Request for Proposal: Social Media Agency

Purpose of this document

INDIAai is inviting proposals from interested parties for social media marketing services.

Important Considerations

Responses to RFP Due: Dec 26th, 2020

Overview

INDIAai is the National AI Portal of India - a central hub for everything AI in India and beyond. A joint initiative of MeitY, NeGD and NASSCOM, the website aims to be the trusted content powerhouse in the backdrop of India's journey to global prominence in Artificial Intelligence. The vision is to accelerate the growth and spread of the Indian AI eco-system by informing and educating the public on the far-reaching impact of AI on the Global economy. By doing so, the goal is to encourage greater participation by all stakeholders and a greater embrace of the potential of AI for India.

The website link is https://indiaai.gov.in/

INDIAai is seeking proposals to begin the social media engagements for all our social media platforms. We are currently active on: Twitter, Facebook, LinkedIn, YouTube and Instagram.

Target Audience:

The overall audience for the AI portal will be global. The target will be

1. Current and potential entrepreneurs
2. Senior leadership teams of corporates and MSMEs
3. Users, influencers and ecosystem players of ai
4. Government leaders
5. Policy makers and thought leaders
6. S.T.E.M. student nearing the end of his/her degree and looking for a career opportunity in AI.
7. Start-up founder or core team member already dabbling in ai or contemplating it.

8. Tech follower/reader who is keen to know the latest happenings in the field of technology. The size of this user-base depends on how captivating and well-packaged the media (video/pictures) presented to them (most likely over social media) is.

Project Scope/Requirements

Content & Day-to-day community management

1. Create content and publish on relevant online platforms and forums having participation of targeted audience (existing and potential customers, stakeholders, etc.)
2. Content Marketing of National AI Portal Case Studies, Research Publications, etc with SEO, SEM. Content curation and video dissemination.
3. Perform keyword research to develop a prioritized list of search terms that our target market is likely to use.
4. Creating written content and planning timings and publishing posts throughout each month through the development of a monthly content calendar based on information provided by the client. Execution of content that requires timeliness (such as breaking news in the field of AI, latest government policy on AI, etc).

Strengthen Social Media Presence, Awareness and Engagement

1. Design, build and execute a social media strategy lined on the strategic priorities of
2. National AI Portal through competitive research, platform determination, benchmarking and audience identification.
3. Conduct an in-depth study of the present official/unofficial presence of National AI Portal on Social Media and relevant platforms across the web.
4. Curate, and manage all published content - news on partnerships, announcements across all National AI Portal Accounts/Handles/Channels on Twitter, LinkedIn, Facebook, YouTube, Instagram, etc. and 3 additional social media platforms which may emerge within the contract period.
5. Images/creative assets to be paired with posts. Branding guidelines will be provided by the client. Agency will be responsible for resizing and placement of logos, and potentially development of short videos from images (~5 seconds). Branding guidelines should always be followed.
6. The agency must submit a weekly report (aka dashboard) on the effectiveness of the social media strategy promotion and the results achieved. These would include metrics like how many people viewed, shared, liked content, channel wise breakdown of online activities

Drive Positive Perception

1. Create a strong voice with influencers to endorse the work undertaken by National AI Portal through Social Media Campaigns
2. Social listening - Tracking and gauging of the brand's influence across various platforms, total positive, negative, neutral, queries, complaints, etc.

<u>Email Campaign</u>

1. Customer profile and targeting using segments
2. Creating and editing email
3. Automation and personalisation
4. Integration with other channels, campaigns and platforms
5. Evaluation and tracking

Proposal Requirements

Apart from requirements mentioned under 'Scope of Work', please include answers to the following in your proposal response:

1. Overview of your company
2. Company Location(s)
3. Main products/services
4. Details about the founder, your team and its structure
5. Your understanding of the portal and its Social Media Marketing and Optimization (All channels)
6. Any key differentiators about you?
7. References of customers/clients who have used services for comparable requirement, including contact information.

Please use PDF file format for proposal submissions

Selection Criteria

1. Background of company
2. Project approach and timing
3. Relevant experience & Qualifications
4. Scope of Work recommendations
5. Pricing

Contract Timeline

We will start with a 3-months contract and extend as per the agency's performance.

Thank you for your interest in responding to this RFP with a proposal for overall Social Media marketing for The National AI Portal.

We look forward to your response. If you have any questions, please contact Anjali Pathak at anjali@nasscom.in

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16th Dec 2020