



## Request for Proposal

### Digital Agency Brief for Marketing and Promotion of EducationUSA India Mobile Application

**Contact:** United States-India Educational Foundation  
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**Application Open Date:** February 11, 2019  
**Application Close Date:** February 20, 2019

The United States-India Educational Foundation (USIEF) solicits proposals from digital agencies of repute to promote the EducationUSA India mobile application amongst Indians interested in pursuing higher education in the United States.

#### Background

In 2018, over 196,000 Indians studied in the United States and more than a million Indian students aspire to study abroad, with their first preference being the U.S. These enrollment numbers will continue to increase both in the near and long-term future, based on economic, demographic and educational trends. Most of these Indian students work through private, unaccredited agents to pursue education in the U.S. The United States' Department of State has a program, EducationUSA, which offers low-cost, high-quality advising services and information to prospective Indian students at seven EducationUSA Centers around India, though these services are relatively unknown. In order to help prospective Indian students with current, comprehensive and accurate information on U.S. higher education and to facilitate more Indians to study in the U.S., a mobile app has been developed. This is scheduled for launch on Google Playstore and Apple iTunes in the near future. The EducationUSA India Mobile application provides information on U.S. higher education and various steps of applying to and seeking admission to U.S. institutions.

#### Objective

The digital agency is expected to accomplish the following set of objectives:

- To work towards successfully promoting and building awareness and excitement about the EducationUSA India Mobile app across media platforms
- To promote and launch the app on both Google Playstore and Apple iTunes
- To achieve a minimum of 100,000 downloads for the app on Google Playstore and Apple iTunes combined within 12 months of launch
- Targeted quarterly downloads are as follows:
  - Quarter 1 (April through June 2019) - 25000 downloads (Student Visa Day in June)
  - Quarter 2 (July through September 2019) - 40000 downloads (EducationUSA India Fairs in September)
  - Quarter 3 (October through December 2019) - 25000 downloads
  - Quarter 4 (January through March 2020) - 10000 downloads

#### Target Audience

The target audience can be defined per the following parameters:

1. Indian students who are interested in pursuing higher education in United States and have access to a smartphone
2. Includes undergraduate, graduate, doctoral and post-doctoral study aspirants
3. Typical age group:
  - a. Undergraduate - 16 to 19 years
  - b. Graduate – 20 to 35 years
4. Prospective students are likely to be from metros, tier 1, 2 and 3 cities
5. Parents of prospective students
6. School counselors

EducationUSA is a network of hundreds of advising centers in more than 170 countries, supported by the U.S. Department of State's Bureau of Educational and Cultural Affairs. EducationUSA Advising Centers actively promote U.S. higher education around the world by offering accurate, comprehensive, and current information about accredited educational institutions in the United States. To find an advising center, visit [EducationUSA.state.gov](http://EducationUSA.state.gov).



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#### Marketing Brief, Proposed Mix and Key Performance Indicators (KPIs)

We foresee the EducationUSA India mobile app to be recognized and established as the official one-stop virtual resource for everyone looking for information and advice about studying in the U.S.

As we are dealing with a product that is governed by access to technology (smartphone and an internet connection), we foresee the media mix to rely heavily on digital media (ASO, SEM and SMM).

The key performance indicators (KPIs) for an incumbent agency's performance will be the following:

- App Downloads
- Daily Active Users (DAU) – people who use the app regularly/daily
- Monthly Active Users (MAU) – People who use the app at least once a month
- Stickiness Rate (the likelihood that an MAU will convert to a DAU. Calculated by dividing DAU by MAU)
- Daily sessions per DAU
- Retention Rate (percentage of returning users)
- Churn Ratio (percentage of users who stop using the app)

#### Expectations from the Incumbent Agency

The agency is expected to undertake the following responsibilities:

- Devise a strategy to meet objectives laid down in the brief
- Propose a marketing mix that facilitates favourable project outcomes and implement this media mix to bring the strategy to fruition through optimal allocation of approved budgets and use of traditional and innovative digital marketing methods (White-hat only!)
- Measure and report KPIs shared in the brief on a real-time basis
- Monitor achievement of objectives, identify deviations from expected results, modify and fine tune strategy on-the-go and successfully implement required changes in media mix

#### Bidder Qualifications

- Bidder must be regularly and continuously engaged in the business of providing digital marketing services during the past three years. This must be verifiable through references and past projects completed.
- Bidder must have a comprehensive understanding of all aspects of strategizing and executing complex digital marketing campaigns and must be conversant with the current and future trends in the industry.
- Bidder must have extensive experience with all aspects of marketing of smartphone applications both on Google Playstore and Apple iTunes (Android and iOS) and maintenance services. This includes expertise in App Search Optimization (ASO).
- Bidder must have an understanding of an organization's marketing needs and provide the appropriate resources to strategize, implement and execute digital marketing campaigns as well as provide other associated services.
- Bidder must have a customer relationship model that proactively partners with the client to place the right resources at the right time and quickly resolve issues. This must be verifiable through references.
- Bidder must have qualified individuals that may have to pass a hiring background check to work on some applications (i.e., work history and references).

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#### Selection Process

**Stage 1** Email proposals to [bhavna@usief.org.in](mailto:bhavna@usief.org.in). Proposal should include: introduction, company overview and portfolio, proposed marketing strategy, media mix, sample creatives (digital collateral) and timeline, basic cost breakout, and indicate what services are provided by the bidder and/or a subcontractor.

**Stage 2** A selection committee created by USIEF will evaluate the written proposals and create a shortlist of bidders to present their proposals in person or by DVC.

A final selection will be made based on **cost, experience, capacity, and marketing strategy.**

USIEF may request client referrals for the final deliberation.

#### Dates and Deadlines

EVENT	DATE
Request Issued	Feb 11, 2019
Deadline for email proposals	Feb 20, 2019

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