



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: BDTP - 47681

Date: 04/19/2022

R.F.Q. No.: 202204-11220

Delivery May to Dec 2022

Gentleman:

Please quote hereunder your lowest possible price(s) for the following item(s) which is/are urgently needed by this office. It is requested that the quotation be signed, sealed or stamped and submitted to the Supply Section, Ground Floor Department of Trade and Industry, 361 Sen. Gil J. Puyat Avenue, Makati City, Metro Manila.

Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: 1.0, UNIT, Consultancy Services Hiring of Consultancy Services for the Social Media Management and Content Development for the Go Lokal! Program and Social Media Boosting of #FlexPHridays campaign on the DTI Facebook page. SCOPE OF WORK: o Deliver well-crafted content in the social media channel using MSMEs as the focus of the narrative, o Work closely/network with participating DTI offices in the creation of messages designed to enhance the brand image of Go Lokal!, o Monitor the progress of the communication campaign with the use of various analytical tools to gauge the project s effectiveness.

Remarks All items should be treated as one lot. ABC is Php 480,000.

Prepared by: ILEEN P. VISTA ADMIN OFFICER IV

Very truly yours, MARY ANN D. YULAS SUPERVISING ADMIN. OFFICER

DTI SHOPPING COMMITTEE Department of Trade and Industry

As per your request, I/We have indicated the prices of the above mentioned articles on the Unit Price and Total Price columns.

Date Submitted

Signature over Printed Name

POSITION:

COMPANY:



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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. The ARTICLE column contains a list of communication and marketing tasks.

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Prepared by: ILEEN P. VISTA
ADMIN OFFICER IV

Very truly yours, MARY ANN D. YULAS
SUPERVISING ADMIN. OFFICER

DTI SHOPPING COMMITTEE
Department of Trade and Industry

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| NO | QUANTITY | UNIT | ARTICLE | UNIT PRICE | TOTAL PRICE |
|----|----------|------|---|------------|-------------|
| | | | DESCRIPTION OF THE WORK/TASKS AND DELIVERABLES Marketing Materials The winning Consulting Firm will develop and provide the following services, including but not limited to social media content plan, graphic design, copywriting, and video editing for the marketing materials. Create/design/curate the following marketing materials to be published per month on Facebook, Twitter, Instagram, and LinkedIn pages. a) Audio-Visual Presentations (AVPs) No. of materials: 2 Duration: Minimum of 30 seconds but not exceeding 2 minutes 30 seconds | | |

Remarks All items should be treated as one lot. ABC is Php 480,000.

Prepared by: *[Signature]*
 ILEEN P. VISTA
 ADMIN OFFICER IV

Very truly yours,
[Signature]
 MARY ANN D. YULAS
 SUPERVISING ADMIN. OFFICER *[Signature]*

DTI SHOPPING COMMITTEE
 Department of Trade and Industry

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Contains item descriptions like Facebook Album, Social Media Artcards/Infographics, Editorial write-ups, and Featured products.

Remarks All items should be treated as one lot. ABC is Php 480,000.

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: f) Curated Contents, Relevant contents originally published by other credible sources, shared by Go Lokal, No. of materials: 2, Purchase and Monitor Paid Social Media Ads, Manage ad cost for post boosting in Go Lokal s and DTI s Facebook pages, Monthly Social Media Analytics, Submission of monthly performance report and analysis; analytics report higher and stronger impact on the target audience (increase in shares, likes, goes viral, etc.), Recommend changes to improve Go Lokal s digital profiles (LinkedIn, Twitter, Instagram, and Facebook) to achieve Go Lokal! s internal and external objectives.

Remarks All items should be treated as one lot. ABC is Php 480,000.

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Table with 5 columns: NO, QUANTITY, UNIT, ARTICLE, UNIT PRICE, TOTAL PRICE. Row 1: Please see attached TOR for reference.

*****NOTHING FOLLOWS*****

Remarks All items should be treated as one lot. ABC is Php 480,000.

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Date Submitted

Signature over Printed Name

POSITION:

COMPANY:

TERMS OF REFERENCE

| | |
|--------------------------|---|
| PROJECT TITLE: | Hiring of Consultancy Services for the Social Media Management and Content Development for the Go Lokal! Program and Social Media Boosting of #FlexPHridays campaign on the DTI Facebook page |
| PROJECT DURATION: | May – December 2022 |
| TOTAL BUDGET: | PHP 480,000.00 |
| FUND SOURCE: | 2022 Go Lokal! Regular Funds |

I. BACKGROUND

Go Lokal! is a free-market access platform for Philippines Micro, Small, and Medium Enterprises (MSMEs) introduced by the Department of Trade and Industry in collaboration with retail partners for brand management and market acceleration. To date, the program has 20 retail partners.

