

REQUEST FOR PROPOSAL: E-marketing and Social Media Strategies

Background

CBS is a non-profit business consulting organization specialized in innovative solutions and modern business practices provided to agribusinesses, financial institutions, start-ups, local entrepreneurs and large donor organizations. CBS works with banks and Financial Institutions to improve their internal products and farmers and agribusinesses to strengthen their business operations. CBS was recently selected by USAID and Assist Impact for strengthening capacities through a Participatory Institutional Analysis (PIA).

CBS has developed a dynamic on-line web portal platform www.agroweb.org with the main scope to provide relevant information for agro businesses and other stakeholders in agricultural markets, through latest news, articles not only spreading and updating the news, but providing information and guidance as well. Agroweb.org serves as an one-stop user-friendly portal delivering information on agriculture produces; fisheries, horticulture, machineries, research, detailed information on the government policies, national subsidy schemes, agriculture loans, market prices, grants ad credit, bio standardization and new agriculture trends. CBS intends to have active accounts in the most used social networks in Albania such as Facebook, twitter and YouTube. Considering that the audience will be mainly: Farmers, professionals in the field of agriculture, environment, economy, business, media, business women and students, CBS team needs to be trained on the most efficient ways to help agroweb make best use of the opportunities provided by these networks in order to use efficiently the online platforms and to benefit from the options and opportunities these networks offer.

Objective

CBS is seeking for a highly motivated professional in the field of online marketing communications. The potential candidate must have a passion for **designing and implementing social media and e-marketing advertising strategy** for our company and its main products. He/she will implement the company's social media marketing strategy including creating social media content, developing brand awareness and generating inbound traffic. The strategy will focus on increasing Social media ROI and especially Growth of likes and customer Reach and engagement. The expert should give consultancy and present the team with the best practices that can be used to increase the number of followers and strengthening capacities in effective use of the agroweb space. On the job training from an expert on the marketing strategies will ease the process of spreading information about agriculture to a bigger audience. The main scope of the consultant will be the identification and learning of new and contemporary techniques and methodologies, which would help the organization, to have more followers and most importantly address the right target audience through agroweb news and articles and interested actors in the field of agriculture as possible through agroweb.

Technical Requirements / Expected Outputs

The expert/s will designate audience development through social media and on-line marketing advertising strategy.

Social Media

- Map out and develop online social media strategic plan and implement a proactive process for increasing customer engagement, page likes and clicks of the portal. Monitor online ratings and respond accordingly
- Define the social media networks the organization must be present and elaborate how each social network is valuable to reaching the target audience
- Draft a strategy on monitoring, listening and responding to users in social media account
- Manage all published content (images, video and written) and oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile etc.).
- Design, create and manage promotions and Social ad campaigns.
- Analyze campaigns and translate qualitative data into recommendations and plans
- Compile report for management showing results (ROI).

E- marketing

- Devising strategies in function of agoweb spaces dedicated to on-line marketing advertising product
- Consultancy on improving the usability of the on line portal in support of advertising
- Review new technologies and keep the company at the forefront of developments in digital marketing and advertising
- Utilizing a range of techniques including paid search

Consultancy profile and Qualifications

- Previous work experience in similar projects and in-depth knowledge in online marketing and proficient in content marketing theory and applications
- Creative as well as analytic and able to prove the efficiency of the implementation of the creative plan
- Displays ability to effectively communicate information and ideas in written and video format
- Experienced in content development, creation and editing of content, and online reputation management
- Demonstrates winning Social Customer Service techniques. Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

Proposal Guideline

- i. The reasons why you are the best candidate to successfully fulfill the service requested. Previous experiences with e-marketing strategies development and social media effectiveness (Give links to profiles as examples and references) (suggested 300 words)
- ii. Technical personnel. CV of project manager (PM) and other key technical personnel.
- iii. Business technical approach and the methodology or activities you would use to successfully fulfill the service. (suggested max 1 page).

- iv. Project management and project plan timeline for the overall project that addresses the planning, initiation, implementation, conduct, monitoring and completion of tasks. (suggested excel table)
- v. Budget proposed. (suggested excel table)

Project Duration: The total development time for strategy development and consultancy must take no longer than 2 months for both, social media and e-marketing.

Evaluation Criteria

The selection of the software development provider will be based upon the following factors

- Experience in design and development of diverse marketing strategies
- Capabilities qualification and expertise of the expert
- Previous experience with e-marketing and social media strategies
- Cost structure
- Capacity to finish on or before agreed timeframe

Submission

All proposals in response to this RFP are due no later than 5pm January 30, 2015. Interested candidate should submit their proposals and CV electronically to the following email address info@cbs.al.