



# KANNUR UNIVERSITY

## Expression of Interest (EOI)

### For Selection of PR & Digital Marketing Agency for Admission Promotion Campaign

#### 1. Introduction

Kannur University invites Expression of Interest (EOI) from qualified and experienced Public Relations (PR) and Digital Marketing agencies/startups to undertake a comprehensive 3-month Admission Campaign, including video production, social media management, content creation, paid advertising, and analytics management. The goal is to improve the University's digital presence and attract prospective students.

#### 2. Eligibility Criteria

Applicants must fulfill the following eligibility requirements:

- Start-up status registered under Startup India and compliant with Kerala Start-up Mission.
- Minimum 2 years of experience in PR campaigns for government agencies or science-related organizations.
- Proven track record of securing media coverage.
- Competent team with expertise in PR, digital communication, content creation, media relations, and crisis management.
- Access to modern PR tools and software.

#### 3. Key Responsibilities (KR)

- Coordinate with university departments and stakeholders for content production.
- Produce high-quality videos and creatives as per plan.
- Execute daily social media activities and advertising campaigns.
- Integrate and maintain analytics tools.
- Provide timely reports and optimize strategy based on performance.

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#### 4. Key Performance Indicators (KPI)

- Completion of 81 videos and 120 creatives in 3 months.
- Minimum target reach per video (based on paid ad budget):
  - ₹1000/video – 60K to 85K views
  - ₹4000/video – ~5 lakh views
  - ₹7500/video – ~1 million views
- Growth in followers and engagement on each platform.
- Click-through rate (CTR), reach, impressions, and conversion rates from ads.



- Response time to comments/messages.
- Number of student inquiries received via campaign.

### 3. Scope of Work

The campaign spans 3 months and comprises the following components:

#### 3.1 Video Shoot Campaign

##### Pre-Production:

- Develop a detailed video production schedule and timeline.
- Create a comprehensive storyboard and script for each video segment.
- Coordinate with faculty, students, and industry experts for interviews and participation.
- Casting of students for testimonials and campus life videos.

##### Production:

- Conduct professional video shoots for the following segments:
- Department-Wise Course Benefits: Focused videos highlighting the unique advantages of each department's programs.
- Talks from Industry Experts: Capture engaging talks and interviews with industry professionals.
- Campus Facilities: Showcase state-of-the-art facilities, labs, libraries, and recreational areas.
- Student Testimonials: Authentic and compelling testimonials from current students.
- Campus Activities: Capture vibrant campus life, events, and extracurricular activities.
- Concept-Based Reels: Short, engaging reels focusing on specific themes and concepts related to the university.
- New Updates from Campus: Timely videos highlighting recent developments and announcements.
- Utilize professional video and audio equipment for high-quality production.
- Ensure proper lighting, sound, and visual aesthetics.

#### 3.2 Digital Marketing Campaign

##### Social Media Management:

- Create and manage content for Facebook and Instagram.
- Regularly post engaging content, including videos, images, and text updates.
- Monitor social media channels for comments, messages, and mentions.
- Use of relevant hashtags to improve discoverability.

##### Content Creation:

- Design visually appealing graphics and posters for social media.
- Write compelling captions and descriptions for posts.

##### Paid Advertising (Facebook & Instagram):

- Develop targeted advertising campaigns based on demographics, interests, and behaviors.
- Set up and manage Facebook and Instagram ad accounts.



- Monitor campaign performance and optimize for maximum reach and engagement.
- Provide reports on campaign results.

#### 4. Social Media Account Management

<b>Social Media Account Management: Social Media Accounts Setup</b>
Facebook Page for Kannur University
Twitter Account for Kannur University
Instagram Account for Kannur University
LinkedIn Page for Kannur University
YouTube Channel for Kannur University
Pinterest Account for Kannur University

<b>Analytics Integrations</b>	<b>Tools: Analytics</b>
Google XML Sitemap	
Webmaster Tools (Google, Bing)	
Analytics For Live web statics	
- Audience	
- Keywords & Engagement	
- Traffic	
- Conversions & Goals	
Microsoft Clarity Analytics	

<b>Paid Campaigns Account Management: Campaign Management</b>
Google Adwords Account
- Google Search Ads
- Display Ads (Online Image Ads in Third Party Websites)
- Youtube Ads
Facebook Ads
YouTube Ads
Instagram Ads
Linkdin & Twitter Ads



## Monthly Deliverables (for 3 months)

<b>Activity</b>	<b>Month 1</b>	<b>Month 2</b>	<b>Month 3</b>	<b>Total</b>
Creative/ Posters	40	40	40	120
Department-wise Course Benefit Videos	8	8	8	24
Industry Expert Talks	4	4	4	12
Campus Facilities Videos	3	3	3	9
Student Testimonials	5	5	5	15
Campus Activity Videos	2	2	2	6
Content/Concept-based Reels	3	3	3	9
Official Talks (VC etc.)	2	2	2	6
<b>Total</b>	<b>67</b>	<b>67</b>	<b>67</b>	<b>201</b> (81 videos + 120 creatives)

## 5. Budget Estimate

<b>Component</b>	<b>Amount</b>
Creative & Video Production	₹3,00,000
Paid Campaign Budget	₹2,00,000
<b>Total Budget (3 Months)</b>	<b>₹5,00,000 (excluding 18% GST)</b>

## 6. Submission Requirements

Interested agencies must submit the following documents:

- Agency Profile
- Case Studies of previous PR campaigns (preferably in education/government sectors)
- Proposed Approach & Methodology for the campaign

## 7. Selection Process

- Evaluation by an expert committee constituted for this purpose
- Agencies may be invited for a presentation if shortlisted.

