



March 10, 2023

REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies/suppliers for Website and Social Media (Facebook) maintenance services from March 24 to June 24, 2023.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before March 20, 2023 to proposals@itsmorefuninthephilippines.co.uk or jing@itsmorefuninthephilippines.co.uk.

Thank you and we look forward to receiving your proposals.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Gerard O Panga", is written over the printed name.

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London



TERMS OF REFERENCE

Project Title	:	Website/ Social media Platform maintenance requirement of PDOT London Office
Job Specification	:	Digital company that will provide website and Social Media Platform (Facebook) of PDOT London Office
Duration	:	March 24, 2023 to June 24, 2023

I. BACKGROUND:

PDOT London has been sustaining the country's presence through various digital platforms, namely, website, social media, (Facebook, Instagram, Twitter, YouTube), Visit Philippines App and e-newsletter through the services of a contractor under the Integrated Digital Marketing Project from 2021-2022. However, the said contract has already ended/ completed last November 2022. To ensure continued, undisrupted digital presence, we propose to maintain and further strengthen the country's exposure in the digital arena by engaging again the services of an Integrated Digital Marketing provider that will manage the above digital platforms of PDOT-London at the same time facilitate online campaigns and marketing activities in the digital space.

The Philippine Department of Tourism (DOT) is currently in need The above services is urgently needed in view of the completion of the contract with the contractor for the Integrated Digital Marketing Project of PDOT London.

II. PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of a digital company that can provide website and social media platform (Facebook) maintenance from March 24, 2023 to June 24, 2023, a temporary service while the full-blown Integrated Digital Marketing (IDM) Project is being processed.

Objectives :

- To sustain/ the Philippines' presence in the digital platform through continued features/ e-newsletters;
- To maintain the PDOT London website and Facebook account including E-Newsletter;
- To provide continues update to the market;

III. CAPABILITY REQUIREMENTS

- Must be a London-based/ registered digital company
- Must be capable of providing the requirements of PDOT London
- Must be willing to provide the services on a send-bill arrangement

IV. DELIVERABLES/ REQUIRED SERVICES

1. Website and Social media (Facebook) maintenance and management;
2. SEO and SEM Campaign Planning and Implementation;
3. Content Marketing/ E-Newsletters

6/24

V. CONTRACT DURATION

The above service contract duration is from March 24, 2023 to June 24, 2023, or upon the issuance of the Notice to Proceed (NTP).

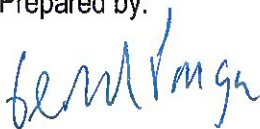
VI. BUDGET

The budget allocation for the above project is One Thousand Five Hundred Pounds (£1,500) per month inclusive of all applicable taxes.

Payment shall be processed after the monthly completion of the services rendered and upon the submission of the invoice and the monthly report.

The winning quotation/ proposal will be based on the lowest proposed bid price and compliance to the required specifications of the requested product/s.

Prepared by:



GERARD O. PANGA

Tourism Attaché

Philippine Department of Tourism-London

CONFORME:

Signature

Printed Name

Title

Company Name