

TERMS OF REFERENCE WEBSITE AND SOCIAL MEDIA

I. WEBSITE MAINTENANCE

A. OBJECTIVES

The Department of Tourism-Japan (DOT Osaka and Tokyo Field Offices) requires a website to achieve the following objectives:

- A.1 To promote the Philippines as a must-see travel destination in Asia
- A.2 To facilitate high impact tourism marketing for the country's tourist destinations, offering world-class tourist facilities and products
- A.3 To take advantage of the website as a vital and necessary sales and marketing platform
- A.4 To enhance targeted words for SEO tagging and increase the search capability of the site to have a wider audience reach.
- A.5 To provide updated, interesting and informative content to the Japanese tourists.

B. SCOPE OF WORK

- B.1 Ensure that the website of DOT Japan is operating and accessible to users at all times (mobile and desktop versions)
- B.2 Ensure the back up of DOT Japan website
- B.3 Ensure that website is restored and fixed within 4 hours after incident report and inspected and tested constantly and regularly for broken hyperlinks and other issues
- B.4 Manage security and protection of website
- B.5 Assure the maintenance of the of the website systems (WordPress)
- B.6 Install, upgrade modify existing modules of the website
 - Provide list of web functionality and proposed improvements /updates
- B.7 Improve Site functionalities
 - Provide analysis of the existing web functionalities
 - Add new features of the website as may be needed to enhance to audience experience
 - Manage and improve web design and enhance site look and feel as may be required
 - Improve (edit, add/delete, change) site navigation and information structure
 - Maintain and improve browser compatibility with the current versions of Firefox, Internet Explorer, Safari and Chrome
- B.8 Host and maintain existing website domain name/s for one year
- B.9 Train DOT Japan (Japan and Osaka) staff on the website CMS for total of 40 hours (Note: Training will be conducted on a man-to-man)
- B.10 Improve page loading speed of the website in mobile and desktop versions by 75-90

C. SPECIFIC FEATURES

- C.1 Purchase new Philippine destination photos for the website. The contractor must be able to replace 20-30% of the existing photos for the duration of the contract. (Note: Rights or ownership of the photos must be with the DOT Japan.)
- C.2 Develop and design new landing pages for the DOT Campaigns (Three campaigns and minimum of two pages for every campaign. The text and content may be developed by the contractor or provided by DOT and/or its campaign partner/s).
- C.3 Develop the tour panning / booking functionality for the website with links to DOT travel partners.
- C.4 Develop new content/s per month and propose number of edits /revisions minimum of the contents per month.
- C.5 Submit report on the following and in manner and format that may be required at a later date:
 - C.5.A Content – additional contents and edits/revisions of contents to include graphics or creative works
 - C.5.B Google Analytics
 - C.5.C. Other Key Performance Indicators such as but not limited to:
 - Keyword research and analysis
 - Site analysis
 - Competitive analysis
 - Site content optimization
 - HTML code optimization
 - Search engines submission
 - Line exchange
 - Web ranking report
- C.6 Provide a content inventory of the website
(The contractor must be able to identify the total pages used in website, photos and provide recommendation on the amount of additional contents or edits required for the existing website.)
- C.7 Submit the revised content manual of the website both hard and soft copy in MS word on closing of the contract (Note: The content manual presents the text and photos used in the website and arranged in a manner consistent with the content structure of the website. Content Manual format will be finalized upon awarding of the contract.)
- C.8 Submit 10—15 targeted words for SEO tagging (English and Japanese)
- C.9 Submit and turn over back-up, code and source files in full to DOT on closing of the contract
- C.10 Assigned copywriter to develop new contents of the website
- C. 11 Update (remove, archive, edit, change) and regular monitoring of information such as news, bids, galleries, campaign uploads/links, suggested itineraries, and tour packages / programs, among others.

II. SOCIAL MEDIA

A. OBJECTIVES

- A.1 To build Philippine tourism brand awareness through social media
- A.2 To enhance SEO ranking and drive traffic to the DOT official website
- A.3 To create a community of Japanese social media netizens who will advocate and support Philippine tourism
- A.4 To create interesting content that will constantly excite existing social media followers of DOT and build fan growth
- A.5 To utilize social media as a sales and marketing platform that can launch and support offline activities of the DOT.

B. SCOPE OF WORK

Tasks	Deliverables
B.1 Social Media Strategy	<ul style="list-style-type: none"> • Provide a social media strategy that is practical, doable, creative and responsive to the requirements of Philippine tourism in Japan. • Submit a social media communication plan and strategy based on DOT Japan work program. There should be a strategy for each platform to achieve target KPIs. • The strategy should consider the following: <ul style="list-style-type: none"> - Determine strategy for each social media platform to achieve target KPIs - Determine monthly content calendar for selected social media platform - Recommend campaigns and programs to increase social media followers / engagements which can be implemented in a period of one year - Recommend set of actions to increase social media presence of major projects/events organized by DOT along the categories of: <ul style="list-style-type: none"> a. Trade Fairs b. Consumer Promotions c. Out of Home Ad d. Familiarization trips e. Other milestones / events <p>(Note: Set of actions that are events or promotional in nature may be covered by another budget. The proposed social media strategy may include boosting or any form of social media advertising.)</p>
B.2 Update social media's bio and account names (if necessary)	<ul style="list-style-type: none"> • To share the most up-to-date information with the users, update all social media's bio with appropriate information (e.g. contact details, #tags, catch copy) • Update social media account names (if necessary)

