

RFQ Number: T36/08/19

Tender description: REQUEST FOR PROPOSAL FOR THE PROVISION OF DIGITAL MARKETING SERVICES

Question and Answers version 1

No.	Question	Type	Answer
1	Is the RFQ only open to agencies on the creative pane or any potential bidder?	Technical	This RFQ being an open Tender, anyone is free to respond as long as they have the expertize to provide the required services, whether the bidder was on the panel last time or not.
2	Are you looking at appointing one agency – or a panel of agencies for these services.	Technical	Please refer to section 3, paragraph 2(background information) for clarity of your enquiry which says that IDC seeks to appoint a marketing agency.
3	The tender stipulates a 24 hour turnaround on web support .. is this during working hours only or do you require a 24/7 SLA so there is someone on permanent standby available over weekends and public holidays?	Technical	There has to be someone available for urgent queries, weekends and public holidays included - if and when required
4	Do you require the appointed agency to handle community management? What is the expected response time to community interactions and can responses be handled during regular working hours or is support / community management required over evenings / weekends / public holidays?	Technical	Yes,the bidder must be able to manage the community. Response time will be immediate, depending on the issue and its risk to the IDC brand. If the issue poses little risk, response can be during working hours
5	Do you require event coverage - how often do you hold events?	Technical	Yes event coverage is required as and when needed. Frequency of events is unpredictable.
6	You require recommendations on post boosts / social advertising opportunities - will the agency be responsible for media buying / the implementation of boosting or is this handled internally / by a media agency?	Technical	There is separate agencies for media buying, recomendations on post boost are allowed
7	What type of ad-hoc services does the IDC anticipate it will need - will these be for out of scope interventions but be based on the same type of services provided under the core retainer (strategy, web management, SEO, social media) or will they be for other service types?	Technical	Varied request within the scope of work. There will not be a retainer