

**ISLAMIC CORPORATION FOR THE
DEVELOPMENT OF THE PRIVATE SECTOR**

MEMBER OF THE ISLAMIC DEVELOPMENT BANK GROUP



**REQUEST FOR PROPOSAL [RFP]
Digital Marketing Agency
[Twitter, Facebook & Instagram (AR/EN)]
Ref: ICD/2023/22/06/009/SM/C&O**

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1. BACKGROUND

The Islamic Corporation for the Development of the Private Sector (ICD), is an international multilateral financial institution, established by virtue of its Articles of Agreement among its member countries and is an affiliate of the Islamic Development Bank. The headquarters of ICD is in Jeddah, Saudi Arabia.

ICD was established in November 1999 to support the economic development of its member countries through the provision of finance for private sector projects, promoting competition and entrepreneurship, providing advisory services to the governments and private companies, and encouraging cross border investments.

This RFP serves to identify an agency, working closely with the Communications & Outreach division, to lead the strategic communications planning and tactical implementation of ICD's plans to meet its goals, and ultimately build the brand. We are seeking an agency partner(s), in any location that has experience growing an organization's profile internationally, one that shares our values, and one that has some experience in the financial sector and/or multilateral development.

2. RATIONALE AND CONTEXT OF THE ASSIGNMENT:

→ ENHANCING ICD'S DIGITAL PRESENCE

The Communications & Outreach Division (C&O) at ICD is actively seeking a reputable agency, referred to as the "The agency", to collaboratively develop and execute a comprehensive Social Media Optimization/Social Media Marketing Strategy. The primary objective is to effectively promote ICD (mission, vision, mandate, products & services, activities...) in both domestic and target overseas markets, encompassing its 55 Member countries.

The scope of the assignment entails countering any adverse online publicity concerning the country and its respective sectors. Additionally, the agency will be responsible to promote ICD's products & Services to generate/convert deals and for positioning ICD as a beacon of growth, expanding the online outreach of the ICD website, projecting specific pages, and establishing ICD as a credible institution for reference and a prominent knowledge center within the Islamic finance industry.

Furthermore, the selected agency will play a pivotal role in forging connections and engaging with influential individuals in both domestic and international markets. This involves enticing the target audience to actively participate in ICD and partner events, fostering partnerships with influential figures who can endorse ICD through tweets and other social media activities. It is of utmost importance to meticulously track and evaluate the impact of various online social platforms on ICD's campaigns and initiatives.

To ensure transparency and accountability, ICD will require detailed analytics reports on a monthly basis throughout the year. These reports should encompass comprehensive monitoring, measurement, and management of social media

campaigns, providing actionable insights based on the data gathered from monthly analytic including the following but not limited to:

- A cost/benefit analysis, in monetary and non-monetary terms, and demonstrate how the proposed budget will have the highest impact on ICD in regards the proposed objectives to be tackled. Monetary terms could include all the resources related to the campaign including dollars spent. Non-monetary could include reputational, informative, educational...etc.
- Information on pre/post campaign illustrating the effectiveness of the campaign in terms of reaching its goals:
 - o in quantitative terms, the overall pool of campaign recipients narrowed down to prospects, visits to ICD’s website, impression, followers, and engagements
 - o In quality terms by listing, for example, the profile of people/companies who viewed the campaign such as executives/CEOs/public sector. The countries which are interested in the published post.

By collaborating with a proficient digital marketing agency, ICD aims to promote its products and services (Line of Finance, Project Finance and Corporate Finance), highlight its achievements, generate/convert deals, maximize its digital presence, augment its reputation, and effectively communicate its value proposition to diverse audiences in multiple languages. The agency's efforts will contribute significantly to the attainment of ICD's marketing and outreach goals while positioning the organization as a leading force in the Islamic finance industry.

