

**TERMS OF REFERENCE**  
**DOT Japan Digital (Website Social Media Management) Project**  
*(as of 11.21.2021)*

**I. INTRODUCTION**

The travel and tourism industry is one of the industries badly impacted by COVID 19. Its entire ecosystem which extends from the airlines, hotels, resorts, travel booking companies, cruise liners, service providers, restaurants, tour operators, to name a few, suddenly found itself in a suspended animation and abruptly shifted its path to negative growth in just a few months when Covid-19 was declared a global pandemic in 2020. The ongoing economic shock of travel and tourism from COVID 19 based on UNWTO data from January 2020 to May 2021 translates to the following:

- 1 billion fewer international tourist arrivals
- Loss of US\$1.3 trillion in total export revenues
- Loss of 100 to 120 million direct tourism jobs

In the interim, as governments and the global medical sector are finding ways to manage health security that would set the direction towards increase mobility and economic recovery, social transformation is also setting new processes and systems. We now see ourselves adapting to new lifestyle choices and are now getting accustomed to a life under a new normal with its social distancing, health protocol mandate, and a trend toward the touchless and digital technology.

As consumer behavior evolve and economies are disrupted by the pandemic, the travel and tourism sector need to adapt, change, and innovate its marketing strategies in order to survive. With lockdowns, stay-at-home orders, state-of-emergencies and many other measures that impede travel and movement, consumers are turning to digital technologies for travel recommendations, inspirations and businesses are responding by integrating digital solutions to its marketing initiatives to gain competitiveness and opportunities in the market.

For this project, the digital marketing actions will focus on the following:

**Web Management**

- Organic search
- E-mail marketing
- Social Media marketing
- SEO (Search Engine Optimization)
- Monitoring of metrics

**Social Media**

- Content Marketing / UGS
- Fan Growth
- Engagement
- Website traffic
- Monitoring of Mentions

As additional information and to better understand and appreciate the status of DOT Japan's digital programs and projects, the following information is provided.

The new DOT website was launched in June 2020. In February 2021 the following are its indicative performance:

- |                            |          |
|----------------------------|----------|
| • Organic Search           | – 4,143  |
| • Referral                 | – 665    |
| • Social Media             | – 354    |
| • Direct                   | – 483    |
| • Email                    | – 42     |
| • Bounce Rate              | – 72.04% |
| • Pages per session        | – 2.25   |
| • Average Session duration | – 1.38   |

The current Social Media platforms of DOT Japan, except for its Facebook account, were likewise funded officially on the same period as the DOT Website. The following are its February 2021 indicative performance:

#### Followers

SOCIAL MEDIA ACCOUNT	FOLLOWERS (as of 31 Aug. 2020)	FOLLOWERS (as of 28 Feb 2021)	INCREASE / DECREASE (%)	Ave Growth Monthly
Instagram	1,292	2,760	+1,468 (+53.19%)	+7.59%
Twitter	1,129	3,183	+2,054 (+64.53%)	+9.22%
Facebook	150,750	147,806	-2,944 (-1.99%)	-0.28%

#### Engagement

Around 26 posts per month in three different platforms with an average engagement rate of 9.92% for Instagram, 3.34% for Twitter, and 0.01% for Facebook.

#### Report Rate versus Computed Rate

MONTH	NO. OF POSTS (ENGAGEMENT RATE)		
	INSTAGRAM	TWITTER	FACEBOOK
August	26 (13.69% / 5.26%)	22 (3.99% / 0.58%)	21 (3.36% / 0.01%)
September	29 (12.87% / 6.71%)	25 (3.2% / 13.87%)	24 (4.59% / 0.01%)
October	24 (9.50% / 3.51%)	31 (3.70% / 51.34%)	25 (3.55% / 0.01%)
November	29 (10.23% / 3.47%)	27 (2.90% / 1.23%)	22 (3.40% / 0.01%)
December	25 (9.78% / 3.18%)	26 (3.20% / 0.79%)	23 (2.83% / 0.01%)
January	28 (9.75% / 4.39%)	27 (3.10% / 0.88%)	27 (3.20% / 0.01%)
February	29 (3.59% / 4.71%)	28 (3.30% / 0.76%)	24 (3.38% / 0.01%)

Note: Data are provided as (Supplier data / own computation based on numbers in the report)

## II. OBJECTIVE

### WEBSITE

1. To maximize the use of digital technology to promote the Philippines a travel destination.
2. To improve the website performance using established standards of success indicators.
3. To enhance the user experience and increase engagement.
4. To enhance SEO ranking and increase the search capability of the site for a wider audience reach and organic search.
5. To provide updated, interesting, and informative content for the Japanese tourists/travelers.

