

**REQUEST FOR PROPOSAL (RFP)**  
**For the Engagement of a Digital Marketing Consultant**

In order to strengthen FDDI digital admissions outreach, optimise paid digital media spends, and improve the lead-to-admission conversion efficiency across campuses, it is proposed to appoint a professional Digital Marketing Consultant Agency.

The agency will act purely as a strategic and execution consultancy partner, advising, planning, monitoring, optimising, and governing digital campaigns executed on Google Ads and Meta Ads platforms, while ensuring accountability for performance outcomes.

This engagement is proposed on a **Campaign Management Cost basis**, for a media spend between INR 30,00,00 and INR 55,00,00, exclusive of GST, to generate 6000 primary leads with a minimum conversion rate of 4%, ensuring transparency, control, and outcome-driven performance.

The nature of the agreement will be as follows:

- **Engagement Type:** Consultancy Services
- **Media Spend:** 30,00,000/- to 55,00,000/-
- **Platforms Covered:** Google Ads (Search, Display, YouTube, Performance Max) and Meta Ads (Facebook & Instagram)
- **Payment Basis:** Consultancy fees excl. of GST based on the media spend in the previous month, charged for advisory, setup, monitoring, optimisation, and reporting
- **Media Budget:** Paid directly by FDDI to platforms or approved media vendors (not part of consultancy fee)

**Information to Consultants: Procedure for Submission of Proposal**

- **Submission Deadline:** Ten days from the date of contact
- **Submission Mode:** Sealed envelope submission addressed to: **Head-Admissions**, Footwear Design and Development Institute A-10/A, Sector-24, Noida – 201301, Uttar Pradesh  
Subject on envelope: **“Proposal for Engagement of Digital Marketing Consultant”**
- **Last Date of Submission:** 27<sup>th</sup> March 2026
- **Language:** English
- **Contact for Queries:** [rsinha@fddiindia.com](mailto:rsinha@fddiindia.com)

**Scope of Work**

The appointed Digital Marketing Consultant Agency shall be responsible for the following:

**A. Strategy & Planning**

- Digital admissions funnel design (Lead to Counselling to Admission)
- Platform-wise media strategy (Google Search, Display, YouTube, Meta Lead & Traffic campaigns)

- Campus-wise and program-wise targeting strategy
- Budget allocation logic and optimisation roadmap
- Admission-oriented keyword, audience, and creative framework

## **B. Campaign Setup & Governance**

- Account structuring and campaign architecture
- Keyword research, audience segmentation, and bid strategy advisory
- Ad copy guidance (text, display, video, lead forms)
- Conversion tracking framework (CRM, landing pages, call tracking)
- Lead quality benchmarks and validation parameters

## **C. Performance Monitoring & Optimisation**

- Daily and weekly campaign performance monitoring
- CPL, CTR, CVR, CPA optimisation recommendations
- Budget reallocation recommendations based on performance
- Funnel drop-off analysis (lead to counselling, counselling to admission)
- Campus-wise and program-wise optimisation insights

## **D. Reporting & Review**

- Weekly performance dashboards
- Monthly MIS reports covering:
  - Leads generated
  - Cost per lead (CPL)
  - Lead quality indicators
  - Counselling conversions
  - Admission conversions
- Monthly performance review meetings with stakeholders
- Actionable recommendations for improvement

## **E. Advisory & Compliance**

- Platform policy compliance advisory
- Best-practice benchmarking against industry standards
- Support during audits and internal reviews
- Coordination with internal admissions, CRM, and calling teams

## **Performance Measurement & Success Criteria**

The consultant's performance shall be evaluated on:

- **Lead Quality**
- **Cost Efficiency**
- **Admission Conversion Performance**

## **Key Benchmark:**

- Generate **6000 leads** through Google Adwords/MetaAds along with 4 Landing Pages

- A **minimum overall Lead-to-Admission Conversion Rate of 4%** shall be maintained for leads generated under the consultant’s advisory framework, measured on a quarterly cumulative basis.
- Estimated Budget spend between INR 30,00,000 to INR 55,00,000 excl. of GST

To ensure accountability and outcome orientation, the following **penalty clause** is proposed:

- If the **overall lead-to-admission conversion rate falls below 4%**, attributable to campaign strategy, targeting, optimisation, or advisory deficiencies:
  - A **penalty of 5% to 10 %** shall be levied on the **total consultancy fees payable for the respective evaluation period.**
- The exact penalty percentage shall be determined as under:
  - Lead-Based:
    - **Leads between 5000 to 5999 → 5% penalty**
    - **Leads between 3500 and 4999 → 8% penalty**
    - **Leads between 2000 and 3499 → 10 % penalty**
    - **Leads below 2000 - \_\_ penalty**
  - Conversion Percentage based
    - **Conversion 3.5% – <4% → 5% penalty**
    - **Conversion 3.0% – <3.5% → 8% penalty**
    - **Conversion below 3.0% → 10 % penalty**
- **Both penalties will run in parallel and can be levied together in the event of a shortfall in service on both counts.**
- The penalty shall be adjusted against the consultant’s invoice of the last 2 months, including withholding of the invoice as may be decided by FDDI Management.
- Conversion evaluation shall be done based on **CRM-validated admissions data** approved by the Institute.

The contract will be for **6 months** from the date of the Work Order.

- Expenditure shall be limited to the **approved consultancy fees** as per the selected agency’s proposal.
- No commission, margin, or percentage of media spend shall be payable.
- Consultancy fees shall be paid against milestones and performance reviews.

### Agency Selection Criteria

The agency shall be selected based on **Technical + Financial Evaluation**, as under:

#### A. Eligibility Criteria (Mandatory)

Criteria	Requirement
Legal Status	Registered Company / LLP / Proprietorship

Experience	Minimum 5 years in digital performance marketing
Education Sector Experience	Proven Work Experience of at least 3 years with higher education / ed-tech institutions.
Minimum 5 institutions with at least 3 work orders in the education sector	Work Order/PO
Revenue more than 50 lakhs	ITR of the last 2 years
Workforce Size	30+
Platform Expertise	Proven experience in Google Ads & Meta Ads

#### **Technical Evaluation Criteria (70 Marks)**

<b>Parameter</b>	<b>Max Marks</b>
Experience in Education Admissions Campaigns	20
Digital Strategy & Funnel Approach	15
Conversion Optimisation & Analytics Capability	15
Reporting, MIS & Governance Framework	10
Team Strength & Expertise	10
<b>Total</b>	<b>70</b>

*Minimum qualifying score: 50 out of 70.*

*Financial evaluation will be carried out only for those vendors who have achieved the minimal qualifying score.*

#### **Manner of Submission**

The bidders shall submit their proposals in two separate sealed envelopes, placed inside a single larger sealed envelope. One envelope shall contain the Technical Bid along with all requisite supporting documents, and the other envelope shall contain the Financial Bid.

The Financial Bid shall be opened only in respect of those bidders who qualify in the Technical Bid and meet all stipulated eligibility criteria and conditions

**Financial Evaluation Criteria (30 Marks)**

- Lowest campaign management fee (L1) shall be given full marks.
- Other bids shall be scored on a proportionate basis.

**Intellectual Property & Confidentiality**

All advisory inputs, recommendations, and materials shared during the consultancy shall remain confidential.

**Termination**

Either party may terminate the engagement by providing **30 days' written notice**, without assigning any reason.

FDDI reserves the right to accept or reject any or all proposals without assigning any reason.

**Confidentiality**

All materials and data shared shall remain confidential