



Institute of Fashion Technology Kerala

(A Government of Kerala Institution)

Established in Technical Collaboration with NIFT

Affiliated to University of Kerala, Thiruvananthapuram

Approved by AICTE, New Delhi

No: 58 / B / IFTK / 2025

Kollam, Dated: 16/01/2026

TENDER NOTICE

Sealed tenders are invited from experienced and qualified Digital Marketing agencies to provide comprehensive Digital Marketing services for Advertisement in connection with the Admission 2026 for Institute of Fashion Technology Kerala (IFTK), Vellimon West P.O, Kollam.

Cost of tender form: Rs.500/-

EMD: Rs.5000/-

Tender form may be downloaded from our website - www.iftk.ac.in, till 27th Jan 2026, 5.00 PM. Tender will be accepted up to 28th Jan 2026, 2.00 PM and will be opened on the same day at 4.00 PM. Details if any, can be obtained from our office.

Components to be included

1. *Social Media Marketing*
2. *Video Production*
3. *Linkedin*
4. *Performance Marketing (Meta Campaigns)*
5. *Google Ads Campaign*



Sd/-
Principal, IFTK

Handwritten signature and date: 16/01

Period of Contract

120 days (from 15th Feb 2026 to 15th June 2026)

Objectives

- 1) Reaching maximum viewers during the campaign period of 120 days starting from the mid of Feb 2026. Target audience: 12th standard completed / appearing students and prospective parents
- 2) Comprehensive Management of IFTK's social media platforms (FB, Instagram, YouTube, X etc.) including sharing of Stories, and Reels in Instagram, sharing engaging content in Facebook, and interactive posts that encourage participation and Facebook ads (targeting specific demographics and interests, driving traffic to both the social page and the website), for sharing news and for quick customer service response.
- 3) Utilize social media analytics tools to track performance, gain insights, and adjust strategies as needed.
- 4) Paid promotions on a monthly basis with posters in social media accounts, Instagram stories, reposting, poll creations, reels etc.
- 5) Create visually appealing graphics, images, and videos that resonate with the target viewers.
- 6) Conduct weekly and monthly follow-ups to review ongoing campaigns, assess lead quality, and make any necessary adjustments.

Nature of Work to be carried out

<i>SN</i>	<i>Particulars</i>
01	Creation of Posters for Advertisement Campaign
02	Creation of Motion Graphics reels / video reel for IFTK's social media pages
03	Video Testimonials
04	Boosting
05	Comprehensive Management of IFTK's Social Media platforms and using Social Media Analytics tool
06	Timely sharing of related information and optimization of content strategy
07	Google Ads Service
08	#trend search and keyword search services

TENDER DOCUMENT

TENDER Number	58 / B / IFTK / 2025
Date of the Publication of Tender	16th JAN 2026
Last date for the submission of Tender	28th JAN 2026, 02.00 PM
Opening of the Tender	28th JAN 2026, 04.00 PM
Cost of Tender Form	Rs.500/-
EMD Amount	Rs.5000/-

Terms and Conditions

- 1) Sealed tenders are invited from the reputed, experienced and qualified Digital Marketing agencies to provide comprehensive Digital Marketing services for Advertisement in connection with the Admission 2026 for Institute of Fashion Technology Kerala (IFTK), Vellimon West P.O, Kollam.
- 2) Cost of the tender form is Rs.500/- and EMD amount is Rs.5000/- (Rupees Five Thousand Only). The tender with EMD and Cost of Tender Form of Rs.5500/- (Rupees Five Thousand and Five Hundred Only) in DD drawn in favour of "THE PRINCIPAL, INSTITUTE OF FASHION TECHNOLOGY KERALA" payable at KUNDARA, from any Nationalized/Scheduled Bank, or through Bank Transfer (NEFT) in the account details - [State Bank of India, Account Name: The Principal Institute of Fashion Technology Kerala, Account No: 38506601553, IFSC: SBIN0070064, Branch: Kundara] shall be submitted in a sealed envelope with the super-scription "Tender Digital Marketing Services"
- 3) The tender period will be for 120 days from the date of issuance of Work order to the L1 Bidder
- 4) Preference will be given to the parties/firms/persons who have experience in doing similar type of business. No parties/firms/persons including father, mother, son, sister etc. will be eligible to submit the quotation, who are in litigation with IFTK. Minimum 10 years of experience in social media and digital marketing is essential. Details of the experience of similar business with client details to be attached as Annexure in the company letter signed by the authorized signatory.
- 5) The amount quoted in the tender will not be sole criteria / factor in awarding the contract
- 6) Subletting of the bid / contract is not permitted
- 7) Bidder is not eligible for any other payment than the quoted amount
- 8) Firm quoting the bid should be a registered firm in the State of Kerala and should have a valid PAN and GST number
- 9) Payment terms: Advance 50%. Remaining after the completion of the contract.
- 10) Applicable TDS will be deducted as per the prevailing rates
- 11) Bidder should seal and sign in all the pages of the tender document.

