



TERMS OF REFERENCE

I. PROJECT TITLE: INTEGRATED DIGITAL MARKETING MANAGEMENT – UK MARKET 2020

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 of an integrated digital marketing services provider.

III. OBJECTIVES:

- Ensure that all digital campaigns and platforms are 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 keyword positions on targeted keywords Reputation management (helping to handle bad news)
- Ensure and increase engagement (interaction with followers)
- Traffic generation (visits back to the site via social posts)
- More social engagement for activations and events

IV. DELIVERABLES AND GUIDELINES

PDOT-London is in need of the services of a company based in London, 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 Upgrade /Development / Maintenance / Management
2. SEO and SEM Campaign Planning and Implementation
3. Content Marketing
4. Influencer Marketing
5. Digital Campaigns; Live Philippine Sessions; Online Surveys; Proposals Review, Evaluation and Monitoring of PDOT London Digital Campaigns
6. GDPR Compliance Management

Deliverables:

1. Preparation and implementation of an integrated digital marketing plan
2. Upgrade, management, maintenance/upkeep of the PDOT-London's website (front and back end)
3. Development/Upgrade, management, maintenance/upkeep 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, etc.)
5. Addition and management of new digital marketing platforms such as Pinterest, LinkedIn and 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. Preparation, distribution and monitoring PDOT-London e-newsletters for travel trade and consumers
10. Management of online campaigns on PDOT London's digital platforms
11. SEO and SEM Campaign planning and implementation
12. Content marketing
13. Influencer marketing
14. Conduct of Live Philippine Sessions and online surveys
15. Facilitation online / offline competitions
16. Preparation monthly and end-of contract reports and analytics on all of the managed platforms and submit data collected from various digital marketing activities conducted.
17. 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
18. GDPR compliance management – updating of GDPR documents, data processing and management
19. 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 London, England
2. Expertise in destination marketing and PR services is required
3. Experience in handling tourism related accounts and knowledge on the Philippines will be an advantage
4. Proponent should have a dedicated team to handle the account
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.

V. BUDGET ALLOCATION AND BUDGET BREAKDOWN:

The budget allocated for the requirement for a 6-month contract duration is **GBP40,000** inclusive of VAT. Contract will be subject to regular evaluation by PDOT-London.

*Note: SEO component to start in November as there is an on-going campaign

BUDGET BREAKDOWN:

PARTICULARS	BUDGET in GBP
I. Website	8,000.00
Upgrade and Development	5,000.00
Maintenance / Management	2,000.00
II. SEO and SEM Campaign	13,500.00
Management Fee	10,000.00
SEO and SEM Spend	3,500.00
III. Visit Philippines App	4,000.00
Upgrading / Development	3,000.00
Maintenance / Management	1,000.00
IV. Content Marketing	10,000.00
Content writing and Management - all social media platforms, website, app and other tools, newsletters, PPC, etc.	7,500.00
Tools and graphic design	1,000.00
Paid media promotion of content	1,500.00
V. Influencer Marketing	5,000.00
Management and content writing	2,500.00
Influencer marketing spend (influencers social media platform ads)	1,500.00
VI. Digital Campaigns, Live Philippine Sessions, Proposals Review Evaluation and Monitoring, Montly Reporting (cost inclusive in the contract)	
VII. Other expenses	3,500.00
Internet and Application Subscription Fees, hosting, memberships, website plug ins, competition platform	500.00
GDPR compliance management and data processing and management	1,000.00
TOTAL	GBP 40,000.00

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

Payment will be on services rendered basis.

VII. DOCUMENTARY REQUIREMENTS

Bidders are required to submit the following together documents together with their proposal:

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

VIII. TIMEFRAME

July 20: Deadline for submission of proposals

July 24: Awarding of project

July 24-31: Contract signing, pre-implementation preparations, meeting with PDOT-London

August 1: Target commencement of delivery of services

Prepared by:



GERARD O. PANGA

Tourism Attaché

PDOT-London

Conforme:

Signature:

Name:

Position in the Company:

Company Name:
