

**TERMS OF REFERENCE
CONSULTING SERVICES FOR THE HIRING
OF DIGITAL MARKETING CONSULTANT**

I. BACKGROUND

The Department of Tourism (DOT) has altered its marketing strategies to reflect the new normal travel. Different virtual campaigns and projects are launched to guarantee that Philippine tourism remains competitive, adapts well, and takes advantage of the digital revolution. Optimizing the role of technology to promote tourism and digital learning to provide new opportunities across the tourism sector.

As DOT MIMAROPA is looking ahead and exploring possible ways on how to promote and recover the tourism industry from the Covid-19 crisis, the Regional Office will seek for the assistance of a Digital Marketing Consultant to formulate and execute the Regional Digital Marketing Plan. The Consultant is responsible for managing and regulating the marketing efforts of the Regional Office for six (6) months and maintain its brand to be the *Destination of Choice* for the new normal travel.

Moreover, the service provider will be responsible for social media content planning, content optimization - different posts for Facebook, YouTube, Instagram, Twitter, and other leading social media platforms, photo & video editing, graphic design, and copywriting for social media. The Digital Marketing Plan will lead to an effective marketing strategy using up to date digital tools which can help improve the Regional Office's promotion of tourism products in the age of digitalization.

II. OBJECTIVES

1. Hire a Digital Marketing Consultant to build up the presence of MIMAROPA Tourism brand in online platforms.
2. Develop and execute innovative social media marketing strategies to amplify the region's online presence.
3. Create and manage content of MIMAROPA accounts on different online platforms (Facebook, Instagram, YouTube, among others).
4. Develop online marketing collaterals such as PowerPoint presentations, vector icons/logo designs and/or infographics for the MIMAROPA regional office.

III. SCHEDULE OF WORK

July 2022 to December 2022

IV. SCOPE OF WORK

In particular, the marketing consultant and service provider will be responsible for the undertaking of the following tasks:

- A. Evaluate current media presence of DOT MIMAROPA and prepare / draft a 6-month Digital Marketing Plan that will be presented to the Regional Office for approval.

The following are the desired contents of the Marketing Plan. The Service Provider may add other efforts to improve the strategy:

- Create social media marketing campaign proposals & marketing analysis;
- Recommend steps for campaign design, process improvement, and testing;
- Create accounts and posts on different social media platforms (Facebook, Instagram, and YouTube) to boost online presence and solely for marketing and promotions;
- Develop and standardize the process of executing social media marketing campaigns and create standard templates;
- Audits and analyses social media presences as well as competitor analysis;
- Set target views, likes and followers from Audience Analysis;
- Organize and schedule up-to-date content sharing in accordance with communication strategies in digital platforms:
 - ✓ 1-4 posts per week for Instagram account.
 - ✓ 1-minute or more monthly promotional video for YouTube Channel.
 - ✓ Update announcements and news on Facebook page.
 - ✓ Social media boosting and advertisement to attract more users
- Web Hosting, Updating and monitoring of the MIMAROPA Travel Information Mobile Application.
- Create layouts for PowerPoint presentations, vector icons/logo designs and/or infographics that represents the brand of MIMAROPA provinces;
- Identify the latest trends and technologies affecting the tourism industry to add and incorporate in the Digital Marketing Plan; and
- Conduct special studies and assessment as may be necessary

B. Work closely with the Regional Office and other contributors such as Five (5) Travel Vloggers / Social Media Influencers on Facebook, Instagram and YouTube in carrying out campaign projects and ensure timely and accurate execution of the approved Digital Marketing Plan. Each Social Media Influencer must provide at least:

- One (1) dedicated video
- Three (3) standalone posts
- Three (3) native mentions

C. Monitor and measure campaign/content performance and provide recommendations for better enablement and execution;

D. Submission of monthly Terminal Report on the results of the Digital Marketing Plan's execution, studies and assessment.

E. Execution of the Digital Marketing Plan must result to 40% of increase in current People Reach and Engagement, whether the 6-month contract is completed. If not, redesigning and improvements must be done to provide solution and accomplish the target reach without additional cost.

F. Notify the Regional Office of any unauthorized use of the marketing collaterals of which it becomes aware and assist the office in enforcement of its rights in the materials.

