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UNIVERSITY OF MUMBAI'S

GARWARE INSTITUTE OF CAREER EDUCATION AND DEVELOPMENT

Vidyanagari, Kalina, Santacruz (East), Mumbai - 400 098.

No. GICED / 2917 of 20 17

Date : 16/3/17

TENDER NOTICE

The Director, Garware Institute of Career Education and Development, Vidyanagari, Kalina, Santacruz-East, Mumbai - 400098, invites sealed tender from reputed Digital Marketing Companies for the provide service for **Facebook and Instagram** for the academic year 2017-2018. For detail Procedure downloads application from following website: -

1. www.giced.edu.in
2. www.mu.ac.in

Dr. Anil Karnik
I/C. DIRECTOR



UNIVERSITY OF MUMBAI'S
GARWARE INSTITUTE OF CAREER EDUCATION AND DEVELOPMENT
(Autonomous since 2006)

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Website: www.giced.edu.in



No. GICED/ 2917

of 2017

Date : 16/03/17

Annexure - I

Sr. No.	Item description
1	FACEBOOK & INSTAGRAM SERVICE PACKAGE FOR THE YEAR FROM 1ST APRIL 2017 TO 31ST MARCH, 2018
➤	Content Management: Profile Creation
➤	Postings: <ul style="list-style-type: none">• Creating, designing and writing original content as per brand guidelines and SLAs@ 1 uploads per working day• Quotes/News of leaders/top management of GICED
➤	Facebook Page Management <ul style="list-style-type: none">• Brand presence on largest social network portal• Largest audience database• Enhanced audience targeting• Reeach multi platforms with ease• Approx.1000+ likes to page per month (Targeted)• Approx.3k-5k reach for per post within a week (Targeted)• Approx.25k+audiences reach per page per month• Building responsive community• Gaining momentum to the website• Strong social presence to increase response• Cost effective with limited spending• Creating campaign course-wise every month for even overall response• Pitching lookalike customers
	Instagram <ul style="list-style-type: none">• Increasing Engagement on world most popular Mobile App.• Building Trust and Personality among teenager & youth• Gain momentum to other social network• Approx. 500+ Followers per month• Gaining reach through sponsored activity• Monthly 10k+ Insta users reach• Mobile Customer engagement• Multi-platform App driven platform

NOTE: TERMS AND CONDITIONS APPLY

Anil Karnik

**Dr. Anil Karnik
I/C. Director**

