



COLLEGE OF ENGINEERING MUNNAR

CENTRE FOR CONTINUING EDUCATION KERALA (CCEK)

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Principal

CEM/840/2022

15/07/2022

QUOTATION NOTICE

Sealed competitive Quotations are invited from reputed advertising firms for digital marketing the courses offered by College of Engineering Munnar, through various social media platforms such as Facebook, YouTube Instagram etc. for the academic year 2022-23.

The firms which wish to participate in the above process may send their quotations addressed to the Principal, College of Engineering, Munnar on or before **1.00 PM on 19.07.2022**. Late quotations will not be accepted at any circumstances. The quotations will be opened at 2.00 pm on the same day in the presence of the participants or their authorized representatives present at that time. Details can be had from this office on all working days from 9.00 AM to 4.00 PM.

Terms & conditions and specifications are as below:

We are inviting competitive digital marketing proposal from pioneers in digital marketing domain who can deliver solutions to brand our institution among the tech savvy engineering aspirants.

We require,

1. Social Media Marketing Strategy Development and Execution
2. Daily Social Media Management Services during the admission period
3. Gathering details like email id, phone number and any other relevant data if any of interested candidates through social media platforms.
4. Facility to communicate to the enquiring students through chats and answering their queries.

The quoting firms should clearly mention their strategy, various social media platforms through which marketing shall be done, how to target candidates of specific locations, conversion matrix, approximate reach in each online channels, cost for each type of campaign, and top-up plan if extension of advertisement campaign is required. All cost quoted should be including GST and for a period of 30 days starting from the date of commencement of services.


PRINCIPAL