G. Protect DOT MIMAROPA's confidential and proprietary information and intellectual property.

H. Provide other technical support as may be required by the Regional Office.

V. OTHER REQUIREMENTS

1. Bids should include professional fees, logistical expenses, and other costs relative to the formulation and implementation of the Digital Marketing Plan and its outputs

VI. DELIVERABLES AND TIMELINE

DELIVERABLES	PERCENT (%) OF PAYMENT
A. Submitted and approved 6-month Digital Marketing Plan one (1) month after issuance of Notice to Proceed (NTP)	10%
B. Submitted and accomplished reports with proof of placements for all media platforms on the 1 st to 3 rd month of project implementation	30%
D. Submitted and accomplished reports with proof of placements for all media platforms on the 4 th to 6 th month of project implementation and submitted terminal report of the whole project duration and compliance to all deliverables	60%
TOTAL	100%

VII. APPROVED BUDGET FOR THE CONTRACT (ABC):

The approved budget is **Nine Hundred Thousand Pesos (Php 900,000.00)** inclusive of all applicable government taxes, payable in tranches based on the submitted milestone report and send-bill arrangement (Government Procedure). Bids exceeding the ABC shall be disqualified.

- ✓ First Tranche Payment (10% of the total) upon receipt of Deliverable A.
- ✓ Second Tranche Payment (30% of the total) upon receipt of Deliverable B.
- ✓ Third Tranche Payment (60% of the total) upon receipt of Deliverable C.

VIII. ROLES AND RESPONSIBILITIES

A. The CONSULTANT shall:

1. Provide a detailed and comprehensive digital marketing plan which will strengthen the social media presence of the Regional Office;
2. Provide final outputs required based on the specifications for the Digital Marketing activities;
3. Provide all necessary fees for the project such as professional fees, logistical expenses, and other costs relative to the project;

4. Coordinate with key personnel and tourism officers for vetting and information checking of social media posts; and
5. Constantly updating and reporting with the procuring entity on the progress or status of the overall project

B. The PROCURING ENTITY shall:

1. Designate a counterpart support team who will work closely with the CONSULTANT regarding the technical and administrative requirements of the activities, including progress monitoring;
2. Approve the detailed and comprehensive digital marketing plan; and
3. Approve and recommend revisions on the final outputs provided by the CONSULTANT

IX. QUALIFICATION OF THE BIDDER

- ✓ Must have minimum of 3 years' commercial experience in the field of marketing and promotions
- ✓ Must be able to propose a highly unique, creative concept of the The Regional Office's brand on social media platforms
- ✓ Must have a new breed of staff adept with good skills on photo and video editing, research, and caption writing
- ✓ Must have serviced a wide range of clients

X. PROJECT KEY PERSONNEL

1. The bidder shall provide the manpower requirements upon the effectivity of the contract with the following manpower requirement:

Key Personnel	Qualification and Experience
Marketing Consultant	Education: Graduate of Mass Communication or other relevant degree Experience: Minimum 3 years' experience in digital marketing
Head Writer	Education: Graduate of Mass Communication or other relevant degree Experience: Minimum 3 years' experience in professional screenplay
Head Graphic Artist	Education: Graduate of Mass Communication or other relevant degree Experience: Minimum 3 years' experience in professional photography

2. The Bidder may assign tasks of Project Key personnel to professionals outside of his firm / organization provided that the necessary documents to support the agreement between the bidder and the concerned key personnel is submitted and stated with the Bid.
3. The bidder shall provide the Curriculum Vitae (CVs) of their Key Professional Personnel clearly indicating the relevant skills, work experience, trainings and professional certifications issued by their respective organizations / association / special field of expertise. The CV's must be accompanied with the Certified True Copy of the following:

- ✓ Diploma college, post graduate (if applicable)
- ✓ Employment Certificate
- ✓ Similar projects handled

4. The Bidder may assign other support personnel (labor, supervision, etc) in addition to the list above, with the purpose of optimal performance of the agreements in the contract at no additional cost to the procuring entity.

Other Documentary Requirements

1. Mayor's/Business Permit
2. Proof of PhilGEPS Registration
3. Omnibus Sworn Statement

Note: All documentary requirements and proposal shall be sent via e-mail at tdd.mimaropa@gmail.com

XI. CONTACT PERSON

MR. MARC RAMIRO R. ORTIZ LUIS
Tourism Operations Officer II
Tourism Development Division (TDD)
Department of Tourism MIMAROPA
tdd.mimaropa@gmail.com | 0917-716-0305