

GOA INVESTMENT PROMOTION & FACILITATION BOARD

(Government of Goa)

1st Floor, 'SPACES' Building, EDC Patto Plaza, Panaji Goa, 403 001

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Goa Investment Promotion & Facilitation Board has been tasked with implementing the Business Reform Action Plan (BRAP) 2020 to improve the State's ranking in the Ease of Doing Business evaluation for 2020. The Board proposes to engage a Social Media Marketing Agency for a period of 3 months initially. In this regards, quotations are invited for the agencies within the State to undertake following scope of work:

1. Developing a brand identity for Ease of Doing Business and managing its brand image
2. Creating relevant social media pages such Facebook, Instagram, Twitter, etc and optimizing them to get maximum traffic
3. Designing simple yet captivating graphic designs and publishing them across all social media platforms
4. Writing effective copies to accompany the graphics
5. Using appropriate hashtags and other parameters to maximise reach
6. Publishing at least 5 social media posts every week based on the instructions provided by IPB. These posts will serve as announcers for new services and features, promotion for existing services and features, inviting user feedback and suggestions, informing people about online and offline events such as webinars and workshops, etc.
7. Conducting data analysis and developing strategy to increase the visibility and engagement of social media pages through organic and paid channels
8. Monitoring and moderating comments and direct messages. Inappropriate comments must be taken down immediately. All queries must be acknowledged promptly and directed to IPB for timely response
9. Any other related activities that are required from time to time such as holiday creatives, etc.

Time Duration: Agency will be appointed for a period of three months initially, with a provision to extend for additional two months if required.

Eligibility:

1. Minimum 5 years of experience demonstrable with portfolio.
2. Expertise on organic growth generation across platforms such as facebook, Twitter.
3. Ability to devote a dedicated 3 person team as follows:
 1. Copywriter
 2. Graphic design and
 3. Admin/Manager
4. Experience working with Government preferred.

Documents to be submitted: along with quotation, Techno- Commercial proposal and Portfolio of work performed.

Agency fulfilling the above requirement should submit their quotation including applicable taxes latest by **15/02/2021** to Goa Investment Promotion & Facilitation Board, 1st Floor, 'SPACES' Building, EDC Patto Plaza, Panaji Goa, 403 001. The envelope containing documents & quotation should have the following superscribed on it "Quotation for Social Media Marketing Agency". Incomplete quotation received after due date shall be summarily rejected.

Chief Executive Officer

Goa Investment Promotion & Facilitation Board

Dated:- 03/02/2021.