



4 November 2021

REQUEST FOR PROPOSAL

The Philippine Department of Tourism - London is inviting qualified companies to send proposals for Integrated Digital Marketing for the UK Market. Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before **10 November 2021** to:

cc: proposals@itsmorefuninthephilippines.co.uk
admin@itsmorefuninthephilippines.co.uk

Thank you and we look forward to receiving your proposals.

Sincerely yours,

Gerard Panga

GERARD O PANGA

Tourism Attaché

Philippine Department of Tourism - London



TERMS OF REFERENCE

I. PROJECT TITLE: INTEGRATED DIGITAL MARKETING MANAGEMENT – UK MARKET 2021/2022

II. BACKGROUND AND RATIONALE:

PDOT London has various digital platforms dedicated to the UK audience/market: website, social media (Facebook, Instagram, Twitter, YouTube), Visit Philippines App and e-newsletter. While we have these tools to provide information on the Philippines in place as part of our initiatives to strengthen the presence of the Philippines in the digital world, we need to ensure that these platforms offer unique and accurate content, useful, relatable, trendy and most of all, effective and in line with our objectives. It is for this purpose that we require the services an integrated digital marketing services provider.

III. OBJECTIVES:

- Ensure that all digital campaigns and platforms are constantly updated and managed by specialists in the field following the industry's best practice.
- Maximise use of PDOT-London's digital platforms as a means to further gain positive impact of promotional and market development activities geared towards both the travel trade and consumers.
- Increase number of followers of all PDOT-London's digital platforms as well as the number likes, visits, shares, downloads, engagement.
- Increase the reach (impressions) of the social profiles
- Improve the Philippines' position in search ranking
- Increase the number of outbound clicks (to partner sites)
- Increase the number of inbound clicks (from partner sites and other trusted sources)
- Increase keyword positions on targeted keywords Reputation management (helping to handle bad news)
- Ensure and increase engagement
- Traffic generation (visits back to the site via social posts)
- More social engagement for activations and events

IV. COMPONENTS, DELIVERABLES AND GUIDELINES

PDOT-London is in need of the services of a company based in England to manage the digital and integrated marketing activities of PDOT London for the UK market.

COMPONENTS

The proposed project will cover the following:

1. Website and Visit the Philippines App Updating / Maintenance / Management
2. SEO and SEM Campaign Planning and Implementation
3. Social media accounts Set-up / Updating / Maintenance / Management
4. Preparation and Distribution of E-news and Management of Database
5. Content Marketing
6. Autoresponder Feature for Various Platforms

7. Social Listening
8. Influencer Marketing
9. Digital Campaigns; Live Philippine Sessions; Online Surveys; Proposals Review, Evaluation and Monitoring of PDOT London Digital Campaigns
10. Management of subscriptions related to website, app and socials accounts
11. GDPR Compliance Management

Deliverables:

1. Preparation and implementation of an integrated digital marketing plan
2. Updating, management, maintenance/upkeep of the PDOT-London's website (front and back end) including but not limited to adding features and functionality, pages e.g. destinations, events, news, travel trade, and the like
3. Updating, management, maintenance/upkeep and promotion of PDOT-London's mobile app (front and back end)
4. Management, maintenance/upkeep of the PDOT-London's social media accounts (Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn and others as may be added)
5. Addition and management of new digital marketing platforms such as TikTok
6. Integration of content across all digital platforms and handling of digital promotion of PDOT-London's offline consumer and travel trade activities
7. Conceptualisation and implementation of activities/campaigns to promote and increase followers, fans, likes, shares, visits, engagement, downloads across PDOT-London's digital platforms.
8. Content research, writing and validation for all digital marketing components covered in this TOR, and special campaigns, as needed
9. Setting up of autoresponder feature on PDOT London's accounts as appropriate
10. Social listening and software licensed to PDOT London, as needed
11. Preparation, distribution and monitoring PDOT-London e-newsletters/special releases for travel trade, media and consumers
12. Management of online campaigns on PDOT London's digital platforms
13. SEO and SEM Campaign planning and implementation
14. Content marketing
15. Influencer marketing
16. Conduct of Live Philippine Sessions, online surveys and other campaigns as may be proposed
17. Facilitation online / offline competitions
18. Preparation of weekly highlights (bullet points and images as appropriate), monthly and end-of contract reports and analytics on all of the managed platforms and submit data collected from various digital marketing activities conducted.
19. Provision of assistance on digital marketing activities implemented by PDOT-London in cooperation with travel trade partners / brands, e.g. artwork preparation, review of proposals, monitoring of campaign and results, etc., as may be needed
20. GDPR compliance management – updating of GDPR documents, data processing and management
21. Other services or activities related or needed to deliver the above

