



## UGANDA TOURISM BOARD

### REQUEST FOR EXPRESSIONS OF INTEREST FOR PROVISION OF DIGITAL MARKETING SERVICES FOR UTB LOT 3.

#### PROCUREMENT REFERENCE NO: UTB/CONS/2018-2019/00012

Uganda Tourism Board has allocated funds to be used for the acquisition of digital marketing services for Uganda Tourism Board.

The **Digital Marketing Agency** shall be required to create, design and execute the digital marketing activities in order to achieve the objectives of the Uganda Tourism Board.

The estimated duration of the assignment is **12 Calendar months**.

Uganda Tourism Board now invites eligible **Digital Marketing Agencies** ("Agency/Agencies") to indicate their interest in providing the Services. Interested agency/agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

#### The Scope of the Assignment will include:

##### *(a) Website Maintenance*

- The marketing agency shall review and update the aesthetics (look and feel), layout designs of the Visit Uganda Website, and its associated landing pages or microsites, navigation tree according to the approved digital marketing communications strategy expressed through wireframes and mock ups.
- The agency shall review all the Visit Uganda Website, its features and add the latest functionalities such as personalization tools, search engines, user-generated content mechanisms, trip planning, etc.), according to UTB's requirements.
- The agency shall activate the different microsites, landing pages and platforms (detailed in the marketing plan), according to UTB's requirements and implementation planning.
- The agency shall Update the website regularly with inspirational and informative high-quality multimedia on-demand content for consumers, tourism travel trade and media comprehension.

### **(b) Search Engine Optimization (SEO)**

- The agency shall undertake SEO promote the Pearl of Africa brand through content, technical set-up, and enhanced reach of UTB website so that UTB's POA pages appear at the top of a search engine result of specific set of keyword terms.
- The ultimate goal is to attract web traffic to Visit Uganda website and to inform their perception about the Pearl of Africa when they search for tourism destinations online.

### **(c) Search Engine Marketing (SEM)**

- The SEM Marketing strategy will put Uganda Tourism Board's **Pearl of Africa brand** at the top of search results for queries relevant to POA brand and audience in the target market segments.
- This valuable advertising will provide an immediate source of targeted traffic to Visit Uganda website, driving numbers of potential tourists to destination Uganda by generating visitor intent thus contributing to tourism investment and development.

### **(d) Social Media Marketing**

- The agency shall undertake Social Media marketing across the various social media platform that include but not limited to Facebook, Twitter, Instagram, Pinterest WeChat to interest potential online tourists with excellent online value propositions for increased tourism arrivals through online conversions.
- The agency shall set up a multi-language social media platforms within a centralized social media marketing strategy aligned with the source markets prioritization and requirements.
- The agency will be required to generate content for visitor engagement across the various social media platforms but also for advertising on other third party websites through affiliate marketing for enhanced visibility.
- The agency shall stimulate, manage and leverage the creation of attractive user-generated content to activate highly emotional, personal, and credible inputs for web increased traffic and feedback, dialogue creation in the various source markets.

### **(e) Mobile Marketing**

- The agency shall create Accelerated Mobile pages (AMPs) that are optimized for the various digital marketing platforms such as desktops, tablets, mobile phones and wearables for heightened traffic to the Visit Uganda Website.
- The agency shall create the Pearl of Africa Mobile Application and associated widgets to provide an engaging, modern platform for visitors

highlighting Uganda's local attractions, tourism hotspots, calendar of events, places of interest, digital maps, etc.

- The agency shall review the use of latest mobile technologies to enhance the user experience such as augmented reality (AR), Virtual Reality (VR), Artificial Intelligence (AI), Voice Search and audio-visual guidance such as Google Siri, Alexa,
- The agency shall create engaging gaming approaches, etc.; to add the most convenient features in Uganda's brand app.

**(f) Opt in Email Marketing**

- Email marketing is still the quickest and most direct way to reach customers with critical information. UTB knows that not just any email will do.
- Successful POA email marketing campaigns approved by UTB must be engaging, relevant, informative, and entertaining but also in tandem with the European Union's General Data Protection Regulations (GDPR).

**(g) Online PR & Crisis Management**

- Maximizing favourable mentions of the Pearl of Africa on third-party websites such as social networks, blogs, podcasts, webinars or RSS feeds that are likely to be visited by target audience in key market segments.
- The agency shall implement online media crisis management strategies to avert negative publicity in the key source markets around the world.

**(h) Online partnerships.**

- The agency shall create and manage long-term arrangements with digital partners to promote the POA's online tourism services, visitor contact centres on third-party websites, email communications, video and social media platforms.

**(i) Online Display advertising.**

- The agency shall place digital marketing communications such as online banners, rich media adverts on selected media channels to achieve brand awareness and encourage click-through to the Visit Uganda website and social media channels.
- The agency shall also monitor the effectiveness of these online display advertising initiatives and advise on the appropriate strategies to increase POA brand awareness and traffic.

