

KERALA UNIVERSITY OF DIGITAL SCIENCES, INNOVATION AND TECHNOLOGY

(Established by Govt. of Kerala Vide Ordinance No: 9 of 2020 dated 18/01/2020)

Technopark Phase IV, Kuracode, Mangalapuram, Thonnakkal PO

Thiruvananthapuram – 695 317, Kerala

Ph: 0471-2788000

E-mail: purchaseoffice@duk.ac.in

Website: duk.ac.in

Quotation notice

No: KUDSIT/543/ADC 1/2024/2026

03.03.2026

Sealed competitive quotations are invited from experienced and qualified Digital Marketing agencies to conduct a targeted Social Media Campaign to promote Admission 2026 of Kerala University of Digital Sciences, Innovation and Technology, Thiruvananthapuram, Kerala (Digital University Kerala). The last date of receipt of quotations is on **10.03.2026 at 03.00 pm**. The received quotations will be opened on the same day at **03.30 pm** in the presence of available bidders.

Scope of work:**1. Social Media Campaign:**

- Design visually appealing and engaging posters for programs.
- Post regularly on platforms like Instagram, Facebook, Twitter, LinkedIn, and YouTube.
- Use targeted hashtags, trending topics, and program-specific content to maximize reach.

2. Lead Generation:

- Create and manage lead generation campaigns using tools like Google Ads, Facebook Ads, and Instagram Ads.
- Develop compelling call-to-action (CTA) strategies to drive inquiries and applications.
- Track and analyse campaign performance to optimize lead conversion rates.

3. Regular Reporting:

- Provide weekly performance reports with metrics such as reach, engagement, leads generated, and website traffic.
- Suggest improvements based on data-driven insights.

Key Deliverables:

- High-quality posters and social media creatives.
- Consistent social media posting schedule (minimum 3-5 posts per week per platform).
- Increased website traffic and lead generation for admission.
- Detailed analytics and performance reports.

Timeline:

Campaign Duration: Three (3) months from the date of acceptance of the work order.

GENERAL TERMS AND CONDITIONS

- **The applicant agency should be a renowned agency with minimum 2 (two) years of experience of similar work in media and marketing for Central/State Government Academic institutions, Autonomous Institute / organization etc.. Proof of the experience of similar work must be submitted along with quotation.**
- The quoted rates shall be inclusive of GST and other charges.
- The quotation shall be submitted on agency's letter head with seal and sign.
- DUK reserves the right to cancel the order in case non-fulfilment of contractual obligations.
- Payment will be made only after the satisfactory completion of the service and certification by the DUK authority and receipt of invoice.
- The quotations received after the deadline shall not be entertained under any circumstances.
- The quotation should be addressed with the quotation number and quotation name to;

The Purchase Section,
Kerala University of Digital Sciences, Innovation and Technology
(Digital University Kerala)
Technopark Phase IV, Mangalapuram,
Thonnakkal PO, Thiruvananthapuram 695 317,
Ph: + 91 471-2788096 on or before due date.

Sd/-
Registrar

ANNEXURE – I

[To be submitted in letter head of the agency]

FINANCIAL BID

Address & Contact Number:

Sl. No.	Item	Amount inclusive of all taxes (in Rs.)
1	Total amount to conduct a targeted Social Media Campaign to promote Admission 2026 of DUK for a period of 3 months	

(Rupees _____)

Date:

Signature

Place:

(seal)