

EMPANELMENT OF VENDOR FOR DIGITAL MARKETING SERVICES

IDBI Intech Ltd. has launched a digital transformation initiative across the organisation. Digital Marketing, a part of the Digital Transformation initiative is expected to enhance customer engagement, create product and services awareness, drive lead generation and loyalty, and understand pulse of the customer.

In this regard, Intech would like to call for proposals from agencies/vendors/individual consultants with proven competence in Digital Marketing initiatives which will assist in the following:

Detailed Scope of Work for Digital Marketing:

1. Digital Marketing and SEO work

- 1.1 Organic Search - To gain top position on online presence like search engines, social handles whenever user search their queries related to our products and services. We seek a partner to provide the following:
 - i. SEO & SMO
 - ii. Master plan for organic traffic

- 1.2 Paid Search - To generate leads based on the call for paid marketing activities on the basis of budget and timelines provided. We seek a partner to provide the following, however, this will be on the basis of requirement and proven competence in the area:
 - i. SEM & SMM
 - ii. Master plan for Paid Marketing
 - iii. Budget Breakup along with platforms and estimated result in figures
 - iv. Creatives that will be included in paid marketing

2. The vendor shall perform following tasks:

2.1 Phase I - Quantitative survey – one time activity:

- i. Initial deliverables - GAP and technical analysis review
 - a) Website
 - b) Social handles
 - c) Online presence
- ii. Identify and recommend specific digital marketing goals
- iii. Identify key target audiences
- iv. Assist DPR with establishing year-one benchmarks
- v. Identify KPIs to measure digital performance
- vi. Recommend specific tactics across channels

2.2 Phase II - Digital Marketing (Scope of Work)

Monthly Deliverables

2.2.1 SEO

SEO of complete website and that includes development and design of content, images, videos, meta tags, other tags, schemas and JS.

- i. Website Improvement Suggestions that can be either technical or non-technical which are as per guidelines of search engine algorithms.
- ii. Content -
 - a) Content keywords suggestion
 - b) Heading suggestion
 - c) Length of content
- iii. Website analysis report every month - competition analysis report every fortnight, Template will be shared by us, verified by vendor and finalized at the time of Agreement.
- iv. Backlinks - backlinks report every month that include referring page link and page traffic.

2.2.2 SMO

- i. Post related to business every consecutive span of time (to be decided mutually).

- ii. Brand awareness posts
- iii. Product awareness
- iv. Current topics, thought leaderships, discussion forum which company endorses.
- v. PR activities (on demand)
- vi. All festival and occasion posts
- vii. hashtags popularity

2.3 SMM & SEM

Paid marketing will be based on the requirement.

Intech will provide summary of campaign, on the basis of that we need plan and deliverables estimates. Plan consists of Ad structure, content ideas and keywords. Creatives and content will be created by vendor. Company approval is a must before any submission.

3. Selection Criteria

Vendors will be selected on the basis of (but not limited to) the following:

3.1 Technical parameters:

- i. A detailed case study on our online presence.
- ii. Demonstrate to Intech their ability to develop and execute effective digital advertising campaigns.
- iii. Qualifications of the agencies/vendors/individual consultants with respect to the scope of work – their experience in handling similar scope of work.
- iv. Successful digital strategies executed with other companies (preferably in the BFSI/ IT/BFSI IT domain) - 2 examples.

3.2 Non-Technical parameters:

The quality and clarity of response, demonstrating the agency's ability to communicate clearly and creatively.

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The above scope of work is illustrative and company reserves the right to revise/remove/modify the scope with mutual written agreement with the selected agency.

Date: 07th December, 2021

Place: Navi Mumbai

Note: Proposals to be submitted by January 07, 2022 to krushal.mahajan@idbiintech.com & vani.venkat@idbiintech.com.

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