3. MAIN TASKS AND OUTPUTS

Under the overall direction of the C&O team, the agency will be responsible for the following main tasks and expected outputs:

Main tasks	Expected output	Indicator
Formulate and implement a Social Media Optimization/Social Media Marketing Strategy for the promotion of ICD in the domestic and target overseas markets (55 Member countries).	Document for validation	Agreement on a detailed production plan
Acquire ICD material and images needed to produce the posts	Collection of ICD material and images	Report material and images collected for review

Assess ICD's digital presence and ICD marketing guidelines.	Understanding ICD guidelines and strategy	Report and Agreement on proposed remedial actions
Develop creative concepts (min 4 options /1 every quarter)	Production of Banner, Posts image design templates and other components	Agreement on design options
Finalize the selected concept based on ICD's preference.	Amendment of the agreed options	Agreement on design options
Design the posts and content (some will be provided by ICD) in two different languages (Arabic, English)	A timely written plan with content and proposed images/videos	A timely agreement on the plan
Increase the number of followers (on selected platforms)	exceed the division KPIs	Monthly report
Increase the number of Impressions (on selected platforms)	exceed the division KPIs	Monthly report
suggest and implement campaigns and new/trending ideas (at least one every 2 months)	Increase impressions	Written document every month
Community management	A pre-determined Q&A and customized interaction	Monthly report

The ICD team will provide key messages, content and data to be included in any deliverable. The service provider will also work closely with the ICD team to access material as well as on technical oversight and coherence.

- ICD will provide video, stills, data and key messages that can be used to develop the deliverables.
- ICD will provide consolidated comments on all expected outcomes.
- ICD will provide guidance on graphic work based on institutional branding guidelines.

4. LANGUAGE:

→ DELIVERING IN ENGLISH AND ARABIC, WITH FRENCH AS AN ADDED ADVANTAGE

In order to effectively reach and engage with diverse audiences, the deliverables of the digital marketing agency should be provided in both English and Arabic. These two languages are essential for engaging with ICD's target markets and ensuring effective communication with stakeholders.

While English and Arabic are the primary languages, the inclusion of French as an additional language would be highly beneficial. French is widely spoken in many countries, and incorporating it into the deliverables would further enhance ICD's outreach efforts and expand its potential audience.

By offering content in multiple languages, the digital marketing agency will enable ICD to establish a stronger presence in various markets, facilitate better understanding of its initiatives, and foster deeper connections with stakeholders. This multilingual approach will demonstrate ICD's commitment to inclusivity and increase the accessibility of its messages to a wider range of individuals and organizations within the Islamic finance industry.

5. PROJECT DELIVERABLES:

→ MAXIMIZING IMPACT AND ACCESSIBILITY

To achieve the desired goals and enhance ICD's digital presence, the digital marketing agency is expected to provide the following deliverables:

1. **Digital Strategy for selected platforms (for 2023):** The agency will develop a comprehensive digital strategy tailored specifically for ICD's target platforms. This strategy will outline the key objectives, target audience, content themes, messaging tone, and engagement tactics to be implemented throughout the year 2023. It will serve as a roadmap for effective online promotion and engagement.
2. **Design options for posts' images:** The agency will create visually appealing and captivating designs for posts' images. These designs will align with ICD's brand identity and messaging, effectively conveying key information and engaging the audience across different platforms. Variations of designs should be provided to ensure content freshness and adaptability.
3. **Design options for selected platforms' banners:** The agency will develop visually striking banners specifically tailored for the selected platforms. These banners will serve as impactful visual representations of ICD's brand and messaging. The designs should be optimized for each platform's specifications and dimensions, ensuring maximum visibility and engagement.
4. **Design and Produce Infographics:** Infographics play a crucial role in presenting complex information in a visually appealing and easily understandable format. The agency will create well-designed infographics that effectively communicate ICD's key messages, data, and industry insights. These infographics should be visually engaging, informative, and shareable.
5. **Design of the most suitable text content:** The agency will develop compelling and well-crafted text content that aligns with ICD's brand voice and messaging

strategy. This content should be tailored to suit each platform and target audience, taking into consideration cultural nuances and language preferences.

6. **Design of customized short animations/videos:** Engaging short animations and videos have proven to be highly effective in capturing and retaining audience attention. The agency will create custom-made animations and videos that creatively convey ICD's key messages, success stories, and industry-related content. These visuals should be optimized for sharing on social media platforms.
7. **Suggest/implement campaigns and innovative ideas:** The agency will actively contribute to the ideation and implementation of campaigns and innovative ideas. The type of the campaigns are as follows:
 - a. Awareness Campaigns:
 - i. Present the corporation's mission, vision, and mandate
 - ii. Post ICD's news and events
 - iii. Publish reports and quotes
 - b. Promotion Campaigns:
 - i. Promote ICD's products and services (Generate and Convert leads)
 - ii. Highlight the targeted sectors
 - iii. Country Focus, achievements, and Success Stories

By leveraging their expertise, they will propose creative strategies to promote products & services, highlight ICD's activities & achievements, boost engagement, expand reach, and enhance ICD's online presence. These campaigns and ideas should align with ICD's brand values and support its positioning as a reputable institution in the Islamic finance industry.

