

Tabular Format

Sl. No	Particular	Details	Maximum Shortlisting Score	
1.	Brief profile of the Firm			
2.	Firm should have minimum 05 years of Experience in the field of digital / integrated marketing. 1) 01 assignments – 05 number 2) 02 assignments – 10 number 3) 03 or more assignments - 15 numbers Contract agreement / Work order with detailed scope of work should be submitted.		15	
Sl. No	Name of assignment	Name of Client	Cost of assignment (Rs)	Period of assignment
a.				
b.				
-				
n.				
3	Firm should have Experience in handling art and craft related accounts/products. 1) 01 assignment – 10 number 2) 02 or more assignments – 20 number Contract agreement / Work order with detailed scope of work should be submitted.		20	
Sl. No	Name of assignment	Name of Client	Cost of assignment (Rs)	Period of assignment
a.				
b.				
-				
n				
4	Firm should have Experience in setting up and optimizing online campaign, leading and managing SEO , marketing database , email, social media and/or display advertising campaigns. 1) 01 assignments – 10 number 2) 02 assignments – 20 number 3) 03 or more assignments – 30 numbers. Contract agreement / Work order with detailed scope of work should be submitted		30	
Sl. No	Name of assignment	Name of Client	Cost of assignment (Rs)	Period of assignment
a				
b				
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n				
5	Firms should have experience in identifying target audience and devising digital campaign that engage, inform and motivate. 1) 01 assignment -- 2.5 number. 2) 02 or more assignments - 05 numbers Contract agreement / Work order with detailed scope of work should be submitted.		05	
Sl. No	Name of assignment	Name of Client	Cost of assignment (Rs)	Period of assignment
a				
b				
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n				
6	Firms should have experience in website analytic tools. 1) 01 assignment --- 2.5 number.		05	

	2) 02 or more assignments --- 05 number.			
	Contract agreement / Work order with detailed scope of work should be submitted			
a				
b				
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n				
5.	Average Annual turnover		Years	Amount (Rs)
	Firm should have Annual Average Turnover (AAT) of Rs 02 crores or more in the last three financial years (2020-21 , 2021-22 and 2022-23). Audited financial statements or Certificate from CA firms should be attached.		2020-21	
			2021-22	
			2022-23	
			Total :--	
			AAT:--	
				20
6.	Firms should have office in Patna. Attached supporting document like rent agreement, electricity bill etc			05

Short listing will be made on above Information only. Attach signed & stamped supporting documents with this format.