



Guyana Tourism Authority
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REQUEST FOR PROPOAL
FOR THE PROVISION OF DIGITAL MARKETING SERVICES

INTRODUCTION

The Guyana Tourism Authority is a statutory body with principal responsibility for the development and marketing of tourism in Guyana. It was created by an Act of Parliament on June 11, 2002.

GOAL OF TENDER

The Guyana Tourism Authority is seeking proposals from experienced agencies for the planning and execution of its multi-faceted Digital Marketing Strategy. The strategy is designed to effectively promote Guyana's tourism experiences and products to our target consumers, while adapting to current marketing trends. The goals of this proposal are therefore:

- Continue to grow our exposure and tourism revenue through an integrated marketing campaign, branded experiences targeted campaigns and social media approach.
- Develop a strategy for media placement in partnership with the Marketing Team that targets our identified target markets through efficient and cost effective marketing tactics and tools.
- Create advertising that is compelling and appealing to our potential visitors.
- Support collaboration and information sharing between stakeholders.
- Provide detailed analytical reports for both web and social.

Details and scope of services are provided in this document.

E-mail/Mail submission is the preferred method of submission of proposals. If hard copies are submitted, an electronic version must also be provided. Proposals must be in PDF format when sent electronically. The proposal must be sent to the Director, Guyana Tourism Authority no later than **August 16, 2017**. All proposals must be marked with the bidder's name and reference the title of this Request for Proposal.

INQUIRIES AND QUESTIONS

Inquiries are welcomed up to and including noon of August 10, 2017. Inquiries should be made to the Senior Marketing Officer as identified below and copied to Ms. Nicola Balam at nbalram@guyana-tourism.com

Administration and reporting of the campaign will be managed by the Senior Marketing Officer who is the key contact for the campaign. The successful agency will work with the Marketing Planning Team comprised of members from the Guyana Tourism Authority.

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The proposal documents shall be received on or before **August 16, 2017** via e mail or postal address.

INFORMATION TO CONSULTANTS

INTRODUCTION

- The Guyana Tourism Authority will select a firm among those invited to submit a proposal, in accordance with the method of selection detailed in this proposal.
- The bidders must familiarise themselves with local conditions and take into account in preparing their proposals.
- Please note that the costs of preparing the proposal and of negotiating the contract, including any visit to the Guyana Tourism Authority are not reimbursable as a direct cost of the assignment. The Guyana Tourism Authority is not bound to accept any of the proposals submitted.
- The Guyana Tourism Authority employees, board members and their relatives (spouse and children) are not eligible to participate.

SUBMISSION, RECEIPT AND OPENING OF PROPOSALS

- The proposal must be delivered at the submission address on or before the time and date stated. Any proposal received after the closing time for submission of proposals shall be returned to the respective bidder unopened.
- After the deadline for submission of proposals the proposal shall be opened immediately by the opening committee.

DEADLINE FOR SUBMISSION OF PROPOSAL

- Tenders must be received by the Guyana Tourism Authority at the Guyana Tourism Authority no later than **August 16, 2017**
- The Guyana Tourism Authority may at its discretion , extend this deadline for the submission of tenders by amending the tender, in which case all rights and obligations of the procuring entity and candidates previously subject to the deadline will therefore be subject to the deadline as extended.

EVALUATION OF THE PROPOSAL – GENERAL

- From the time the proposals are opened to the time of the contract award, if any individual bidder wishes to contact the procuring entity on any matter relating to his/her proposal, he/she should do so in writing or e mail. Any effort by a bidder to influence the procuring entity's staff in the evaluation of proposals, companion proposals or awards of contract may result in the rejection of the bidder's proposal.

EVALUATION OF TECHNICAL PROPOSALS

The evaluation committee shall carry out the evaluation of the technical proposals following the criteria set out in the terms of reference.

The bids submitted shall be subjected to a three stage evaluation process as shown below

- Preliminary/Mandatory evaluation
- Technical evaluation
- Pitch presentation

PRELIMINARY MANDATORY EVALUATION

Proposals will be evaluated on the basis of their responsiveness to mandatory requirements as listed below:

NO.	Item Description	Yes	No
1	Copy of certificate of incorporation		
2	Copy of valid tax compliance certificate		

NB: Failure to submit any of the above documents listed will lead to automatic disqualification.