Guidelines:

The proponent, in its design and delivery of the service, shall adhere to and comply with the following guidelines:

1. Proponent should be an expert in the field of digital/integrated marketing and should be based in England. Having an office in London will be an advantage
2. Expertise in destination marketing is a must. Experience in PR services is an advantage
3. Experience in handling tourism related accounts and knowledge on the Philippines will be an advantage

4. Proponent should have a dedicated team headed by an Account Manager to handle the account/project/campaign
5. Proponent should be able provide a package of services that adheres to the Department of Tourism’s branding guidelines and set objectives and in accordance to industry best practice.
6. Proponent shall commit to be in constant coordination and consultation with PDOT-London in the course of the delivery of services and shall be willing to have regular weekly face-to-face meetings (or alternative) with PDOT-London.
7. Proponent shall be willing to provide services on a send bill arrangement
8. The selected company shall be subject to assessment by the PDOT London as to the effectiveness of any part or phase of the campaign launched. PDOT London reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.

V. BUDGET ALLOCATION AND BUDGET BREAKDOWN:

The budget allocated for the requirement for a 12-month contract duration is **GBP35,000** inclusive of VAT. Contract will be subject to regular evaluation by PDOT-London.

Below is the provisional breakdown of the allocated funds for the project. This may be subject to changes but in any case should remain within the total.

PARTICULARS	BUDGET in GBP
I. SEO and SEM Campaign	10,000.00
II. Content Marketing and Management of Digital Platforms (1 year)	18,000.00
Content writing, Upkeep and Management - all social media platforms, website, app and other tools, newsletters, PPC, etc.	
Tools, graphic design and third-party service if required, e.g. for website	
Influencer Marketing, Paid Media, Promo of the Visit Philippines App	
III. Upgrade of Website and App	6,000.00
IV. Digital Campaigns / Proposals Review Evaluation and Monitoring / Monthly Reporting cost inclusive in the contract)	
V. Other expenses	1,000.00
Internet and Application Subscription Fees, hosting, memberships, website plug ins, competition platform/software and prizes, GDPR compliance management,	1,000.00
	GBP 35,000.00

The winning bid, however, shall be determined by the Philippines Department of Tourism – London based on the proposal with the most effective, efficient and attractive inclusions and advantageous financial cost, provided that the amount of the bid does not exceed the above said budget.

VI. PAYMENT PROCEDURE

As much as possible, payment will be on services rendered basis supported by reports and expense receipts (original copies, if possible) or as maybe agreed with the winning proponent.

VII. CRITERIA

- Compliance with TOR Deliverables / Completeness of the proposal: 30 points
- Level of expertise and experience in the field of integrated digital marketing and destination marketing: 20 points
- Campaign Plan/Strategy: 25 points
- KPIs: 25 points
- Experience in handling the Philippines for PR, digital marketing management or other projects: additional 1 point per project, maximum of 3 points

Only those who are compliant with the qualifications and documentary requirements will be considered for evaluation.

VIII. TIMEFRAME

The contract will be for 12 months commencing from the date specified on the Notice to Proceed.

IX. DOCUMENTARY REQUIREMENTS

Bidders are required to submit the following together documents **together with their proposal and Executive Summary Sheet (Annex A)**:

- Business Registration Document
- Latest Tax Certificate
- Company Portfolio including company background and relevant previous sample of work

Prepared by:



GERARD O. PANGA
Tourism Attaché
PDOT-London

Conforme:

Signature: _____

Name: _____

Position in the Company: _____

Company Name: _____