

Agency Evaluation Criteria and Requirements		
Category	Requirements / Details to be Provided	Agencies are required to provide remarks for each category
1. Organizational Experience	The agency should have a minimum of 5 years of experience in digital and performance marketing, with a proven track record of delivering measurable results for large-scale campaigns.	
2. Experience in the Education Domain	Minimum 3 years of experience in managing digital campaigns for higher education institutions, covering 35+ UG & PG programmes with an approximate intake of 2,100 students. Preference will be given to agencies with experience across multiple academic domains such as MBA, B.Tech, B.Des, M.Sc, B.Sc, B.A, M.A, etc.	
3. Geographical Presence	Specify Head Office location and regional presence. Preference will be given to agencies having operational or on-ground support in Pune / Maharashtra.	
4. Team Strength and Structure	Provide details of: • Total number of employees. • Dedicated team proposed for DES Pune University, including roles such as Campaign Manager, Creative Lead, Analyst, Copywriter, Designer, Counsellor, etc.	
5. Strategic and Creative Capabilities	Instruction: Add remarks for each category indicating whether your agency can deliver the mentioned requirements, along with any relevant comments or clarifications. Proven Expertise Required in the Following Areas: • Lead Generation Campaigns: Execution of performance-driven campaigns for 35+ UG and PG programmes, targeting a tentative intake of 2,500 students. Considering an indicative 50% contribution from digital marketing, please specify the number of applications that the campaigns are expected to generate through digital marketing platforms to support the overall admission target. • Landing Page / Microsite Development: Design, content creation, and management of approximately 20+ landing pages or microsites for effective lead capture. • SEO, AEO & GEO Targeting: Comprehensive on-page and off-page optimization for approximately 60 targeted search terms and query/prompt clusters, comprising 30 SEO keywords, 15 AEO-focused queries and 15 GEO-focused AI search prompts. • PR Articles (20): Content writing and media coordination for approximately twenty public relations articles. • Offline Marketing Designs (10): Creative development of print advertisements, hoardings, event branding, and other promotional materials. • Counsellor Support: Provision of trained counsellors for lead follow-up, nurturing, and telephonic counselling for overall leads. • Influencer Marketing: Planning and execution of influencer-driven campaigns to enhance brand awareness and engagement. • CRM Nurturing: CRM nurturing support will include strategy and execution of the same.	
6. Campaign Duration	The marketing campaign for AY 2027-28 Admission Cycle is planned to commence by start of November 2026 and continue until October 2027 (tentative last admission date: 30th September 2027). Accordingly, agencies are expected to provide 12 months of continuous support for lead generation and related marketing activities.	
7. Past Campaign Performance	Provide report of successful digital campaigns that achieved measurable student enrolments or admissions. Include data such as lead volume, conversion rates, cost per admission, and other key metrics.	
9. Budgets Managed	Specify details of past or current annual media budgets handled, preferably for educational clients, demonstrating the agency's capacity to manage large-scale campaigns effectively.	
11. Expected Deliverables & Outcomes	Share data-driven projections for lead generation, conversions, and cost per admission, supported by benchmarks from past campaigns.	
12. Clientele	List key education sector clients or similar reputed organizations served in the last three years, specifying the scope of work undertaken. Share SPOC contact number	
13. Legal & Compliance	Does your agency possess valid registration documents (PAN, GST, and MSME, if applicable) and confirm compliance with data privacy, ethical advertising practices, and relevant industry standards?	
14. Financial Proposal – 1 Year (Single Admission Cycle)	Based on the requirements outlined in Point 5 (Strategic & Creative Capabilities) and Point 6 (Duration), provide an overall quotation (inclusive of GST) with a split-wise budget for each major activity/deliverable, covering one academic year.	• Only agencies shortlisted after the technical discussion will be eligible to submit financial quotations. • Final quotations, addressed to the Registrar, DES Pune University, must be submitted in a sealed hard copy by 02.30 PM on 16th October 2026, followed by an in-person interaction with the selection committee at DES Pune University, Pune.
15. Financial Proposal – 2 Years (Three Admission Cycles)	Similarly, provide a comprehensive quotation (inclusive of GST) with a split-wise budget for each requirement, covering a two-year engagement period for consecutive academic cycles.	• Only agencies shortlisted after the technical discussion will be eligible to submit financial quotations. • Final quotations, addressed to the Registrar, DES Pune University, must be submitted in a sealed hard copy by 02.30 PM on 16th October 2026, followed by an in-person interaction with the selection committee at DES Pune University, Pune.
15. Financial Proposal – 3 Years (Three Admission Cycles)	Similarly, provide a comprehensive quotation (inclusive of GST) with a split-wise budget for each requirement, covering a three-year engagement period for consecutive academic cycles.	• Only agencies shortlisted after the technical discussion will be eligible to submit financial quotations. • Final quotations, addressed to the Registrar, DES Pune University, must be submitted in a sealed hard copy by 02.30 PM on 16th October 2026, followed by an in-person interaction with the selection committee at DES Pune University, Pune.