



Kerala State Welfare Corporation for Forward Communities

L2, Kuleena, Jawahar Nagar, Kowdiar. P.O., Thiruvananthapuram – 695003.

Phone : 0471-2311215, e-mail : kswcfc@gmail.com Website : www.kswcfc.org

QUOTATION NOTICE

Quotations are invited from reputed IT firms for running the campaign on Vidyasamunnathi Merit Scholarship & Coaching Assistance Schemes through Facebook, Google Ads and Ad Roll for **One Month**. Requirements are as follows:

- Content creation- Creation of the correct content as per the social media guidelines to enhance visibility and reach of KSWCFC in general and run a one - month campaign on Vidyasamunnathi Merit Scholarship & Coaching Assistance Schemes through Facebook, Google Ads and Ad Roll.
- Content Management- Regular posting and monitoring of content performance. Target is to achieve a reach of 50000 to 100000 through the promotion.
- Content optimization & tuning – Tweak the content as per the requirements.
- Google Ad Words (PPC & CPM) – Using the right keyword to enhance the search performance of the content.
- Facebook Advertising – Regular posting and management of the content over facebook.
- Remarketing through Facebook.
- Remarketing through Google.
- Remarketing through Ad Roll.
- Run a lead generation campaign through social media to develop the right prospects for our content purpose.

The Quotations should reach this office on or before **03.11.2018**.

Sd/-

Managing Director