

## NOTICE

Ref: FDDI/HO/06(1)/ADMISSIONS/LPC/2025-26:02/1

Date: 07/02/2025

Footwear Design & Development Institute (FDDI) invites sealed commercial proposal from all eligible agencies for its Social Media Ad Campaign Management including Digital Marketing across all social platforms (Google, Facebook, Instagram, Twitter, LinkedIn & YouTube) and Lead generation across all social platforms for branding and promotion for the Admission session 2025-26.

The detail of Scope of Work / deliverables would be as follows:

<b>Performance Marketing and Ad Campaign Management across Social Platform (Google, Facebook Instagram, Twitter, LinkedIn &amp; YouTube)</b>		
<b>Sr. No.</b>	<b>Deliverables</b>	<b>Item Description</b>
1.	Performance Marketing and Ad Campaign Management	On Google, Facebook, Instagram, Twitter, LinkedIn & YouTube
2	Social Media Optimization	Social Media content creation, Instagram Ads with FB, images indexing on all search engines. Graphic Designing for web and social, Reel/ video creation, Page Engagement-management, SEO friendly page management, TAG optimization, Landing pages creation
3	Content Writing	Creating and writing quality Articles, social media, blog posts and web content creation, slide share ppt sharing, guest blogging
4	Search Engine Optimization (SEO) & Implementation	Key Words research and analysis, Meta Tags optimization, Google/Bing webmaster account optimization, SMO integration, business listing, google maps, brand promotion on local business titles-directories etc, review posting, integrating google map on website, off-page optimization, classified ad-forum creation and posting, Q&A sites participation, competitors backlink submission, polls and quiz promotion activities, web2.0 profile creation, SEO of FDDI website and landing pages. Google Analytics Report, Keyword ranking report, baseline ranking report, competitor's intelligence report submission (on weekly, monthly, quarterly or as required by FDDI)

- Above mentioned services will be treated as a single integrated service.
- Budget against the media spent on digital platforms (Facebook, Google & Instagram etc. will be decided by FDDI and will be paid additionally as per actuals spent on submission of actual invoices against the same.

- The agency will be initially hired for a period of 5 months on monthly retainer-ship and performance evaluation basis. The service period may be extended on mutual consent and based on performance of the agency.
- Agency has to conceptualized and execute the entire campaign.
- Raw media, photos etc. and the basic information will be provided by FDDI. In case of any poster or ads creation, the agency has to create the creative as and when required. (Basic content/information will be provided by FDDI.)
- The last date for submission of commercial proposal is 17.02.2025 by 12:00 Noon. The proposals shall be opened on 17.02.2025 at 3:30 pm.
- Last date of receiving of Query (if any) only on [admission@fddiindia.com](mailto:admission@fddiindia.com), would be 12<sup>th</sup> Feb 2025 till 10 am. After the said date no query related to this notice will be accepted.
- **(Please note: Proposal should reach to the undersigned in the sealed envelope and through post only.)**

For any further query kindly contact:

**Sr. Manager (Admissions & Promotions)**  
**FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE**  
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