

Tentative Scope of Work

PR Agency

Digital Media

- Social Media Optimization
 - a) SMO Marketing (Unique) Campaign integrated with Social Media- YouTube, Facebook, Twitter, LinkedIn, Blogs, Opinion Polls, Instagram, Pinterest etc.
 - b) Creative Website content generation for Campaign
- Online Admission/Education Portals Releases
- Google Business Page
- Infographics/Graphics Support
- Blogs
- Research, Google Analytics & Social Media Support
- Management of Facebook, YouTube, LinkedIn, Twitter, Instagram, Pinterest etc.

Print Media

- Press Releases: Newspapers/Magazines
- Active Industry Stories: Newspapers/Education Supplements
- Proactive Stories -Industry Specific/ Generic Story
- Company & Leadership profiling
- Events/ Press Conferences/Launches
- Relationship with Journalist/Leading Publications/Press Conferences
- Feature in Television & Radio
- Keynote Speakers opportunities for Director/Deans in conferences/round tables etc.

Selection will be based on the following attributes:

i. **Relevant & Unique:**

Will be assessed based on relevance to IMI's Target Groups and Influencers. Should be unique in terms of good impact through creative ideas and execution.

ii. **Categories A&B:**

Those which are amongst the top 15% of the publications in terms of Readership, Circulation and Impact.

iii. **Common Evaluation Criteria:**

Focus to be on quality not quantity.

iv. **Effective Coordination:**

Availability of a trained professional at IMI on regular basis to effectively coordinate all activities and their timely completion may be factored into the commercial consideration.

Agencies meeting the above eligibility criteria may send the technical profile of their firms containing complete information about existence of firm, experience, manpower and other resources, client list, statutory compliances and financials (annual turnover for last 3 years) to by