	(Note: It is understood that the social media account is owned by DOT Japan and that the password is accessible to DOT as owner of the social media)
B.3 Creative content and copy production	<ul style="list-style-type: none"> • Up to 20 posts/per month, including images, videos and UGC *assets will be shared by the Department of Philippines and/or gathered through #tags (Total posts in Instagram, Facebook, YouTube, and Twitter) • Creative Japanese copy for up to 20 posts/per month or 140 posts for the duration of the contract. • Posts will be in YouTube, Instagram, Facebook, Twitter or others as may be proposed. • Recommended allocation of post are as follows: Instagram – 50% Facebook – 15% Twitter – 15% YouTube – 10% Others (eg Line) – 10%
B.4 Community Management	<ul style="list-style-type: none"> • Post publish and deployment • Monitoring of all comments and messages • Reply back to any questions received through social platforms with fixed templates of replies
B.5 Engagements and Fan Growth	<p>Today, the average fan base growth of DOT Japan Instagram is at 9%. Based on this figure, the bid proposal must determine its target fan growth to at least exceed the current average batting rate.</p> <p>Bid proposal must determine and commit to deliver its target fan growth for the following social media app:</p> <ol style="list-style-type: none"> 1. Instagram 2. YouTube 3. Facebook 4. Twitter 5. Others (eg. Line) as may be recommended by the contractor.
B.6 Website performance	<ul style="list-style-type: none"> • Increase referral traffics from social media platforms
B.7 Website integration	<ul style="list-style-type: none"> • Disseminate key information an messages from the DOT website through utilization of the most appropriate social media platform
B.8 Report	<ul style="list-style-type: none"> • Submit results of social media engagement and report analytics per account.
B.9 Surveys	<ul style="list-style-type: none"> • Manage surveys (promotion and assistance in the collection of actual response) and ensure that the DOT required population (sample surveys) is achieved.

III. **SELECTION CRITERIA**

The bidder must have the following:

1. The bid is open to Japanese companies with more than five years' experience in digital marketing, website development and social media management or Filipino registered companies with office based in Japan and with five years' experience in digital marketing, website development and social media management.
2. The company must have a proven track record in digital marketing and social media promotions/management.
3. Excellent communication skills and has the capacity to be responsive to the needs of the project and requirements as may be provided and/or discussed by DOT Japan
4. The company must have the ability to provide creative and strategic solutions to the complex environment of the tourism industry and must show clear plan/s on how to attain the objectives of the project.
5. The bidder must clearly define the Key Performance Indicators of its proposal and demonstrate ways on how to measure them.

IV. **PROPOSED METHODOLOGY / APPROACH**

1. Bid proponent will outline the quantifiable benefits of its proposal outlining strategy, improvement (upgrade, enhancement) and other key measures that will enhance the existing website and social media platforms of DOT Japan.
2. Bid proponent will submit a detailed financial plan and proposal
3. Detailed description of work experience with proof (work examples / client list)

V. **PENALTY CLAUSE**

The Department of Tourism will deduct a maximum of 7% from the contract price for failure of the contractor to deliver the following:

1. 5% of the total contract price for undelivered work under item I.C (Specific Features) The contractor however may renegotiate deliverables, subject to approval of DOT, for certain items that cannot be delivered due to force majeure or if projects (such as DOT SNS campaign or web passed programs) are postponed /cancelled.
2. 2% of the total contract price if the required minimum fan growth for **Facebook, Instagram and YouTube** is not reached.

VI. **CONTRACT PRICE**

The contract price is JPY 8,400,000 for the duration of the management contract (seven months maximum from August to February).

VII. **SCHEDULE OF ACTIVITIES**

- Approval of Budget requirements and certificate of availability of funds from the Tourism Promotions Board
- July 7 – Posting of TOR
- July 15 – Pre Bid Conference (Remote meeting)
- July 17 – Submission of financial and project proposal
- July 24 – Presentation of Bid (TBC)
- July 30 – Awarding

VIII. SELECTION CRITERIA

Criteria	Percentage rate
1. Overall all responsiveness of the bid proposal	20%
2. Profile and experience of the company	20%
3. Professional capacity and experience of assigned staff	15%
4. Accessibility and availability of support team	10%
5. Pricing	10%
6. Social Media Fan base growth	15%
7. Flexibility in modification of the text / content (Editing flexibility)/ Number of proposed allowable edits	10%
TOTAL	100%

DOCUMENTARY REQUIREMENTS

Please submit the following documents (**3 COPIES: 1 copy for Osaka, 2 copies for Tokyo as Secretariat**) on or before July 17, 2020 in a sealed envelope:

1. Proposal (Strategic business plan)
2. Financial proposal
3. Company registration with Securities Commission (copy)
4. List of clients and projects handled in the past five years

(NOTE: Please highlight projects with National or Local Tourism Organizations)

Format

Name of Company: _____

Accomplished by: _____

Designation : _____

Date Accomplished _____

Signature _____

Clients (Company name / List from latest projects)	Year project was implemented (inclusive date)	Nature of Project e.g. web management, digital project, social media apps, social media brand management

Above data must be verifiable.

5. Project team and their relevant experience

Please send your proposal to the following address:

DOT TOKYO OFFICE

MR. NIEL P. BALLESTEROS

Tourism Attaché

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DOT OSAKA OFFICE

MS. LEONA DG. NEPOMUCENO

Tourism Attaché

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