

Request for Quote (RFQ) – Design Services

SAREP RFQ-2023-009: QUESTIONS AND ANSWERS

Q1. 1st Deliverable - For Social Media Account Setup the Quantity mentioned is 10, does it mean that we need to create accounts/pages for 10 different topics/subjects/entities on all the prominent channels (LinkedIn, FB, IG, Twitter & Instagram) or one topic/subject/entity but on 10 different channels?

Answer: 10 different topics/subjects/pages/accounts on all the prominent social media channels (LinkedIn, FB, Twitter & Instagram). All topics/subjects/pages/accounts will be showcased on all social media channels.

By this we mean, if required, the agency should have the capacity to be able to create minimum 10 pages/accounts for different campaigns in a year on different topics.

Q2. 2nd Deliverable -

1. Do we have to share the cost per topic/subject/entity wise including all the channels or separately for each channel too?

Answer: No, costing to be provided based on per campaign to be run on social media

2. Do we need to share a Lumpsum cost for Social Media Management/Campaign per month considering a total of 6-20 posts on all the channels?

Answer: Yes. In case it is more than 20 posts, it will have a pro rata cost per post.

3. Do we also have to consider Paid Promotions on various channels?

Answer: No

Q3. 3rd, 4th & 5th Deliverables - Do we need professional voiceovers for these videos? If yes, then approximately in how many videos?

Answer: Yes, in all videos and costs per 60 seconds to be provided

Q4. 9th Deliverable - We would like to know the nature of the podcasts being planned, i.e Conversational / Monologue / Interview. Subsequently, we would like to know:

1. Where will these podcasts be recorded - studio, office, hotel, or online?

Answer: Depends on requirement and availability of the speaker, location, and other requirements

2. If we need to hire a place, then do we need to consider its cost in the quote?

Answer: No

3. Would the agency be responsible for arranging the equipment, if it is held in an office or a hotel, or some other place?

Answer: Yes

4. Do we also need to provide a professional host for the Podcast?

Answer: No