

RESPONSES TO TENDER QUERIES

FOR

Notice Inviting Quotations for Social and Digital Media Outreach for “India Science, Technology & Innovation (ISTI) Web Portal” dated 7 October 2020

S. No	Vendor's Query / Comment	Vigyan Prasar's Response
1	<p>Please elaborate on how many posts are needed in a month for each of these platforms. Videos for YouTube would be shot/provided by ISTI or would have to be prepared by the agency? If yes, how many videos are needed in a month, what duration and type.</p> <p>The social media campaign will include the following activities.</p> <ol style="list-style-type: none"> 1. Facebook Organic 2. Twitter Organic 3. LinkedIn Organic 4. Instagram Organic 5. YouTube Organic 6. Telegram Organic 	<ol style="list-style-type: none"> 1. At least 5 posts daily 2. At least 5 posts daily 3. At least 5 posts daily 4. At least 5 posts daily 5. 32-60 seconds of video clips will have to be produced by the agency. At least 8 video to be created per months
2	How many keywords to be worked on a monthly basis, SEO Offsite?	Minimum of 50 keywords on a monthly basis.
3	How many blogs, articles are needed on a monthly basis?	Minimum 6 blog-articles per month
4	Please define monthly budget & demographics? For Google Ad words keywords.	Total estimated cost for this social media campaign will be Rs.3.00 (Three) lakhs for a period of three months. The performance though will be to have hits and followers from India. There is however no specific demographic preference
5	Please define the monthly budget for Facebook boost post.	Total estimated cost for this social media campaign will be Rs. 3.00 (Three) lakh for a period of three months. Targets referred in bid document are to be attained within the bid price quoted by the intended bidders. Any paid campaign to enhance the visibility and accessibility

		of ISTI portal will be carried out by Vigyan Prasar, for which budget will be defined separately as per need analysis by Vigyan Prasar. The said amounts will be reimbursed on actuals
6	Would the paid media budget have to be added in the financial bid under social media marketing spends or would be paid separately on actual basis by ISTI?	The targets referred in bid document are to be attained within the bid price quoted by the intended bidders. Any paid campaign to enhance the visibility and accessibility of ISTI portal will be carried out by Vigyan Prasar in association with the selected bidder for which the amounts will be reimbursed separately over and above the awarded amount.
7	How many influencers needed in a month and what category influencers? Are they needed for trending activity on any particular social media platform.	At least two influencers per month from the areas of scientific, research & development, technology and innovation
8	How many infographics are needed in a month?	At least 120 infographics per month
9	Are we to double followers every month for Facebook?	Yes
10	Are we to increase followers by 1000 on Twitter every month?	Yes
11	Are we to increase followers by 1000 on Instagram every month?	Yes
12	So are we to increase followers by a definite number on LinkedIn as well? LinkedIn is an expensive platform for paid media.	The page on LinkedIn to be created for ISTI Portal and organic promotion with one to two post every day. The same post on Facebook will be cross posted.
13	Elaborate on what you mean by 100% month-on-month website growth of "Users" and "Time Spent" on ISTI Portal?	Visitors coming on portal has to be increased by 100% in succeeding month. Presently, traffic per month of the portal approximately 5000. The target is not only to increase the traffic but also the average retention period of the visitor to the portal
14	Is website maintenance a part of the scope too? Also, when we don't have access to current website traffic and user journey then how could we prepare a plan for growing it by 100%?	Website maintenance is not part of the scope of this tender. The date pertaining to website hits will be periodically shared with the social media agency as per the periodicity agreed upon between Vigyan Prasar and selected Social media agency

15	For Facebook in one point it says 100% growth needed and in other it says 5000 likes needed in the 1st month? Is there any target for the 3rd month as well?	For 2 nd and 3 rd months onwards at least 100% growth of FB likes
16	For Twitter, at least 1000 followers are needed or 500? Please specify any one. Also, is this the target for each month for all 3 months?	Same as above
17	Would there be a penalty fined if any of these targets are not met by the agency?	<p>The milestones listed in the tender documents are to be attained as part of this social media campaign. Failing which the penalty as listed below will be levied:</p> <ol style="list-style-type: none"> 1. Up to 98 percent achievement – No Penalty 2. Between 90-97% - Two percent 3. Between 80-90% - Five percent 4. Between 70-79% - Ten percent 5. Below70 % - No payment will be made

Sd/-

Registrar