TECHNICAL EVALUATION CRITERIA

Agency's relevant experience	Sub totals	Max scores	Scores awarded
Experience and understanding of the assignment by the digital agency. Provide details of three similar assignments done in the past three years.	5	10	
Ability to develop and execute world class digital campaigns- include example links to campaign pages.	5		
Methodology Approach			
Agency's initiatives and comments on the terms of reference which may include additional ideas, suggestions or point of view that the agency is proposing to be incorporated in the Guyana Tourism Authority Digital Marketing efforts. These should be captivating and relevant.	5	10	
The agency should demonstrate their ability to achieve tight deadlines and flexibility in meeting the Guyana Tourism Authority needs. Provide real examples of cases and situations with previous clients where the agency worked on tight timelines and the results.	5		
Human Resource Capacity			
Client Service Lead: Should be a competent and qualified individual possessing knowledge and at least seven years' experience in dealing in general management in digital advertising, public relations and communication. Added advantage will be given to the agency where the team leader is a member of staff at a senior level. Please attach curriculum vitae.	5	10	
Other key staff: individuals that have requisite qualifications with at least five years' experience in	5		

digital advertising, public relations and communication industry. The firm may propose experts with skills relevant to assignment. Please attach curriculum vitae.			
GRAND TOTAL		30	

NB: The firm that scores above the pass mark of 22/30 in the technical evaluation shall be invited for a pitch presentation.

PROVISION OF DIGITAL MARKETING SERVICES PITCH PRESENTATION EVALUATION

As part of the evaluation for the digital agency, propose campaign ideas for a twelve months digital marketing campaign as per the brief provided below. Successful firms will be invited to make a pitch presentation that will form part of the technical evaluation for this tender.

THE BRIEF

The Guyana Tourism Authority intends to roll out a global online marketing campaign. To create a rich, impactful and memorable digital experience, content marketing will play a leading role for the successful implementation of this campaign across various digital environments.

MARKETING OBJECTIVES

- Increasing GTA’s internal resources to match the increased scale and scope of digital marketing activities
- Creating a powerful website and content for each stage of the travel buying cycle
- Developing tailored content and engagement activities closely matched to the needs of niche markets.

MOTIVATORS FOR TRAVEL – WHAT DRIVES OUR AUDIENCES

Guyana South America Undiscovered is full of adventure, serenity of nature untouched, unique experiences and hospitality.

TARGET MARKET

The main markets to be targeted for the digital marketing services include the U.S, Canada, U.K and Germany. For each market, market segments will be identified leading to various campaigns.

Outlined is a detail selection or criteria for each selected target market.

TARGET MARKETS		
Canada United States America United Kingdom Germany		
MARKET SEGMENTS		
Travel to discover new frontiers	Wanderlusters	Guyanese Diaspora
DEMOGRAPHICS		
Millennial, Centennials	Millennial, Generation X	Centennials, Millennial , Generation X, Baby Boomers and Traditionalists
PRODUCT EXPERIENCE		
Experience of different culture, lifestyle, adventure, indigenous tourism.	Discover a variety of nature, indigenous tourism, wildlife, sports – fishing, safari and birders.	National events and holidays.
INCOME		
Middle- High	Middle- High	Low- middle-High
METHOD OF BOOKING		
Prefer to plan and organise their holiday themselves and online bookings.	Majority uses travel agencies to book but travel agency has little influence on destination.	Majority uses travel agencies or airline corporate offices.
AIRLIFT AVAILABILITY/ LOCATION		
<i>United States:</i> New York- JFK – Caribbean Airlines, Dynamic Airways and Fly Jamaica <i>Miami-MIA-</i> Caribbean Airlines, Suriname Airways <i>Canada:</i> Toronto – Pearson – Caribbean Airlines, Fly Jamaica <i>United Kingdom-</i> London Gatwick, Interconnecting Barbados- BGI, British Airways <i>Germany-</i> Interconnecting flights		

TIMELINE AND DELIVERABLES

The proposed global online marketing campaign is expected to run for twelve months.