Important note:

- ICD retains the right to copy and share the deliverables online and offline.
- ICD has full copyright and permission to adapt, use, and share the original materials (infographics, pictures, videos).

8. TARGET AUDIENCE

- Clients and Partners from different member countries
- Private Sector Companies/Holding/Groups
- Government bodies
- Financial Institutions
- Multilaterals
- International organization
- Prospective professionals
- Media professionals

9. TIME FRAME

The engagement with the digital marketing agency is planned to span a duration of 12 months. This timeline allows for a comprehensive and sustained effort in implementing the digital marketing strategy and achieving the desired objectives.

Throughout the 12-month period, the agency will collaborate with ICD to develop, execute, and evaluate the digital marketing initiatives across various platforms. The timeline allows for flexibility in adapting strategies and tactics as needed, ensuring continuous optimization of the digital presence and maximizing the impact of the campaigns.

Upon satisfactory performance, the agreement is subject to renewal for an additional two (2) years, following an internal review and successful pricing negotiation based on ICDs annual approved budget for the exercise.

10. ICD HEADQUARTERS WORKING DAYS AND HOURS

The working days and hours at ICD Headquarters are as follows:

- Days: Sunday to Thursday
- Working Hours: 9:00 AM to 5:00 PM UTC (Riyadh Time)

During these hours, the ICD team at the headquarters is available to address inquiries, collaborate with stakeholders, and ensure smooth operations. Please note that these working days and hours are based on the UTC time zone and correspond to the local time in Riyadh.

ICD remains committed to providing efficient and timely support within the designated working hours, allowing for effective communication and collaboration with clients, partners, and other stakeholders.

11. ICD OFFICIAL WEBSITE

Most official documents, logos, guidelines, and other useful material can be found on ICD official website:

- Website: <https://icd-ps.org/en>
- Logo, guidelines, and pictures: <https://icd-ps.org/en/logos>
- Management : <https://icd-ps.org/en/structure-and-staff/icd-management>
- Official documents and reports : <https://icd-ps.org/en/publications>

12. APPLICATION DOCUMENTS

Please ensure that all **two separate PDF documents** need to be compiled into a zipped file named "YourCompanyName – Response ICD C&O SM RfP 2023". The file should be under 10MB to ensure successful delivery to the recipient. The tender bid should include the following documents in PDF format, organized in the specified sequencing below:

1. Technical Document

The technical document should be structured in a way that aligns with the criteria for the technical evaluation. This will make it easier for the assessors to locate the

relevant information and follow the sequencing during their assessment. Here is a suggested alignment of the technical document with the evaluation criteria:

1. Understanding the assignment:
 - Provide a clear and concise overview of your understanding of the project requirements and objectives.
 - Demonstrate your knowledge of ICD's communication and outreach goals, target audience, and key messages.
2. Methodology:
 - Present a detailed description of the proposed methodology for formulating and implementing the social media optimization/marketing strategy.
 - Explain how the strategy will address ICD's promotional needs in the domestic and target overseas markets.
 - Highlight any unique or innovative approaches that will differentiate your strategy.
3. Work plan and time frames:
 - Outline a comprehensive work plan that includes key activities, milestones, and deliverables.
 - Clearly specify the time frames for each phase of the project, ensuring alignment with the 12-month engagement duration.
 - Provide a realistic timeline that demonstrates your ability to meet deadlines and deliver results in a timely manner.
4. Originality of the idea(s) presented:
 - Showcase your creativity by presenting original and unique ideas that align with ICD's objectives and specifications.
 - Describe how your proposed design options, content, and campaigns will differentiate ICD and position it as a credible institution in the Islamic finance industry.
 - Highlight any innovative approaches or strategies that will make ICD stand out in the digital landscape.
5. Knowledge, Qualifications, and Relevant Experience of the key Team members:
 - Introduce the key members of your project team, emphasizing their qualifications and relevant experience in digital marketing, social media management, and the Islamic finance industry.
 - Provide brief profiles or resumes of the team members, highlighting their expertise and roles in executing the project.
6. Service provider's resources (Operational, Human & Commercial):
 - Detail the operational resources, such as infrastructure, technology, and tools, that your agency possesses to support the execution of the digital marketing strategy.
 - Describe the human resources you have available, including the size and expertise of your team, and how they will contribute to the success of the project.
 - Highlight any commercial resources or partnerships that enhance your agency's capabilities and enable you to deliver high-quality services.
7. Portfolio of similar services rendered to other entities:

- Present a portfolio of your agency's previous work, specifically highlighting projects that involved digital marketing and social media optimization/management.
- Provide case studies or examples that demonstrate your experience in promoting institutions, managing online reputation, and engaging with target audiences.
- Showcase successful campaigns, notable achievements, and positive outcomes from your previous engagements.

