

SCOPE OF WORK OF THE SOCIAL MEDIA TEAM

Content creation and management

Content marketing

Interaction with users: Community engagement.

Monitoring: Online media, information sources and social channels.

Measurements and follow-up: Determining the response of the work carried out, justifying the quality of the actions taken and the results thereof.

Fan building: Based on achieving specific objectives

Contests and campaigns: Creative input, development, starting up and monitoring.

Qualitative aspects: Sentiment reports, strengths, scope, virility, passion and effects online.

SEO: Website, blog and social platform (Social Search) optimization, aimed at improving search results.

Keyword optimization and improvement in new SEO/SEM (Search engine marketing) opportunities.

Email Marketing: Development, creative input, running, results and campaigns.

Database: Creation, management and maintenance of the database, making it larger and more streamlined.

Video Marketing: Optimization, search, keywords, sponsored videos, marketing.

Community: Leading online communities, brand representation in different forums and communities.

Online Branding of PBIT: Searching, identifying and improving all PBIT-related aspects in social media.

TERMS OF REFERENCES (TORs) FOR HIRING A SOCIAL MEDIA MANAGEMENT COMPANY (SMMC) BY THE PUNJAB BOARD OF INVESTMENT AND TRADE (PBIT)

Terms of References to invite suitable, registered and experienced Social Media Management Company (SMMC) through a competitive process, to support the smooth implementation of social media coverage of Punjab Board of Investment and Trade (PBIT).

The services of the Social Media Management Company for the Punjab Board of Investment and Trade will be rendered in close cooperation and may include, but are not limited to providing the followings:

SPECIFIC RESPONSIBILITIES

The role and responsibilities of the Social Media Management Company (SMMC) are expected to cover the following items:

- Assist with the projection of all productive activities of the Punjab Board of Investment and Trade (PBIT).
- To provide creative services (from time to time) for social media forums including Facebook, Twitter, Instagram, You-Tube and LinkedIn) for marketing campaign of PBIT.
- Gathers data for uploading on social media forums (Facebook, Twitter, Instagram, You-Tube and LinkedIn) - in close cooperation with PBIT
- Provides support for all associated marketing activities related to PBIT
- Provide live coverage of the activities of PBIT on social media forums mentioned above.
- Ensure maximum coverage on relevant social media forums (mentioned above) after approval from PBIT.
- Establish liaison with PBIT marketing staff - of at least one (1) designated professional; so that all the TORs of the segment are planned, communicated and approved simultaneously and promptly
- Any other relevant ad hoc coverage assigned by PBIT
- Buying media on Facebook and other social media platforms.
- Ensuring Search Engine Optimization (SEO) and a uniform presence across multiple social media forums (Facebook, Twitter, Instagram, You-Tube and LinkedIn).
- Posting content on social media creatively in close cooperation with PBIT.

QUALITY CONTROL FOR THE SERVICES

- Quality of the services provided on a regular and continual basis will be ensured by PBIT. These procedures shall include a self-inspection system covering all the services to be performed in the Contract, and shall include a method for monitoring, identifying and correcting deficiencies in the quality of service furnished to PBIT.
- PBIT shall be notified of any deficiencies found and corrective action shall immediately be taken.
- PBIT reserves the right to conduct their own quality control surveys to ensure the adequacy of the services
- The personnel assigned to handle PBIT's social media tasks shall have a strong management and social media experience and shall constantly be trained to be kept up to date.

PRE-QUALIFICATION CRITERIA

Sr.	TECHNICAL REQUIREMENTS / FEATURES	TOTAL MARKS
1	Cover Letter; including Company introduction and understanding of managing social media	
2	Legal Structure of the Firm; Registration with SECP, DGPR and FBR &PRA <i>[Full Marks for all these Registrations] [Preference will be given to Company Mode]</i>	04
3	Company Information which includes the following; I. Firm's Profile [Total HR including the number of relevant HR, Work History and In House Facilities] [08] II. Firm's HR's Portfolio <i>{The relevant HR's Experience / Work History / CVs}</i> [13]	21
4	Proof of Financial Stability through Audited Financial Statements & previous Work Orders <i>[Full Marks for 2-Years & above showing profitability]</i>	03
5	Business Development & Client Performance Information which includes; I. List of Clients for which similar engagements were performed in the last 3-Years [03] II. Letter of Acknowledgements/ Work Completion Certificates/ Documentary Evidences of relevant Assignments showing the level of satisfaction of clients [03] III. Audio Visual Presentation of the Previous Works [06]	12
TOTAL TECHNICAL MARKS		40

IMPORTANT NOTE:

1. For a firm to prequalify, it is mandatory to score atleast 50% marks in each section
2. Min. score required for pre-qualification = 20
3. Pre-Qualified companies/firms will be hired and taken on-board for the period of 2019-20 i.e. till June 30th, 2020
4. For any event during the Year 2019-20, Terms of References (TORs) along with specific requirements will be shared with the pre-qualified firms and Creative and Financial proposals / bids will be called from them in a defined time frame
5. If the Contractor fails / delays in performance of any of the obligations, under the Contract / violates any of the provisions of the Contract / commits breach of any of the terms and conditions of the Contract the Purchaser may, without prejudice to any other right of action / remedy it may have, deduct from the Contract Price, as liquidated damages, a sum of money @0.25% of the total Contract Price which is attributable to such part of the Goods / the Services / the Works, in consequence of the failure/ delay, be put to the intended use, for every day between the scheduled delivery date(s), with any extension of time thereof granted by the Purchaser, and the actual delivery date(s). Provided that the amount so deducted shall not exceed, in the aggregate, 50% of the Contract Price.