

Date 14th of December 2022

Clarifications on Tender - For the provision of Consultancy Services for the Design and Implementation of a Strategic Marketing Plan with Reference Number: T001/2022 GAGF (TNC)

1. Can the Contracting Authority confirm that no writeup needs to be submitted with the Tender Response?

No writeups are to be submitted with the Tender Response.

2. Can the Contracting Authority confirm that the workshop details will be fully handled from your end?

Logistics of the event will be provided by the Gozo Action Group including facilities, refreshments, invitations, etc.

3. Can the Contracting Authority confirm that the closing conference preparing and details are to be handled from your end?

Logistics of the event will be provided by the Gozo Action Group including facilities, refreshments, invitations, etc.

4. As part of the implementation, a project website is mentioned. Can you kindly elaborate whether the awardee would need to design and develop a new website?

The website is not restrictive and final and may be adjusted as per Strategic Digital Marketing Plan.

5. Can the Contracting Authority provide an implementation timeline?

All services must be completed within 2 (two) months of the Commencement date.

6. In Section 2.3, point 2 of the Results to be Achieved by the Consultant, the awardee would need to 'Upload content to reach 250,000 hits through digital media' - can the Contracting Authority clarify whether this is organic or promoted content?

The contractor must choose the most appropriate means to reach this target.

7. In Section 4.2 of the Specific Activities one of the points under Implementation of the Strategic Digital Marketing Plan 'Viral Marketing' is mentioned. Can the Contracting Authority elaborate on this point, please?

The 'Viral Marketing' is a technique that can be used to reach the target. However, this is not restrictive and final, and may be adjusted as per Strategic Digital Marketing Plan.

8. In Section 4.2 of the Specific Activities one of the points under Implementation of the Strategic Digital Marketing Plan 'Content Building' is mentioned. Can the Contracting Authority clarify is content creation to be populated from the awardee's end?

The content must be populated by the contractor.

9. In Section 8.1 of the Definition of Indicators, point number 2 defines the 'Implementation of the Strategic Digital Marketing Plan to reach 250,000 hits'. Can the Contracting Authority clarify if this is a global number to be reached through multiple channels? Does this include all posts - organic and promoted?

The contractor is responsible to reach this target as per the Strategic Digital Marketing Plan to be submitted. The techniques used is up to the Contractor.

10. Is there a social media presence already in place?

At the moment, there is no social media presence.

11. By viral marketing - do you mean as well TikTok?

Please refer to question 9.

12. Is there a domain secured already or a type of website already?

At the moment, there are no domains and no types of website.

13. By online PR - will the booking of such online PR will be paid separately by the Contracting Authority?

No, the contractor will be responsible of any costs associated with the implementation.

14. Same thing for the viral marketing and search marketing will the boosting/ads for these type will a separate budget be provided?

Please refer to question 13.

15. For the workshops/final conference do we need to make sure to have technical people (for audio and lights) on premises or these will be provided by the authority?

Please refer to questions 2 and 3.

16. Can you explain further by "uploading of content to reach 250,000 hits through digital media" what you mean that each item need to reach 250k or else in total of all content uploaded should reach 250k?

The target hits are global and can be reached with all the content uploaded.