

GOA INVESTMENT PROMOTION & FACILITATION BOARD

(Government of Goa)

1st Floor, 'SPACES' Building, EDC Patto Plaza, PanajiGoa, 403 001

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Goa Investment Promotion & Facilitation Board has been tasked with implementing the Business Reform Action Plan (BRAP) 2020 to further improve the State's ranking in the Ease of Doing Business evaluation. The Board proposes to engage a Social Media Marketing Agency for a period of 12 months to create awareness about various online services offered by Government of Goa and carry out relevant online promotion for Goa-IPB. In this regard, quotations are invited for the agencies within the State to undertake following scope of work:

1. Manage the pre-existing presence of Goa-IPB on various social media platforms such as Facebook, Instagram, Twitter, etc.
2. Publish 1-2 social media posts every week as instructed and approved by Goa-IPB.
3. Create informative and captivating posts with appropriate captions to be uploaded on the above-mentioned platforms.
4. Use appropriate hashtags and other parameters to maximize reach.
5. Effectively strategize to increase engagement and visibility of social media pages through organic and paid channels.
6. Acknowledge and respond to comments and queries received on Goa-IPB social media pages.
7. Create appropriate holiday creates when required.
8. Provide blog post, website, newsletter and other content for the Goa-IPB website whenever instructed.
9. Bidding agencies shall be required to make a presentation on the proposed plan of execution.
10. Any other related activities that are required from time to time.

Time Duration: Agency will be appointed for a period of 12 months.

Eligibility: 1. Minimum 5 years of experience demonstrable with portfolio.

2. Expertise on organic growth generation across platforms such as facebook, Twitter.

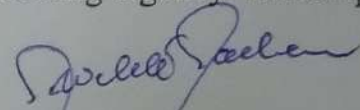
3. Ability to devote a dedicated 3 person team as follows:

1. Copywriter 2. Graphic design and 3. Admin/Manager

4. Experience working with Government preferred.

Documents to be submitted: along with quotation, Techno- Commercial proposal and Portfolio of work performed.

Agency fulfilling the above requirement should submit their quotation including applicable taxes latest by **29/04/2022** to Goa Investment Promotion & Facilitation Board, 1st Floor, 'SPACES' Building, EDC Patto Plaza, Panaji Goa, 403 001. The envelope containing documents & quotation should have the following superscribed on it "Quotation for Social Media Marketing Agency". Incomplete quotation received after due date shall be summarily rejected.



Chief Executive Officer

Goa Investment Promotion & Facilitation Board

Dated:- 13/04/2022.