participants for each programme as agreed in Program Description Sheet [PDS], failure to which shall attract penalty as specify in PDS.
- xvii. In case of registrations of participants below the numbers (applicants who meet the criteria for selection as decided by IIMS) as indicated in the Program Description Sheet, IIMS reserves the right to cancel, postpone the program, or take any other suitable action.
- xviii. The vendor shall bring a minimum of 100 eligible applicants while IIMS will shortlist the candidates and conduct the admission process.
- xix. The vendor will be expected to ensure the conversion of admission offers made to the shortlisted candidates.

2. Providing Marketing Support

- a) The Interested service provider will undertake all necessary marketing activities to acquire the targeted participants for each programme unless participants for any specific programmes are sourced directly by IIMS.
- b) The service provider will provide marketing and promotional services in respect of the awarded programme(s).
- c) The cost of all marketing, promotional and coordination activities, including advertisements, shall be borne by the Service Provider. All such marketing, and promotional materials used by the Service Provider needs to be approved by designated and authorized person from IIMS

- d) The service provider has to submit the Marketing and Promotional plan for each programme well in advance for IIMS approval. Bidder has to do the marketing as per approved Marketing plan.
 - e) The Service Provider would be using its technology platform to support IIMS in promoting e-Learning programmes through various websites either owned by the service provider or on websites that have partnership with the service provider or through other social media platform
 - f) The micro-site of the bidder can exclusively facilitate enrolment of participants to IIMS for the awarded online programme. Be linked to the main website of IIMS, i.e." www.iimshillong.ac.in" will direct all the participants to apply through IIMS payment gateway for payment of programme fees.
 - g) To carry out an appropriate marketing activity, it is expected that bidder should have expertise in conceptualizing, designing, and creating digital marketing strategies and campaigns on various platforms like (LinkedIn, Facebook, Twitter, YouTube, Instagram etc.).
 - h) The organization should have a dedicated team headed by an Account Executive, a fully charted out operational plan for the campaign ensuring maximum reach out to the target group, support for design of marketing strategies besides, an updated current database for mailing and call contact.
 - i) The Service Provider is expected to have direct relationships with various sources, over the course of its development, which may be harnessed for the marketing of various IIMS blended learning programmes.
 - j) The organization should also provide the key metrics like number of hits, number of impressions, No. of posts, no. of inbound links, no. of shares, no. of comments, percentage conversion etc. on an on-going basis, for the validation of the campaign plan. The service provider shall provide weekly performance report reports to IIMS.
 - k) During marketing IIMS e-Learning programmes, requests/enquiries are likely from its clients and potential clients for customized / regular programmes. All such queries/request would have to be diligently passed on in quick time to nominated Executive of IIMS
 - l) The services would include submitting and executing marketing plans, reaching out and contacting relevant officials including L&D Heads and others top level officials responsible for training decisions.
- m) The activities expected to be performed cover the various stages of end-to-end marketing including but not limited to:
- n) **Electronic data mailing**
 - i. Based on the discussion with IIMS team member's, the bidder is expected to communicate through e-mailers.
 - o) **Demand generation and follow- up**
 - i. The bidder is expected to facilitate the minimum number enrolment of the programme.
 - p) **Produce Creatives and Display advertisements for Social Media**
 - i. To provide end-to-end Go to market strategy for acquiring participants for EEP, IIMS Executive Education Programmes.
 - q) **Digital and Social Medial Marketing**
 - i. The bidder, after taking approval of IIMS must formulate a result-oriented comprehensive social media promotion strategy on the social media websites.

r) Webinars Developing and Hosting Micro-Website for Lead Generation

- i. The bidder is responsible to conduct a webinar as and when the faculty chair/s of the programme request. The micro-website of the programme related information is for the lead generation.

s) Weekly MIS and Lead Dashboard

- i. The bidder must submit the weekly MIS report to EEP, IIMS and leads dashboard. Brochures sent to corporates can be verified anytime and list of same can be asked for the verification