Scope of Work

- The agency will be responsible for handling, managing & maintenance of all official social media handles of the Guyana Tourism Authority. If required initiation and creation of new social media handles is to be taken up, that also includes existing web online communities pertaining to tourism sector. (Existing Social Media handles: Facebook, Twitter, Instagram, Youtube etc. The social media management will consist of post creation, posting & driving of innovative campaigns for respected target markets and market segments. The agency needs to provide a detailed plan of campaign ideas and timing.
- Online Reputation Management and Social Listening – Online Reputation Management of Guyana Tourism Authority Brand in Digital and Social Space.
- Website maintenance, that includes Search Engine Optimisation/ Addition /Editing /Updating of content (text, images) and if required design template creation/ changing of templates, etc
- The agency shall be responsible for carrying out innovative programme/ campaigns with bloggers/ industry partners who are having strong digital presence, to support and sustain digital brand image of the Guyana Tourism Authority with top media houses throughout the tenure as and when required.
- Content Creation - The agency shall responsible for creating content as per deliverables. It is expected out of agency to develop content with impeccable spelling and grammar, with clear understanding of tourism consumer through thorough research. The team should have familiarity with keyword placement and other search engine Optimization best practices; deep knowledge of Microsoft word and Google Docs.

KEY PERFORMANCE INDICATORS

- Increase in traffic to the Guyana Tourism Authority website and social media pages.
- Consumer engagement with the Guyana Tourism Authority owned and user generated content.
- Improved seasonality patterns.
- Improved geographic spread.

EXPECTED DELIVERABLES

• Social Media Management

The agency manpower will be responsible for posting, filtering of user comments, giving responses to all official social media handles and profiles. All posts, tweets on all social media handles of the Guyana Tourism Authority should be in accordance with the activities going on at the time. Repackaging of the content (videos and photographs) into suitable formats (video packages and others)

• Innovative Social Media Campaign

The agency shall be responsible for designing, managing and evaluating innovative digital media campaigns to support digital media presence of Guyana's tourism. The agency shall also be responsible for creating banners for all campaigns organized during the tenure.

- **Online Reputation Management**

Proper response posting on queries. (as per pre-defined text response or escalation levels)
Removal of non-relevant posts/information/offensive from all social media handles.

- **Website Development**

Content addition and updating will be the part of website maintenance of templates for www.guyana-tourism.com and www.guyana.com

- **Content Creation**

Creation of Core Website Copy , Creation of Blogs / News articles/ Articles , Creation of Social media posts/ Content for banners/ Landing pages content , Creation of Product descriptions/ Case studies, whitepapers/ Company bios and eBooks/Email campaigns and market segments

- **Analytics**

Collect, Monitor and leverage web analytics and social media analytics to improvise web and social media presence and optimize effectiveness of campaigns etc. Additionally provide analytics and their interpretation to the Guyana Tourism Authority as and when required. Web analytics of advertisement campaign should include Demographics (country and/ or area of origin, Language, sex, age group), interest, browser, device used (mobile, tablet, pc), duration of visit, conversion ratio (total visitors, unique visitors etc.) and time spent on landing page.

ETHICAL CONSIDERATION

- **Negotiations**

The purpose of negotiations is for the procuring entity and the consultant to reach agreements on all points regarding the assignment and sign a contract. It will include a discussion on the proposals, the proposed methodology and work plan, staff, quoted price and any suggestion made by individual consultant to improve the terms of reference. The negotiations will be concluded with a review of the draft contract. If the negotiations fail, the procuring entity will invite the individual consultant whose proposal achieved the second highest score to negotiate the contract.

- **Award of contract**

The contract will be awarded before commencement of negotiations. After negotiations are completed the Guyana Tourism Authority will promptly notify the other individual consultants that they were unsuccessful.

- **Confidentiality**

Information related to evaluation of proposals and recommendations of contract award shall not be disclosed to the individual consultants who submitted the proposal or to other persons not officially concerned with the process, until the winning individual consultant has been notified that he or she has been awarded the contract.

FINANCE

The project would also require the Tenderer to articulate execution of the project against a budget not to exceed **US\$95,000**. Any potential additional fees must be indicated in the proposal.