Since its inception, the project has rolled out 144 stores nationwide with over 800 MSMEs endorsed to retail partners, 356 of which are already mainstreamed in various Go Lokal outlets generating sales of more than Php 392 million.

With the global market accelerating to digital transformation and innovation, digital marketing aims to help businesses reach a wider audience and target your potential customers. In today's digital era, social media platforms like Facebook, Twitter, Instagram, and Youtube are key engagement tools to market products and services and are important for sharing information with the public.

According to Google Analytics 2020 data, the Go Lokal microsite garnered 271,738 page views, ranking as the third most visited page on the DTI website for 2020. As of April 2021, Go Lokal has 18,174 followers on Facebook, 370 on Twitter, 4, 274 on Instagram, and 122 Youtube subscribers.

The Bureau of Domestic Trade Promotion (BDTP) of the Department of Trade and Industry (DTI), needs a social media content management team that will manage Go Lokal's online presence by developing a strategy, producing good content, analyzing usage data, facilitating customer service and managing campaigns.

Moreover, the social content management team will facilitate the ad boosting of the #FlexPHridays campaign on the DTI Facebook page to effectively communicate the #FlexPHridays campaign, an upshot of the Buy Local, Go Lokal! campaign, that will amplify the call to support local businesses and entrepreneurs by patronizing local products and services. The campaign leverages the emergent "flex" culture in social media where people take pride in sharing photos of items they own or have recently purchased on their personal accounts or different online communities. For this campaign, we are all enjoined to share our photos wearing local creations or anything locally-made that we are proud of. The term "flex" has evolved into an online jargon synonymous with "showcase", "show off", or "be proud of". The "PH" inside the hashtag serves as a campaign identifier to specify that what is being promoted is Philippine-made. With the amalgamation of "PH" with the word "Fridays" resulting in "PHridays," the campaign aims to make it a

weekly Friday habit to inspire the purchase of local goods and show pride in supporting Filipino products.

The team's role is to ensure that Go Lokal!'s contents are engaging, creative, and have significant social relevance which creates interest and curiosity in the public that converts inquiries into business leads.

II. OBJECTIVES

1. Build the Go Lokal! brand by promoting DTI-assisted and participating MSMEs in targeted social media channels;
2. Further develop the Go Lokal!'s brand by reaching out to DTI internal and external clients using the social media platform with #FlexPHridays as the campaign message;
3. Generate crowd interest in the Go Lokal! content and conversations through well-crafted messages via tweets, posts, and updates of colleagues, partners, clients, and readers;
4. Enhance the Go Lokal!'s digital brand through information snippets from MSMEs using vibrant pictures and unique narratives designed to capture the readers' interest

III. SCOPE OF WORK

- Deliver well-crafted content in the social media channel using MSMEs as the focus of the narrative
- Work closely/network with participating DTI offices in the creation of messages designed to enhance the brand image of Go Lokal!
- Monitor the progress of the communication campaign with the use of various analytical tools to gauge the project's effectiveness.
- Recommend adjustment to the communication plan for a well-calibrated delivery of messages in the online platform
- Introduce media boost to extend message reach to critical clients and targeted stakeholders
- Produce a regular report on the progress of the communication campaign to inform project owners of the project's status
- Utilize digital communication in a mindful, targeted, and strategic way to deliver business leads and ultimately, business results; and
- Includes the setup, engagement, and process for delivering customer and prospect leads to grow and develop Go Lokal! business online through social media.
- Communicate with followers, respond promptly to queries and customer reviews.

IV. DESCRIPTION OF THE WORK/TASKS AND DELIVERABLES

Marketing Materials

The winning Consulting Firm will develop and provide the following services, including but not limited to social media content plan, graphic design, copywriting, and video editing for the marketing materials.

Create/design/curate the following marketing materials to be published **per month** on Facebook, Twitter, Instagram, and LinkedIn pages.