**(j) Influencer Marketing**

- The agency shall implement influencer marketing initiatives with key influencers, personalities, celebrities to promote the Pearl of Africa brand

across the various online media channels for increased awareness, destination favourability and

- The agency shall also measure and monitor the effectiveness of these influencer marketing initiatives for effective strategic investment and decision making.

#### **(k) Video Marketing**

- The agency shall generate video marketing content to be placed on video marketing platforms such as You Tube, Video, Instagram for increased destination awareness, affiliate marketing links and mobile optimized microsites.
- The agency shall monitor the effectiveness of the video marketing initiatives with frequent reporting

#### **(l) Affiliate Marketing**

- The agency shall undertake affiliate marketing on leading online channels such as online magazines, blogs, websites, microsites for increased destination awareness in the global tourism market place.
- The agency shall also be responsible for the measurement of the affiliate marketing activities that are implemented so as to achieve favourability in the minds of both local and international tourists.

#### **(m) Measurement and Monitoring**

- The agency shall be required to adhere to the stipulated digital marketing initiatives mentioned above to achieve UTB's strategic objectives. The agency will provide the following;
  - I. frequently monitor the performance of marketing activities through digital marketing metrics and KPIs.
  - II. Prepare and deliver monthly, quarterly and annual reports for strategic digital marketing investment and for strategic decisions which may impact on which actions to implement in order to push further or restrain POA marketing initiatives.
  - III. Prepare and deliver post marketing campaign and digital event reports.
  - IV. Any other reports as may be required by UTB.

#### **Required Submission Materials**

1. The agency/ agencies **must** have the following:
  - a. Provide a letter of interest, executive summary and a description of the proposer's organization's services and activities including company organization chart, provide the name and resume for the key staff and other employees who will be directly involved in performing the work include listing of all awards and recognition account management has received.

- b. Demonstration of previous experience in digital Marketing should be indicated in the submission.
- c. The agency must be willing to provide exclusive services to UTB and to no other destination marketing agency/company in East Africa.
- d. The agency should demonstrate a thorough understanding of Uganda's Tourism products and rich experience in the destination Marketing.
- e. Key professional experts on the project must demonstrate at least 10 years of proven, digital marketing management experience.
- f. The agency **Must** have at least one Ugandan Expert on the Key Professional Team with experience in Tourism marketing in Uganda.
- g. The agency **must** possess offices in Uganda for close supervision with major liaison offices located in the key source markets.
- h. Annual revenues of at least **UGX 1 Billion** per year, over the past five years.

### **The Shortlisting Criteria**

The Technical Team from Uganda Tourism Board shall review the Expression of Interest (EOI) and rate them on the following criteria:

1. Demonstrated experience.
  - a. Quality of experience in previous marketing related accounts for over ten (10) years and ability to implement a strong Marketing program aligned with Uganda's Destination Brand – The pearl of Africa.
  - b. The agency must demonstrate relevant experience of at least three (3) projects similar in marketing in the last five years.
2. The agency may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. The Agency/Agencies should clearly indicate in the Expression of Interest submitted by Associations, whether the Association is a Joint Venture or a sub-consultancy, and which of the agency the lead agency is if a sub contract is required.

**NOTE:** The joint venture agreement should be fully registered by the Registrar of companies and must highlight the lead agency in the joint venture
3. The agency will be selected in accordance with the method of shortlisting of agencies following publication of an expression of interest contained in the Government of Uganda's Public Procurement and Disposal of Public Assets Act, 2003, and the PPDA (Procurement of Consultancy services) Regulations, 2014.

Further information can be obtained at the address below during office hours, **08:30am to 5:00pm (local time)**.

Expressions of interest must be delivered in a written form (In English Language) to the address below in person by **28<sup>th</sup> March, 2019** at **11:30am (Local time)**.

**The Head Procurement and Disposal Unit**

Location: **6<sup>th</sup> Floor, Block C, Lugogo House**

Street Address: **Plot 42, Lugogo Bypass**

City: **Kampala**

Postal Office No.: **P.O. Box 7211**

Country: **Uganda**

Telephone: **+256 414-342 196/7**

Electronic mail address: [gbwire@utb.go.ug](mailto:gbwire@utb.go.ug)

Website: [www.visituganda.com](http://www.visituganda.com)

<b>Activity</b>	<b>Date</b>
Publication Date	14 <sup>th</sup> March 2019
Closing Date for submission of EOI and opening	28 <sup>th</sup> March, 2019
Short listing processing and Approvals	28 <sup>th</sup> to 3 <sup>rd</sup> April, 2019
Issue RFP	8 <sup>th</sup> April, 2019
Pre-Bid conference	12 <sup>th</sup> April, 2019
Closing date for submission of Proposals and Opening of Technical Proposals	30 <sup>th</sup> April, 2019
Evaluation of Technical and Financial Proposals	2 <sup>nd</sup> to 10 <sup>th</sup> May, 2019
Approvals, Negotiations and Contracting	<b>30<sup>th</sup> May, 2019</b>

**ACCOUNTING OFFICER**