

Annexure-A: Expression of Interest (EOI)

Hiring of Digital Marketing Agency for Paid Advertisement Campaigns

Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (GIK Institute) invites Expressions of Interest (EOI) from experienced and reputable **Digital Marketing Agencies** to manage and execute paid digital advertisement campaigns for the Institute's various initiatives.

Eligibility Criteria:

Interested agencies must meet the following minimum criteria:

- A minimum of three (3) years of experience in digital marketing and paid advertisement campaign management, preferably in an academic institution or university setting.
- Proven track record of successfully managing paid advertisement campaigns for reputable academic institutions, public sector organizations, or large corporate entities.
- Availability of a dedicated team with relevant expertise in digital campaign management and analytics.
- Registration with relevant tax authorities and compliance with applicable tax regulations.
- Sound financial standing and capacity to execute paid advertisement campaigns using the agency's financial instruments.

Scope of Services:

The selected Digital Marketing Agency will be responsible for:

1. Provision of necessary financial instruments (such as debit/credit cards and payment platforms) for execution of paid campaigns and the purchase of marketing-related software.
2. Submission of periodic detailed performance reports to the Institute.
3. Ensuring compliance with the Institute's financial, legal, and audit requirements.
4. Coordination with the Institute's Marketing Department for timely execution of digital marketing campaigns.
5. Maintain confidentiality of all data, financial information, and any other sensitive information shared by the Institute.

Evaluation Criteria:

EOIs will be evaluated based on the following criteria:

Criteria	Weightage
Relevant Experience	50%
Bank Statements for the last 3 months with relevant campaigns	20%
Recent Campaigns for the Academic Sector	30%

Only shortlisted agencies will be invited to submit detailed Technical and Financial Proposals.

Note: GIK Institute reserves the right to accept or reject any or all EOI without providing any reason for the decision.

Annexure-B

Terms of Reference (ToR)

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1. Introduction

The Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (GIK Institute) seeks to engage the services of an experienced and professional Digital Marketing Agency to execute and manage its paid digital advertising campaigns. This initiative aims to address the official payments, as well as to streamline the process of digital promotions across various institutional initiatives.

2. Objective

The primary objective of hiring a Digital Marketing Agency is:

- To professionally manage and execute the Institute's paid advertisement campaigns across multiple digital platforms.
- To ensure financial and administrative compliance by eliminating the use of personal banking instruments for official transactions.
- To provide timely, transparent, and effective digital marketing services for various institutional campaigns.

3. Scope of Work

The selected Digital Marketing Agency will be responsible for the following:

6. Provision of necessary financial instruments (such as debit/credit cards and payment platforms) for execution of paid campaigns and the purchase of marketing-related software.
7. Submission of periodic detailed performance reports to the Institute.
8. Ensuring compliance with the Institute's financial, legal, and audit requirements.
9. Coordination with the Institute's Marketing Department for timely execution of digital marketing campaigns.
10. Maintain confidentiality of all data, financial information, and any other sensitive information shared by the Institute.

4. Duration of Contract

The contract will initially be awarded for a period of **one (1) year, with the option to extend** based on satisfactory performance and mutual consent.

5. Payment Terms

- Payments will be made monthly or on a mutually agreed duration basis upon submission of verified invoices and performance reports subject to deduction of taxes as per Government applicable rules.
- Payment will include:

- Actual expenditure incurred on digital platforms.
- Agency's agreed **service charges/commission**.
- All applicable taxes will be deducted in accordance with government regulations.

6. Evaluation Criteria

EOIs will be evaluated based on the following criteria:

Criteria	Weightage
Relevant Experience	50%
Bank Statements for the last 3 months with relevant campaigns	20%
Recent Campaigns for the Academic Sector	30%

Only shortlisted agencies will be invited to submit detailed Technical and Financial Proposals.

Note: GIK Institute reserves the right to accept or reject any or all EOI without providing any reason for the decision.

8. Termination Clause

GIK Institute reserves the right to terminate the contract at any stage in case of:

- Non-performance or unsatisfactory services.
- Breach of contract terms.
- Any act detrimental to the interest of the Institute.

Issued by:
Deputy Director (Procurement)
GIK Institute, Topi Swabi

Sign & Stamp of the Agency