

## **Term of reference for Brand Development, Promotion, Digital and Integrated Marketing**

**Project Title:** Brand Development, Brand Promotion, Digital and Integrated Marketing for Products Developed by the Community Members under JEEViKA.

### **Background**

Bihar Rural Livelihoods Promotion Society (BRLPS) is an autonomous body under the Department of Rural Development, locally known as JEEViKA with the objective of social & economic empowerment of the rural poor. JEEViKA is working with the artisans of Rural Bihar and promoting their products with the help of training, backward and forward linkages, promotions, fairs, etc. Now JEEViKA needs to promote their products through digital platforms available in India and expecting an increase in sales and brand value of their products. Branding, Promotion and Marketing of JEEViKA's products will elevate the organization's outreach.

### **Objectives:**

**Target potential audience:** Reaching out potential customer will have long term positive effect for the organization's branding. We need to engage our target audience and promote the product to reach the masses.

**Build the brand:** It is very important to build the brand awareness with a unique identity among the target audience. For this we need to increase the involvement of target audience and make them aware about the brand through the online as well as offline platforms.

**Build engagement:** JEEViKA looks forward to thriving community of buyers, supporters, well-wishers and followers who will develop conversations, exchange of ideas and a close relationship to build advocates and ambassadors for the brand with presence among the group of buyers within the online marketplace.

**Build a Peer Group:** From response through social media and websites a peer group needs to form to generate future buyer and advocacy.

**Increase in Sales:** This is the most demanding objective of any social media campaign of a Brand. Hence JEEViKA wants a boom in sales during or after the digital marketing

### **Deliverables / Scope of work:**

#### ***Website and Mobile App Management***

1. Management, maintenance/upkeep and improvement of the [shop.brlps.in](http://shop.brlps.in) website
2. Management, maintenance/upkeep and improvement of the [shop.brlps.in](http://shop.brlps.in) Mobile App.
3. Creation of Content for the website and Mobile App.

4. Creation of campaign and promotional activity for the website and Mobile App to increase the traffic.
5. Maintain seamless performance for all the users across the website and mobile application.
6. Prepare and maintain buyer Security and safety during online purchase. (Web Hosting not Included)
7. Prepare the email list of all previous and potential buyers and communicates with them regularly.

***Social Media Management and Promotional Campaign:***

1. Organise the campaign for Branding of JEEVIKA Products.
2. Market tie up with retail chain.
3. Market survey for brand promotion.
4. Developed Advertisement and advertise the brand of JEEVIKA at ground level for promotion.
5. Creation, management, maintenance/upkeep and improvement of the JEEViKA's social media accounts.
6. Substantial increase in – following, likes, engagement, downloads, subscription, site visits of JEEViKA's digital platforms and digital communications
7. Integration of content across all digital platforms and handling of digital promotion of JEEViKA's Products through offline consumer activities .
8. Conceptualization and implementation of activities/campaigns to promote and increase followers, fans, likes, shares, visits, engagement, downloads across JEEViKA's digital platforms.
9. Content writing and layout preparation for all digital marketing campaigns, Road Shows, e-news, and special campaigns, as needed.
10. Content writing, creative preparation, publishing, distribution and monitoring of e-newsletters and physical newsletter for consumers.
11. Mixed posts English as well as vernacular. The language we use will be determined by the audience with whom we plan to interact.
12. Management of online campaigns and competition on digital platforms including preparation of content, T&Cs, provision of competition software, draw, etc.
13. Implementation of campaign boosts and other promotions on our digital platforms
14. Coordination with SEO services provider for smooth and integrated implementation of all digital campaigns

### ***Response Management and Monthly Report***

1. Management of comments, messages and tags on all our digital platforms according to industry best practice.
2. It's crucial to emphasise that agencies must immediately report all negative comments or sentiment to any of our products and ensure that suitable responses are drafted and share in the relevant medium.
3. Preparation monthly and end-of contract reports and analytics on all of the managed platforms and submit data collected from various digital marketing activities conducted.

### ***Organic Traffic***

1. Increase organic traffic to our social media assets through rich postings including pictures, videos, posts, polls, contests, and others.
2. Increase organic traffic through online campaigns during festival season and as per the plan.

### ***Important***

1. Ensure that the platforms remain secure from phishing and other malicious activity with strong passwords and other ways.
2. Ensure the posted content is as per the brand standards and projects the modern yet elegant persona of the brand.
3. All the content should be verified with the competent authority of BRLPS before publishing I website or Social Media.

### **Qualifications**

The proponent in its design and delivery of the service, shall adhere to and comply with the following qualifications:

1. Proponent should be an expert in the field of digital/integrated marketing and should be based in Patna or should have an office in Patna.
2. Should have knowledge and experience in handling art and craft related accounts/ products.
3. Minimum 5 years of working experience in digital marketing. Experience in leading and managing SEO, marketing database, email, social media and/or display advertising campaigns
4. Experience in setting up and optimising online campaigns.
5. Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
6. Knowledge of website analytics tools.

### Team Details

Sl. No.	Team Details	Education Qualification	Experience Criteria
1.	Project Manager	B. Tech or Equivalent Degree/ MBA in Digital Marketing	10+ Years in the field of Digital Marketing and Brand Promotion
2.	Technical Head	B. Tech or Equivalent Degree	10+ Years in the field of Brand Promotion
3.	Sr. Developer	B. Tech or Equivalent Degree	5+ Years in the field of content development.
4.	System Admin cum Graphics Developer	PGDCA/ DTP	5+ Years in the field of Graphics development.
5.	Legal Advisor	LLB Degree	5+ Years in the field of Legal Advisory.

### Payment Terms and Schedule

The amount to be paid after the successful Completion of task and submission of bill on periodic basis. The Respondent shall submit the requisite deliverables and satisfactorily perform work as specified under this tender to the CEO, BRLPS. The requisite payment will be released by CEO, BRLPS upon acceptance of the deliverables and satisfaction with work performed by the Respondent.

### Penalty

Service provider is expected to meet the time lines in the normal course of carrying out the activities as per the detailed scope of work. In case of unjustified delay, the CEO, BRLPS will reserve the rights to levy penalties on the service provide i.e. 0.07 % penalty on every day delay on the Project component. Overall penalty will not exceed 5 % of total cost of the project component.

### Period of Consultancy

Initially the project will be for a period of one year after the review of the contract it may be extended for two years.

### Review Committee to Monitor the Agency's services

A Review Committee may be constituted by BRLP to monitor the quality of assignment/task completed. The committee may also seek comments and inputs on the agency's work if required in case of any service delay or other discrepancies.

The BRLPS may also terminate the agreement either in case of non-compliance of the service declaration or on the fulfilment of the assigned objective

### Other Note:

- The above Scope of work is tentative it may be possible the unit and size/duration may be changed as per the requirement of the Project.
- This RFP does not commit JEEViKA to award a grant or to pay any costs incurred in the preparation of a Proposal for the goods and/or services offered.
- Please note that all query and clarification received from any bidder will be uploaded in JEEViKA website [www.brlps.in](http://www.brlps.in) without disclosing the source of enquiry.

**Confidentiality Clause:**

All information contained within this document is strictly confidential and not to be divulged to any 3rd party without the prior, written consent of BRLPS. JEEViKA will hold copyrights for all the developed content (Video/Audio/Print materials).