- a) Audio-Visual Presentations (AVPs)
No. of materials: 2
Duration: Minimum of 30 seconds but not exceeding 2 minutes 30 seconds
- b) Facebook Album
No. of materials: 3 Facebook albums
Minimum of 5 and maximum of 8 images per album (inclusive of cover image)
- c) Social Media Artcards/Infographics
No. of materials: 3 per month
Minimum of 3 and maximum of 5 images (inclusive of cover image)
- d) Editorial write-ups (Digital Articles)
No. of materials: 2
To be published on LinkedIn
- e) Featured products
No. of brands: 5
- f) Curated Contents
Relevant contents originally published by other credible sources, shared by Go Lokal
No. of materials: 2

Purchase and Monitor Paid Social Media Ads

Manage ad cost for post boosting in Go Lokal's and DTI's Facebook pages

Monthly Social Media Analytics

- Submission of monthly performance report and analysis; analytics report higher and stronger impact on the target audience (increase in shares, likes, goes viral, etc.)
- Recommend changes to improve Go Lokal's digital profiles (LinkedIn, Twitter, Instagram, and Facebook) to achieve Go Lokal's internal and external objectives

V. RATING SHEET

The following is the rating for project applicants with a total score of 100% and 80% as the passing score.

| | |
|---------------------|--|
| 35% | 1. Portfolio of Similar Projects handled (both private and government sector) 35% (4 or more projects) 25% (1-3 projects) |
| 30% | 2. Quality of Creative Direction and Campaign materials for e-commerce and social media promo campaigns (Present sample creative proposal for the project highlighting the Go Lokal program and promotion of Philippine MSMEs) |
| 25% | 3. Qualifications of the Consulting Firm (Submit the Company Profile and experience in consultancy projects) At least 2 – 3 years' experience in the business of: Search Engine Optimization (SEO), SEO Outsourcing, Social Media Optimization, Social Media Marketing, Social Network Marketing, Online Press Release, Market Research, Creative Writing, E-mail Marketing, Facebook App Development, Pay-per-click (PPC), Web Merchandising, Web Development (A BONUS but not required) |
| 10% | 4. Current workload relative to capacity (No. of ongoing projects) 10% (1-3 projects) 5% (4 or more projects) |
| TOTAL (100%) | |

VI. METHOD OF SELECTION

Highest evaluated by the end-user as per attached Documented Evidence of Capability and Experiences and duly accomplished quality-based Rating Sheet.

VII. BUDGET AND PAYMENT TERMS

DURATION: May – December 2022

TOTAL BUDGET: Php 480,000.00

BREAKDOWN:

Go Lokal page

| | |
|--|-------------------------|
| Php 40,000.00 (development of materials) x 8 | = Php 320,000.00 |
| Php 5,000.00 (FB ads) x 8 | = Php 40,000.00 |
| Php 5,000.00 (handling fee) x 8 | = Php 40,000.00 |
| TOTAL | = PHP 400,000.00 |

DTI Facebook page


| | |
|---------------------------------|------------------------|
| Php 5,000.00 (FB ads) x 8 | = Php 40,000.00 |
| Php 5,000.00 (handling fee) x 8 | = Php 40,000.00 |
| TOTAL | = PHP 80,000.00 |

GRAND TOTAL =PHP 480,000.00

| Description of Expenses per Month | Cost |
|---|--------------|
| A. Social Media Management and Content Development per Month | |
| 1. Marketing Materials | Php40,000.00 |

| | |
|---|----------------------|
| <ul style="list-style-type: none"> a) Two (2) Audio Visual Presentations (AVPs) b) Three (3) Facebook Albums c) Three (3) Social Media Artcards/Infographics d) Two (2) Editorial write-ups e) Five (5) Featured Products f) Two (2) Curated Contents | |
| 2. Monthly performance report and analysis | |
| B. Ad cost management for post boosting per month a. Go Lokal (Php 5,000) b. DTI (Php 5,000) | Php10,000.00 |
| C. Maximum ad cost budget for Facebook post boosting per month a. Go Lokal (Php 5,000) b. DTI (Php 5,000) | Php10,000.00 |
| TOTAL FEE WITH AD COST MANAGEMENT PER MONTH | PHP60, 000.00 |


Prepared by:


IMEE I. LOPEZ
Project Officer, Go Lokal

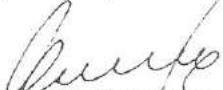
Endorsed by:


ROSARIO T. LIWANAG
Assistant Director, DTI - BDTP

Recommending Approval:


MARIEVIC M. BONOAN
Director, DTI- BDTP

Approved by:


ROSVI C. GAETOS
Assistant Secretary, TPG