Financial Bid Document

Services and Description	Quantity	Amount Quoted	Total Amount
<p><u>Social Media Advertisement</u> Strategic social media advertising campaign for the Institute of Fashion Technology Kerala, designed to enhance brand awareness, increase engagement, and generate quality leads.</p> <p>The service should include: Campaign Strategy & Setup: Defining target audience, ad objectives, and creatives tailored for Facebook & Instagram.</p> <p>Campaign Execution & Management: Running optimized campaigns for lead generation, event promotions, and course enrollments.</p> <p>Audience Targeting: Precise targeting based on demographics, interests, and behaviour to reach potential students.</p> <p>Budget Optimization: Efficient advt. spend allocation to maximize reach and conversions.</p> <p>Performance Monitoring & Reporting: Regular tracking, analysis, and insights to improve campaign effectiveness (Daily spent to be limited to Rs.2000/- per day) Platform : Facebook / Insta pages of IFTK</p> <p>Expected daily reach: 30-40K Targeted locations: Kerala & Tamil Nadu</p>	120 Days		
<p><u>Google Adwords</u> Supercharge IFTK online visibility and drive qualified leads with our Google AdWords expertise. Craft high-converting ad campaigns tailored to IFTK goals, leveraging advanced targeting techniques and strategic keyword selection to maximize ROI</p> <p>Ad type: Search ads Targeted locations: Kerala & Tamil Nadu</p> <p>(Daily Spend: Rs.500/- per day)</p>	120 Days		

<p><u>Ad Management</u> Campaign Set-up & Management Strategic campaign planning & audience targeting - Ad set creation and setup across platforms - Performance tracking & analytics reporting - On-going monitoring & adjustments for maximum ROI</p>	<p><i>120 Days</i></p>		
<p><u>Social Media Management Content Creation</u> Creating diverse content, including text, images and graphics, tailored to the platform and audience based on trend analysis and keyword research services. - <u>Type of posts -</u> General posts, Product/services posts, Seasonal posts, News/Events - Monthly posts - 10-12 nos. <u>Content Planning: -</u> Develop a content calendar outlining what content will be posted on which platforms and when. Ensuring a consistent posting schedule and aligns with your overall marketing strategy. - Social media accounts: 3 accounts (Facebook, Instagram, Twitter/Linkdin) <u>Story Posting,</u> <u>Graphic Design:</u> Design eye-catching graphics, posters, and images to accompany your social media posts. <u>Copywriting:</u> Craft compelling and engaging captions and messages to accompany your content. Good copywriting can help improve user engagement and drive actions like clicks and shares <u>Hashtag Research & Social Media Page management</u> Research and use relevant hashtags to increase the discoverability of your posts. Each social media platform has its guidelines for using hashtags effectively. Social customer service: identifying posts and comments that require a response - Social Management: remove spam, offensive and unsuitable content almost instantly. - Comprehensive Management of Social Media platforms and using Social Media Analytics tool.</p>	<p><i>120 Days</i></p>		

<p>Content Strategy & Consultation Providing content strategy and ideation for video content creation to improve ad RO</p>	<p>1 Nos.</p>		
<p>Video Production Reels Shoot & Editing (Monthly 4 Reels x3 month) - High-quality video recording with multiple angles - Editing includes cuts, transitions, color grading & text overlays - Background music & sound design - Optimized for Instagram, Facebook & YouTube Shorts Final delivery in HD/4K</p> <p>[A one-day shoot to be conducted for the entire content. Existing video footage will be provided. The shoot should focus on admission oriented content, including student talks and testimonials. Participants should be selected from the college, and an external model is required, that should be used]</p>	<p>4 Month</p>		
			Sub Total
			CGST
			SGST
			Total
<p>Total Amount in words : Rupees _____</p>			

Seal of the firm

Authorized Signatory