By aligning the technical document with the evaluation criteria, you will facilitate a structured and efficient assessment process for the reviewers. They will be able to easily locate and evaluate the relevant information according to the specified criteria, ensuring a comprehensive and fair evaluation of the proposals.

2. Financial Document:

The financial document should include the following information:

- Name and contact details of the bidding party (repeated for clarity).
- A breakdown of costs related to the proposed services in US dollars (USD), inclusive of all taxes, VAT, and professional fees.
- The suggested terms of payment. If the suggested terms are not aligned with ICD's internal policy, they can be negotiated.

By providing these application documents, the bidding party will present a comprehensive and organized proposal that covers technical aspects, financial details, and the necessary supporting information to demonstrate their suitability for the project.

13. ASSESSMENT PROCESS

The assessment process for the proposals will be conducted by a group of professionally qualified reviewers within the ICD team. The evaluation will be carried out in two stages, with the technical proposal being assessed first, followed by the financial proposal. Only tenderers who qualify after the technical evaluation will proceed to the financial evaluation stage.

The main criteria for the technical evaluation will include:

1. Understanding the assignment
2. Methodology;
3. Work plan and time frames;
4. Originality of the idea(s) presented
5. Knowledge, Qualifications and Relevant Experience of the key Team members (project team);
6. Service provider's resources (Operational, Human & Commercial);
7. Portfolio of similar services rendered to other entities.

After the technical evaluation, the financial proposal of qualifying tenderers will be assessed. The following evaluation scoring matrix is provided as an example of the criteria and their corresponding weightings:

Criteria	Technical Ability	Proposed idea(s)	Experience	Resources	Price
Weighting	20%	20%	15%	15%	30%

The weightings assigned to each criterion will determine the overall score and ranking of the financial proposals. The evaluation process will ensure a comprehensive assessment of both the technical and financial aspects, resulting in the selection of the most suitable agency to support ICD's digital marketing needs.

14.SUBMISSIONS

Your submission must be addressed no later than the **11 Sept 2023 – 14:00 GMT** to: Mr. Mounir Jouanedy at Mjouanedy@isdb.org and copy to icd.communication@isdb.org, with subject: "Response to ICD 2023 RfP - Ref: ICD/2023/22/06/009/SM/C&O"

Questions about the bid can be communicated via email **ONLY** during the working days to: Mr. Mounir Jouanedy at Mjouanedy@isdb.org and copy to icd.communication@isdb.org, with subject: "Question about ICD RfP Digital Agency 2023"

To be retained on the list of bidders, the Service provider shall express interest to participate to this RfP by sending an email, no later than **28 Aug 2023 – 14:00 GMT**

SUMMARY OF IMPORTANT DATES:

Showing interest in ICD RfP	28 Aug 2023 – 14:00 GMT
Deadline to ask questions about the RfP	04 Sept 2023 – 14:00 GMT
Submission of the Proposal	11 Sept 2023 – 14:00 GMT

12.ADDITIONAL PROVISIONS

- Changes to tenders will be accepted only if they are received on or before the final date set for receipt of tenders.
- No information of any kind will be given on the state of progress regarding the evaluation of tenders.
- Expenses incurred in respect of the preparation and presentation of tenders cannot be refunded.
- The initiation of this tendering procedure imposes no obligation on ICD to award the contract. ICD shall not be liable for any compensation with respect to parties whose tenders have not been accepted.
- All documents submitted by parties will become the property of ICD and will be regarded as confidential.
- ICD will not use the information in the tenders submitted that were not awarded the contract.

15.CONFIDENTIALITY

All information contained in this RFP is confidential and cannot be disclosed to a third party without the prior written consent of ICD. In your proposal, please also confirm that you will keep all information received in relation to this Project confidential at all times.

16.ENQUIRIES

Any enquiries should be directed:

To: Mr. Mounir Jouanedy at Mjouanedy@isdb.org