



**Startup  
Odisha**

**ସ୍ଟାର୍ଟଅପ୍ ଓଡ଼ିଶା**

**A Startup, Innovation & Entrepreneurship Promotion Organization  
under MS & ME Department, Government of Odisha**

Ref. No.: SO/V/2023-24/296/2292

Date: 22/09/2023

**RFP No. SO/V/2023-24/296/2173**

**RFP for Selection of Digital Marketing Agency for Startup Odisha**

**Pre-Bid Queries Clarification**

<b>Agencies/ Bidders</b>	<b>Queries</b>	<b>Clarifications</b>
AdGlobal360 India Private Limited	"Are the team members going to work from Startup Odisha office or from Agency office?"	Team members will have to work from the Startup Odisha office for onsite deployment.
	"As per the scope of work, Website Development: Is this new website design and development or just the maintenance?"	Startup Odisha already has its own website. Any firm coming on board as a Digital Marketing Agency will need to suggest inputs and improvements to enhance the website's visual appeal.
	"What is the hosting server of the website? Is it with NIC or AWS or any other?"	The hosting server of the website is with NIC.
	"What technology is your website made with?"	Not related to the scope of work.
	"Search Engine Optimisation: How many keywords?"	The agency has to suggest minimum and maximum keywords for achieving maximum optimizations.
	"Pay per Click: Will this be a separate budget by Startup Odisha as per approvals or it has to be a part of the bid. If it is part of the financial bid, then what are the key performance indicators of the same?"	Agencies will have to include the cost of "pay per click" in their financial proposals. The KPI's for measuring success will be higher indices in: 1. Quality score 2. Impressions 3. Click through rates 4. Conversion rate 5. Cost per click and cost per acquisition 6. Impression share
	"Will the E-mail marketing tool and database be provided by Startup Odisha team?"	The agency is responsible for procuring the Email marketing tool and the database; it will not be provided by the Startup Odisha team.
	"Will the ORM tool be provided by Startup Odisha team?"	The agency is responsible for ORM tool; it will not be provided by the Startup Odisha team.

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Cyfuture	"The onsite/ Offsite deployment of resources is not clearly mentioned."	Team members will have to work from the Startup Odisha office for onsite deployment.
	"What is the customer budget for Paid Ads?"	The optimum budget will be suggested by the agency.
	"No. of E-mails you want to be sent monthly"	A minimum of 50,000 emails monthly to unique individuals.
	"Pay-Per Click (PPC) Budget if you have any: kindly let us know."	Agencies will have to include the cost of "pay per click" in their financial proposals.
	"Will the Paid Ad, E-mail marketing cost & PPC cost to be included in the financial commercial or will be paid on Actual bills later?"	The costs of Paid Ads, Email marketing, and PPC must be included in the financial bid.
Merkle Sokrati	"What are the ideal spends and KPI we are looking at?"	KPIs will align with the scope of work, and ideal expenditures will be suggested by the agency as per the financial quote in the RFP.
	"What is the user journey and metric we want to promote?"	This is for the agency to propose as part of the technical presentation.
	"Business understanding in terms of split between products/services types, best performing product/ Category"	Startup Odisha is a startup incubator established by the Government of Odisha to promote the startup ecosystem. For further information, bidders are advised to refer to the 'Background' section in the RFP or visit the Startup Odisha website.
	"Any marketing/ media calendar?"	It will be shared with the onboarding/selected agency.
	"Any problem statements faced so far?"	Problem Statements has been defined in the scope of work of the RFP.
	"Demographics of Current TG?"	The entire startup and entrepreneurial ecosystem, students, and youth...
	"Which interest buckets work best?"	Please refer to the RFP.
"Have we faced drop offs at a particular step?"	Please refer to the RFP.	

Sd/- Chief Administrative Officer