

## Comparative Statement for Social Media Management & Marketing

Reference Tender No. PAF-IAS/IT/Social Media/2022/002 was advertised on 8th April, 2022 on Website for the "Social Media Management & Marketing". The Tender was advertised based on KPPRA Rule 14 (2)(b) "Single Stage, Two Envelope Procedure.

### Social Media Management & Marketing

#### Required Functionalities/ Features



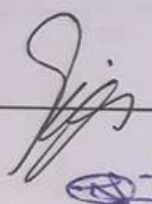
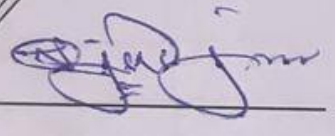
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| a. Web and Social media Events management for Open House and maximize student registrations and attendance for Open House   |
| b. Studying Client Product and Services   |
| c. Social Media Marketing <ul style="list-style-type: none"><li>• Design of brochures/flyers/pamphlets as marketing collateral</li><li>• Analyzing Client present and potential market</li><li>• Creating, preparing, and submit to client for approval, Digital marketing ideas, programs and campaigns</li><li>• Employ on Client behalf, bidder knowledge of available media and means that can be profitably used to advertise client products or services.</li><li>• Prepare and submit to client for approval, estimate of costs of recommended digital marketing campaign</li><li>• Writing, designing, illustrate, or otherwise prepare client digital marketing content according to approved strategy</li><li>• Managing PAF-IAS Social media (Facebook Page, Instagram page, LinkedIn, GoogleAds and Youtube), promoting content</li><li>• Advertisement on all define social media platform</li></ul> |
| d. Search Engine optimization (SEO) <ul style="list-style-type: none"><li>• Optimization strategy includes audience and content gap analysis, backline and keyword research, competitor analysis, planning and keyword forecasting.</li><li>• Onsite search optimization</li><li>• Off site search optimization</li><li>• Technical optimization</li></ul>  |
| e. Email Marketing  |
| f. ability to provide search engine marketing activities across major publisher like Google, Youtube, Facebook, LinkedIn etc using <ul style="list-style-type: none"><li>• Pay per click</li><li>• Par per call</li><li>• Cost per click</li></ul>  |

- Cost per thousand impression
- g. Website main and Landing page development
- Using keywords and high ranking search results
  - Landing page may be our home page or another page within website or it may be a stand alone page created for a specific campaign
- h. Video creation and editing for any event, admission campaign etc
- i. Creative artwork and animations.

The following bidders submitted their bids against the tender requirements as of above.

Bidder	Remarks
M/s WQ Software	Non-responsive: could not qualify as per minimum scoring criteria.
M/s Sybrid	Responsive and Qualified
M/s Digital Marvels	Responsive and Qualified
M/s The Design Firm	Responsive and Qualified

M/s Sybrid, M/s Digital Marvels & M/s The Design Firm are being recommended for declaring as Qualified Firms against the Tender; Social Media Management & Marketing being Responsive and having secured more than minimum score.

1. Prof. Dr. Sharifullah Khan, Dean FECID, PAF-IASST Convener 
2. Mr. Shoukat Hussain, Director Finance, PAF-IASST, Member 
3. Mr. Syed Ali Raza, Manager (IT), PAF-IASST, member 
4. Dr. Sajjad ULLAH Khan, librarian PAF-IASST, Member   
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5. Engr. Atta ULLAH, Deputy Manager (Works), PAF-IASST, Member 