



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: BDTP - 47681

Date: 05/12/2022

R.F.Q. No.: 202205-11220

Delivery June to December 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:



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: BDP - 47681
Date: 05/12/2022
R.F.Q. No.: 202205-11220
Delivery June to December 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. The ARTICLE column contains a list of communication and media-related tasks.

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:



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: BDTP - 47681
Date: 05/12/2022
R.F.Q. No.: 202205-11220
Delivery June to December 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: 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: 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:



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: BDTP - 47681
Date: 05/12/2022
R.F.Q. No.: 202205-11220
Delivery June to December 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. Contains detailed descriptions for Facebook Albums, Social Media Artcards/Infographics, Editorial write-ups, and Featured products.

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:



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: BDTP - 47681

Date: 05/12/2022

R.F.Q. No.: 202205-11220

Delivery June to December 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: 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.

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:



HRAS - PROCUREMENT

REQUEST FOR QUOTATION
Sealed Bidding

PR No.: BDTP - 47681
Date: 05/12/2022
R.F.Q. No.: 202205-11220
Delivery June to December 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: Please see attached TOR for reference.

\*\*\*\*\*NOTHING FOLLOWS\*\*\*\*\*

Remarks All items should be treated as one lot. ABC is Php 480,000. (MUST COMPLY w/ THE TOR)

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:

## TERMS OF REFERENCE

<b>PROJECT TITLE:</b>	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
<b>PROJECT DURATION:</b>	June – December 2022
<b>TOTAL BUDGET:</b>	PHP 420,000.00
<b>FUND SOURCE:</b>	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 24 retail partners.

Since its inception, the project has rolled out 155 stores nationwide with over 800 MSMEs endorsed to retail partners, 414 of which are already mainstreamed in various Go Lokal outlets generating sales of more than Php 472 million.

With the global market accelerating to digital transformation and innovation, digital marketing aims to help businesses reach a wider audience and target 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 offshoot 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**

- Develop and implement a Social Media Plan which includes content calendar, baseline and target metrics, goals and objectives and social media campaigns;
- Deliver well-crafted content on the social media channels of Go Lokal on Facebook, Instagram, YouTube, Twitter, and LinkedIn using MSMEs and their products 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 Social Media Plan for a well-calibrated delivery of messages in the online
- Boost or pay to promote social media posts to extend message reach to critical clients and targeted stakeholders on the social media channels of Go Lokal and Facebook page of DTI;
- Prepare a regular report on the progress of the Social Media Plan or 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
- Communicate with followers, and 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 and calendar, graphic design, copywriting, and video creating and editing for the marketing materials.

Create and develop original and engaging content per month to Increase followers and subscribers by at least 30% (from date of notice to proceed) 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.

<b>35%</b>	1. Portfolio of Similar Projects handled (both private and government sector) <b>(Submit a list of similar projects handled with the project period)</b> 35% (4 or more projects) 25% (1-3 projects)
<b>30%</b>	2. Quality of Creative Direction and Campaign materials for e-commerce and social media promo campaigns <b>(Present sample creative proposal for the project highlighting the Go Lokal program and promotion of Philippine MSMEs)</b>
<b>25%</b>	3. Qualifications of the Consulting Firm <b>(Submit the Company Profile, organizational chart and experience in consultancy projects)</b> 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)
<b>10%</b>	4. Current workload relative to capacity <b>(Submit a list of ongoing projects)</b> 10% (0--3 projects) 5% (4 or more projects)
<b>TOTAL (100%)</b>	

## 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:** June – December 2022

**TOTAL BUDGET:** Php 420,000.00

### BREAKDOWN:

#### Go Lokal page

Php 40,000.00 (development of materials) x 7 = Php 280,000.00

Php 5,000.00 (FB ads) x 7 = Php 35,000.00

Php 5,000.00 (handling fee) x 7 = Php 35,000.00

TOTAL = PHP 350,000.00

#### DTI Facebook page

Php 5,000.00 (FB ads) x 7 = Php 35,000.00


Php 5,000.00 (handling fee) x 7 = Php 35,000.00

TOTAL = PHP 70,000.00

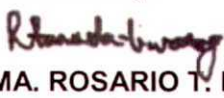
GRAND TOTAL =PHP 420,000.00

Description of Expenses per Month	Cost
<b>A. Social Media Management and Content Development per Month</b>  1. Marketing Materials 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	Php40,000.00
<b>B. Ad cost management for post boosting per month</b> a. Go Lokal (Php 5,000) b. DTI (Php 5,000)	Php10,000.00
<b>C. Maximum ad cost budget for Facebook post boosting per month</b> a. Go Lokal (Php 5,000) b. DTI (Php 5,000)	Php10,000.00
<b>TOTAL FEE WITH AD COST MANAGEMENT PER MONTH</b>	<b>PHP60, 000.00</b>

Prepared by:

  
**IMEE I. LOPEZ**  
Project Officer, Go Lokal

Endorsed by:

  
**MA. ROSARIO T. LIWANAG**  
Assistant Director, DTI - BDTP

Recommending Approval:

  
**MARIEVIC M. BONOAN**  
Director, DTI- BDTP