**Ref : CC/56/SM/19**

**Annexure - 1**

**EXPRESSION OF INTEREST (EOI)**

**Sub :Hiring of a Professional Agency for Social Media**

**B) TECHNICAL CRITERION**

Following are the requirements which have to be met by the agency during stage by providing relevant documents

***EoI will be evaluated based on response received for parameters sl no 1 to Sl no 8***

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| **SR** | **Parameters** | **Details to be enclosed** |
| 1 | Annual turnover of the agency from social media related projects in the last three years (2015-16, 2016-17 & 2017-18).  Minimum 10 crore and above.  This must be certified by the statutory auditor of the agency for each relevant year. |  |
| 2 | No. of permanent employees of the agency, having been on the payroll during the financial year 2017-18 engaged in social media related projects. This shall be certified by the statutory auditor of the agency for each relevant year.  Minimum :25 employees and above |  |
| 3 | **Experience :**  The firm should have a minimum of 4 employees with 10+ years of experience in digital marketing and social media programs |  |
| 4 | Experience of managing digital and social media programs of Indian public-sector brands, since FY1516 till date   * **Minimum :** The Agency should have worked with 4 brands and above |  |
| 5 | Experience of managing digital and social media programs of Indian private sector brands, since FY1516 till date :   * **Minimum :**The Agency should have worked with 4 brands and more |  |
| 6 | The firm should have at least one industry awards for digital marketing and/or social media program for a B2B brand or public sector company  (To enclose) |  |
| 7 | The firm or a group firm should have the experience of defining at least five B2B brands in terms of its identity, brand construct and customer proposition  (Details to be furnished) |  |
| 8 | The firm should have in-house technology development, social media listening, and data analytics capability headed by a technology professional with 15+ years of experience.  (Details to be furnished) |  |
| 9 | A detailed presentation on the work done for best 2 client projects in the past three years, supported by relevant media/data, which shall be submitted as proof:   * Growth in terms of number of followers/fans on Client’s social media interfaces during the Agency’s tenure * Engagements Levels of Content on Facebook and Twitter (monthly average for last quarter of agency’s tenure. Provide relevant screen shots of the Analytics page/Tools) * For Facebook: Computed as % age of total interactions (Reactions, Comments and Shares) vis-a-vis Reach of the Post. * For Twitter: Computed as %age of total interactions (Retweets, Likes and Replies) vis-a-vis Reach of the Tweet * Most successful campaign carried out for each of the two clients – will be measured in terms of growth in fans/followers before * Digital marketing campaign to increase awareness and visibility of the brand measured in terms of impressions and interactions |  |

###### END #####