### SOCIAL MEDIA

1. To develop and populate the DOT social media accounts with engaging and quality contents.
2. To support website SEO ranking and drive traffic to the DOT official website.
3. To create a community of engaged Japanese social media followers who will advocate and support Philippine travel and tourism
4. To increase and sustain fan growth.
5. To utilize social media to amplify and complement activation programs and other events / activities of the DOT.

### III. SCOPE OF WORK AND DELIVERABLES

#### A. WEBSITE

##### STRATEGIC PROPOSAL

Proposal must show clearly its strategic approach to achieve its (monthly) targets and the overall objectives of this project. It must be able to back up its proposal with industry standards Key Performance Indicators and must show clearly the path toward the achievement of its targets and indicators. The proposal must also include online activation campaigns, content schedules, and action plans.

##### TECHNICAL COMPONENTS

1. Ensure that DOT Japan website is operating and accessible to users at all times (mobile and desktop versions)
2. Ensure the back up of DOT Japan website
3. Host and maintain existing website domain name/s and server for one year  
*(Note: Arrangement for the hosting of domain and server for one year from the date of agreement.)*
4. Ensure that website is restored and fixed within 4 hours after incident report and inspected and tested constantly and regularly for broken hyperlinks and other issues
5. Manage security and protection of website
6. Assure the maintenance of the website systems (WordPress)
7. Provide list of web functionality and proposed improvements /updates (Install, upgrade modify existing modules of the website)
8. Ensure that website has acceptable loading speed based on industry standards.

##### WEBSITE MANAGEMENT COMPONENTS

1. Purchase new Philippine destination photos for the website. The web management company should provide 10 new stock photos on the Philippines  
*(Note: Rights or ownership of the photos must be with the DOT Japan. Bidder must indicate in their proposal the photos they proposed to change/replace or that can be included in the gallery as photo assets.) The proposed photo change must be submitted three months after the awarding of the contract.*
2. Develop and design landing pages for DOT Market Campaigns and special projects. The text and graphic content may be developed and/or provided by DOT and/or its campaign partner/s.
3. Develop the tour planning / booking functionality for the website through links to webpage of DOT Japanese travel partners to facilitate ease in booking.
4. Develop nine (9) new content/s for the website (minimum of 2,000 Japanese characters and English translation to be provided for documentary purposes) and ensure that SEO management techniques are applied in the development of the content.
5. Regular updating of information to include uploading or change of photos, information, revision / edit of existing text.
6. Train DOT Japan (Japan and Osaka) staff on the website CMS for total of 25 hours (Note: Training will be conducted virtually or in combination with man-to-man tutorial learning. The training must be rolled out two months after the awarding of the contract. **Access and instructions on how to operate must be manualized in writing.**)
7. Submit the website text content in word format (editable) three (3) months after the awarding of contract for ease in content audit.
8. Provide email marketing functionality and management of data. (The data base of email must be submitted to DOT on a monthly basis to monitor growth.)

#### B. SOCIAL MEDIA

##### 1. Social Media Strategy

Provide a social media strategy that takes into account visions, plans, targets and measures that addresses the following elements:

- Content
- Engagement
- Fan Growth
- Market campaigns monitoring / mentions
- Web traffic
- Monitor

The strategy should likewise provide concrete roadmaps, steps, measures, and tactics on how to achieve proposed targets and the social media objectives of this project and introduce industry Key Performance Indicators to monitor performance and success.

2. Submit a content plan, activities and communication plan schedule on a bi-monthly (twice/month) basis in Japanese and in English. The content schedule must be submitted in advance preceding the target period of implementation for example the content plan for December 2021 must be submitted in November 2021.
3. Bi-monthly consultation and discussion with DOT to discuss the plans, results and performance of the social media accounts.
4. Provide social media coverage (simple coverage using smartphones, loading, uploading and copywriting of contents) support for DOT Projects.

