

# **TERMS OF REFERENCE CONSULTING SERVICES FOR THE HIRING OF DIGITAL MARKETING CONSULTANT FOR THE CENTRAL PHILIPPINES TOURISM EXPO 2024**

## **I. BACKGROUND**

The Central Philippine Tourism Expo (CPTEx), a project under the Central Philippines comprising the six (6) DOT regional offices of CALABARZON, MIMAROPA, Bicol, Western Visayas, Central Visayas, and Eastern Visayas is dedicated to promote local tourism and its products.

As the main host for the 2nd enactment of the CPTEx, the DOT MIMAROPA is taking advantage of digital media to promote the event, the Regional Office will seek the assistance of a Digital Marketing Consultant to formulate and execute the Event Digital Marketing Plan. The Consultant is responsible for managing and regulating the marketing efforts of the Regional Office with regard to the CPTEx 2024 for two (2) months.

Moreover, the service provider will be responsible with social media content planning; content optimization - different content for Facebook: reels, stories, and posts; graphic design - photo, video editing, and logo animation; copywriting for social media; website development; and formulation of the event brand manual. The Digital Marketing Plan will lead to an effective marketing strategy using relevant digital tools that will help the Regional Office with the promotion of the CPTEx 2024.

## **II. OBJECTIVES**

1. Hire a Digital Marketing Consultant to build up the presence of CPTEx 2024 event on Facebook through the creation and management of content
2. Develop and execute innovative social media marketing strategies to amplify the event's online presence
3. Develop online marketing collaterals such as vector icons/logo animation, infographics, and photocards for the Regional Office
4. Develop the Event Brand Manual for the event
5. Develop and manage the event website of CPTEx 2024

## **III. SCHEDULE OF WORK**

June 2024 to July 2024

## **IV. SCOPE OF WORK**

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

- A. Evaluate the goals and objectives of the event and prepare / draft a 2-month Digital Marketing Plan that will be presented to the Regional Office for approval, where all photos and videos shall be provided by the Regional Office.

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
- Create, host, update, and monitor posts on Facebook to boost online presence solely for marketing and promotions
- 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:

- ✓ 3-5 posts per week for Facebook page
- ✓ 3-5 stories per week for Facebook page
- ✓ 2-4 reels per month for Facebook page, increasing in quantity as the date of the event approaches.
- ✓ Social media boosting and advertisement to attract more users

- B. Create, host, update, and monitor the CPTEEx 2024 event website
- C. Create layouts for vector icons, logo animation, and infographics that represents the CPTEEx 2024 event
- D. Create graphics and video edits that represents the CPTEEx 2024 event
- E. Create content for the MIMAROPA marketing pages in accordance with communication strategies in digital platforms, where all photos and videos shall be provided by the Regional Office:

The following are the desired contents for the MIMAROPA pages:

- 10 mirrored Facebook and Instagram animated or video reels with caption
- 20 mirrored Facebook and Instagram photocards with caption
- 3 versions of MIMAROPA page profile photo
- 3 versions of MIMAROPA page cover photo

- F. Create graphics and video edits that represents the CPTEEx 2024 event
- G. Create event brand manual containing all layouts that represents the CPTEEx 2024 event
- H. Identify the latest trends and technologies affecting the tourism industry to add and incorporate in the Digital Marketing Plan; and
- I. Conduct special studies and assessment as may be necessary
- J. Monitor and measure campaign/content performance and provide recommendations for better enablement and execution
- K. Submission of Terminal Report on the results of the Digital Marketing Plan's execution, studies and assessment
- L. Execution of the Digital Marketing Plan must show at least 10% increase in People Reach and Engagement for every posting week. The data basis for People Reach and Engagement shall be from the previous posting week. If not

reached, redesigning and improvements must be done to provide a solution and accomplish the target reach without additional cost.

- M. Notify the Regional Office of any unauthorized use of the marketing collateral of which it becomes aware and assist the office in enforcement of its rights in the materials
- N. Protect the involved Regional offices' confidential and proprietary information and intellectual property
- O. Provide other technical support as may be required by the event host.

**V. OTHER REQUIREMENTS**

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**

<b>DELIVERABLES</b>	<b>PERCENT (%) OF PAYMENT</b>
A. Submitted and approved 2-month Digital Marketing Plan and Event Brand Manual three (3) weeks after issuance of Notice to Proceed (NTP)	10%
B. Submitted and accomplished reports with proof of placements for the website and Facebook page on the duration of the project implementation and submitted terminal report of the whole project duration and compliance to all deliverables	90%
<b>TOTAL</b>	<b>100%</b>

**VII. APPROVED BUDGET FOR THE CONTRACT (ABC):**

The approved budget is **Eighty Thousand Pesos (PHP 80,000.00)** inclusive of all applicable government taxes, payable in tranches based on the submitted milestone report and send-bill arrangement (Government Procedure). Bids exceeding the AB shall be disqualified.

- ✓ First Tranche Payment (10% of the total) upon receipt of Deliverable A
- ✓ Second Tranche Payment (90% of the total) upon receipt of Deliverable B

## 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 event alongside other collaterals
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
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 other collateral
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 CPTEx 2024 event on online 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
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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, training 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](mailto:tdd.mimaropa@gmail.com)*

#### **XI. CONTACT PERSON**

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