t) Digital Media Campaign, Planning Preparing and releasing

- i. The bidder, after taking approval create a campaign for the programme. Planning and preparing the database as well as releasing the ads and execute the campaign.
- ii. To provide end-to-end go to market strategy for acquiring participants for, IIMS's eLearning programme. To initiate first round of communications through emailers to the selected Target Group for every programme, followed by an outbound Lead / Demand Generation and qualification process which will generate a funnel of interested cases.
- iii. The digital marketing campaign must flow from a promotional strategy for each programme and outline the high-level approach for the campaign. The strategy must cover the following:
1. The target audience for the programme (given)
 2. Key benefits / takeaways from the programme (given)
 3. How the proposed campaign proposes to reach out to the given target – describe in terms of the target fields available with each medium.
 4. Why the suggested campaign is the best fit for reaching out to the target audience?
 5. The campaign creatives must emphasize the key benefits from the programme
- iv. The vendor must be adept in using the following digital marketing channels for marketing
1. LinkedIn – banner advertisements and sponsored updates
 2. Google AdWords
 3. Google display network
 4. Remarketing
 5. The vendor must use cookies to profile the visitors to our website and must apply “look-alikes” to extend reach.
 6. Online news magazines and newspapers
 7. Development of banner creatives
 8. Development of creatives for the LinkedIn brand pages of Executive Education
 9. Development of email creatives
 10. Email campaign through third-party data bases.
 11. Lead capture mechanism.
- v. The selected bidder needs to submit a quarterly report on the performance of the facilities provided by the selected bidder. IIMS on its own can also conduct an independent assessment of the facilities provided by the bidder.
- vi. Number of Online Programs offered by IIMS is generally not less than 03 per year, the award of such programmes to the empanelled bidder will be decided by IIMS
- vii. The service provider shall enable programme delivery to participants in a Synchronous, asynchronous or through Video-Conferencing mode, which must be categorically mentioned in the technical bid.
- viii. The relationship of the bidder with IIMS would be a Service Provider to IIMS, and shall not amount to a Franchisor-Franchisee relationship or a partnership.
- ix. The use of IIMS brand and logo name by the Service Provider shall be strictly as per norms / specifications and guidelines defined by IIMS.

- x. The service provider at its own discretion although not mandatory can create a Microsite with their own domain name.
- xi. IIMS will collect programme fees from the offered participants, and to make the payment to Service Provider for the agreed revenue share receipt of invoice from the bidder as per Payment Term.
- xii. All processes involved in the e-Learning programme such as selection of participants, enrolments, evaluation, teaching, assessment, certification etc. of the participants shall be carried out as per IIMS's policies and guidelines.
- xiii. IIMS will decide about the course fee and develop and issue all the course material to the participants either through service provider or direct to the participants.
- xiv. IIMS shall issue appropriate certificate as required to participants on closure of the awarded e-learning programme of IIMS as per policy.
- xv. The term of empanelment shall be initially for a period of one year effective from the date of issuing empanelment letter and subsequently can be renewed for two years subject to satisfactory performance and review of the Service Provider and further be renewed for two year's subject to satisfactory performance and review as mutually decided.
- xvi. On empanelling the bidder, for allotment of each programme an appropriate work order will be issued to the bidder for confirming the award of one e-learning programme.

D. IIM SHILLONG'S ROLE AND RESPONSIBILITY

As IIM Shillong will be the degree granting Institute, it will have absolute control over the academic standard and admissions. It would be responsible for:

1. Curriculum design, program development, and delivery of the same.
2. Setting up admission criterion for prospective participants into each of the Programs and conduct the admission.
3. Scheduling the lectures, deputation of the faculty for delivery of lectures and ensuring that the schedules drawn on faculty and timing are adhered to.
4. Provide access to physical and digital resources at IIM Shillong Library to all admitted students.
5. Set evaluation and exam criterion as per Institute's policy for each course.
6. Maintain academic standard, provide grading to each course.
7. Providing certification/degree as applicable to those students who have qualified the courses as per program rules, obtained necessary credits and found worthy of the same.

E. CRITERIA OF EVALUATION

After receiving the plan and presentation from the agencies, Institute shall intimate the result of the same to the qualified agencies (scoring 60% or more marks in presentation) and shall thereafter provide a complete scope of work and BOQ (Bill of Quantity) to the qualified agencies and at this stage Technical and financial submission are supposed to be submitted online via CPPP from the qualified agencies only.

Sl. No.	Parameters for Evaluation	Max Marks
1	Experience in digital marketing	25
2	Quality of marketing plan suggested for marketing EEP programs of IIMS (Presentation Component)	25
3	Organizational strength to undertake the tasks and financial capability/strength of the firm	20
4	Customer testimonials	10
5	Special strategies for sectoral and special interest programs.	10
6	Quality of key personnel to be deployed for the job	10
	Total	100

AGENCY DETAILS

Sl.No	Particulars	Information
1	Name of the Company/ Firm/Agency	
2	Address of the Company/ Firm/Agency	
	(a) Postal	
	(b) Telephone/ Fax No(s)	
	(c) E-mail	
	(d) Website address, if any	
3	Type of the organization (Company/Firm /Sole Proprietor/Pvt. Limited)	
4	Name, designation and telephone/ mobile number of authorized person to be contacted.	
5	(a) Year of establishment of the Company/ Firm.	
	b) Years of Experience in providing Digital Marketing Services to Central or State Autonomous Bodies/ PSUs/Private organization of repute: (supporting documents required)	
	c) Average Annual Turnover in the relevant field (last three Financial Years (CA certificate to be attached))	
	e) Total no. of work orders in excess of Rs. 10 Lacs in last 3 years (attach proofs)	
6	(a) PAN / TIN No.	
	(b) GST Regd. No.	
	(d) EPF Regd. No	
	(e) ESIC Regd. No	
	<i>Note:- Attested copy in respect of (a) to (e) to be attached</i>	
7	Has the Company/ Firm ever been blacklisted? Yes /No (If no undertaking in this regard to be uploaded)	

Authorized Signatory

Full Name and Designation with Company/ Firm's seal