*(Note: For off-site activities requiring airline travel or “shinkansen-distance-travel” or activities conducted outside the prefectures of Tokyo or Osaka which requires overnight stay, SOC MED team members’ (maximum of two persons) fare, venue, accommodations, meals and other operating expenses for this activity will be covered in a separate project budget of DOT/TPB).*

5. Make available for at least once-a-week periodic consultation / site visit or as may be required for verification of metrics / performance and discussion of communication plan. Should DOT be unable to meet for consultation, a written report using a template format (template to be discussed) should be submitted. For discussion purposes, the content plan may look like this:

Target date of release	Content / Copy write (text) in English and in Japanese	Graphics Requirements	Social Media Platform (Indicate if FB, Instagram etc.)

6. Content development (at no additional cost to DOT) based on the following minimum monthly target posts or as may be required:
  - Instagram – 10
  - Facebook – 10
  - Twitter – 10
  - You Tube – 2
7. Monitor comments and messages and provide fixed templates of replies designed to elicit further engagement from the followers / fans.
8. Disseminate key information from the DOT website through utilization of appropriate social media platform/s.
9. Introduce social listening and monitoring tools to measure social media performance and generate analytics reports.
10. Monthly analysis of the social media performance.

#### IV. REPORT

Provide documentation / proof of deliverables for each item mentioned in this Terms of Reference and for all commitments as stated or provided in the approved proposal or in the revised terms as may be agreed at a later date during the kick-off meeting. The format of report shall be agreed during the kick-off meeting. Submission, acceptance and approval (by DOT Japan) of the monthly report shall be made a prerequisite in the processing of payment.

#### V. TECHNICAL ELIGIBILITY

The bidder must have the following:

1. The bid is open to Japanese companies with more than five years of experience in digital marketing, website development and social media management or Filipino registered companies with office based in Japan and with at least five years of experience in digital marketing, website development and social media management.
2. The company must have a proven track record in digital marketing and social media promotions/management as shown by the list of projects contracted / handled in the last five years.
3. The company must have the ability to provide creative and strategic solutions to the complex environment of the tourism industry and must show clear plan/s on how to attain the objectives of the project.
4. Must have representative/s in Tokyo and Osaka for ease in coordination.

**VI. PROPOSED METHODOLOGY / APPROACH**

1. Bid proponent will outline the quantifiable benefits of its proposal outlining strategy, targets, plans and other activities that will enhance the present website and social media platforms of DOT Japan.
2. Bid proponent will submit a detailed proposal and financial plan.
3. Detailed description of work experience with proof (work examples / client list)  
Provide the following:
  - a. Verifiable (URLs / Domain Name) and contact of past clients to verify past work experience
  - b. Verifiable social media accounts and years of involvement as a social media manager
 Note: Attach with proposal:

Company Name	Project (website development/management, marketing, social media management, etc. Please provide narrative description of project and role of in the project.	URL , Domain Name or Social Media username	Verifiable company contact / email and/or contact numbers
<i>Provide additional sheets if necessary</i>			

4. Presentation of proposal to DOT Osaka, DOT Tokyo and TPB project officer will be conducted to verify, understand and clarify the proposal. (Note: The presentation will be conducted in English. Kindly ensure that you bring an English speaking staff during the presentation)

**VII. CONTRACT PRICE**

The contract price is JPY9,782,609 (gross) for nine months or JPY 9,775,409 (net of bank charge of JPY 800/month for nine months).

**VIII. DURATION OF THE PROJECT**

The duration of the project is nine months from December 2021 to September 2022.

**IX. PROPOSED SCHEDULE OF ACTIVITIES**

1. Posting of the Terms of Reference on **November 23, 2021**.
2. Submission of documentary requirements (3 copies) in a sealed envelope on **December 15, 2021**
  - Project proposal
  - Financial proposal
  - Securities documents
  - Past projects using the aforementioned format
3. Presentation of proposal (in English) on **December 23, 2021**.  
*(Note: Presentation of proposal to DOT Osaka, DOT Tokyo and TPB project officers will be conducted to verify, understand and clarify the proposal. The presentation will be conducted in English. Kindly ensure that you bring an English speaking staff during the presentation.)*
4. Bid Awarding
  - Notice of Award (two days after the presentation)
  - Notice to Proceed (as maybe be determined)
5. Kick-off meeting: Two (2) days after the Notice to Proceed or as may be scheduled but not more than seven (7) days from the date of notice