



Request For Quotation

Description : **RFQ-003805 - Hiring of Digital Agency - Framework Contract Services**

Date of Issue : **16 Jun 2026**

Date of Submission of Quotation : **22 Jun 2026 12:00:00 AM**

Place of Delivery : Stores, IBA Main Campus, University Road, Karachi.

Contact Person & Telephone : Purchase Department, IBA Main Campus, University Road, Karachi.
021-38104700
Extension : 2153

Sr#	Description	Quantity + UOM
1	<p>Digital Media Services static, dynamic posts & video editing; Scope of Work: Scope of Work IBA Karachi is looking for a digital agency to enhance Brand Visibility, strengthen Admissions, and increase engagement. The agency will be responsible for full services of Digital Marketing including Strategy, SEO, SEM and Content Creation.</p> <p>A. Strategy Development</p> <ol style="list-style-type: none"> 1. Digital Marketing Strategy: Create a comprehensive Digital marketing strategy aimed at improving Brand visibility, increasing number of admissions, and promoting events for IBA Corporate, respective Schools and Centers. 2. Audience Identification: Build and validate Primary & Secondary audience personas. 3. Social media: Develop a social media kit according to the provided Brand Guideline. 4. Reports & Analytics: Weekly/monthly/quarterly Digital tracking of the competitions. 5. Monthly Content Calendar: Design a monthly content calendar detailing channel prioritization, content types, posting frequency, and engagement plans. 6. Sessions on Digital Marketing: Arrange monthly sessions with the marketing team to present new Digital Trends, platforms, technologies and way forward. <p>B. Content Creation & Digital Advertising</p> <ol style="list-style-type: none"> 1. Content Creation: Create Digital posts and banners covering admissions, special occasions, events and annual celebrations for IBA Corporate, respective Schools and Centres. 2. Ad Campaign Management: Google Ads/Meta/LinkedIn Ads: Plan and execute campaigns across Digital Platforms, with optimized ad placements and diverse ad sizes, using tailored content and audience segmentation. 3. Platform-Specific Campaigns & Cross Promotion: Implement platform specific campaigns on LinkedIn, Meta (Instagram/Facebook), TikTok and other key 	- EACH



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platforms and build them for the cross promotion.

4. Content Generation: Create, shoot and develop video content for different Digital mediums including social media pages, website, Digital standees etc.

5. Email & WhatsApp Marketing: Designing and executing Email & WhatsApp campaigns (newsletters, program updates etc)

C. Web Development & SEO Management

1. SEO & SEM: Implement SEO & SEM strategies to improve traffic and visibility.

2. Monthly SEO Reporting: Provide updates on SEO performance and recommendations.

3. Web Banners: Create and maintain web banners for all the IBA websites.

D. Budget

Detailed budget breakdown, including agency fees with taxes, ad spend, and other associated costs

Confirm that:

Experience in Digital Marketing business:

No of campaigns handled for different Clients

The number of noteworthy Digital Campaigns that the agency has executed in the past 2 years ((Kindly submit the list of ads developed, proof of media release, project description, corresponding dates and your role with the outcome of the campaign. Please provide on company letterhead)

Terms & Conditions :

1. Material of this order is subject to final inspection at the time of delivery.
2. We reserve the right to cancel any or all the above items if material is not in accordance with our specification or if the delivery is delayed.
3. Payment will be made through crossed cheque after the receipt of the Invoice/Bill & delivery of above item(s).
4. General Sales Tax will be paid on applicable items only.
5. Liquidity damage at the rate of 2% per month on actual will be imposed on delayed delivery.
6. The rate/item cost is final, and no change whatsoever will be accepted.
7. Government tax(es), levi(es) and charge(s) will be charged at actual as per SRO.
8. IBA reserves the right to accept or reject any quotation without assigning any reason thereof.
9. IBA reserves the right to change/alter/remove any item or article or reduce/enhance quantity without assigning any reason.
10. IBA also reserves the right to issue a Purchase Order for any single item to different lowest responsive bidders or for all the items to any lowest responsive bidder.
11. Invoice/Bill to be submitted to Purchase Department.
12. Advance Payment subject to Bank Guarantee.
13. All Government taxes (including Income tax and stamp duty), levies and charges will be charged as per applicable rates/ denominations of the Purchase Order.
14. Stamp Duty 0.35% for Goods against total value of Purchase Order will be levied accordingly.