



# UGANDA TOURISM BOARD

## REQUEST FOR EXPRESSIONS OF INTEREST FOR HIRE OF DIGITAL MARKETING AGENCY TO PROVIDE DIGITAL MARKETING SERVICES.

PROCUREMENT REFERENCE NO: UTB/CONS/2020-2021/00005

Uganda Tourism Board has allocated funds to be used for the acquisition of digital marketing services for the Uganda Tourism Board.

The Digital Marketing Agency shall be required to develop, and implement digital marketing strategy of destination Uganda in line with the overall marketing strategy of Uganda Tourism Board with the objective of promoting Uganda as a preferred tourism destination.

The estimated duration of the assignment is **12 Calendar months**.

Uganda Tourism Board invites eligible **Digital Marketing Agencies** to express interest in providing the Services. Interested Agencies should provide information demonstrating that they have the required qualifications and relevant experience to provide **Digital Marketing Services**.

**The scope of the assignment will include the areas below:**

- Develop and Implement a Digital Marketing Strategy
- Account Management
- Digital Media Buying
- Social Media Marketing
- Website Development and Maintenance
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Opt-in Email Marketing
- Online partnerships
- Influencer Marketing
- Video Marketing
- Affiliate Marketing
- Project Management
- Training and Resourcing
- Measurement and Monitoring

### The Shortlisting Criteria

The agency will be selected in accordance with the method of shortlisting of consultants following publication of an expression of interest contained in the Government of Uganda's Public Procurement and Disposal of Public Assets Act, 2003, and the PPDA (Procurement of Consultancy services) Regulations, 2014.

The Technical Team from Uganda Tourism Board shall review the Expression of Interest (EOI) and rate them on the following criteria:

#### 1. Demonstrated experience.

- a. Experience in previous marketing related accounts for over five (5) years and ability to implement a strong Marketing program aligned with Uganda's Destination Brand – The pearl of Africa.
  - b. The Agency must demonstrate relevant experience of at least three (3) projects similar in nature and scope of Digital Marketing services over the last five years.
2. The Agency should provide a letter of interest, executive summary and a description of the Agency's services and activities including company organization chart.
  3. The agency must be willing to provide exclusive services to UTB and to no other destination marketing Agency/company in East Africa. The Agency is required to provide a commitment letter/Declaration to this effect.
  4. The agency should demonstrate a thorough understanding of Uganda's Tourism products and rich experience in the Destination, in terms of hotels & lodges, ground operators,

attractions, activities, events, and tourism value chain, among others.

5. Key professional experts on the project must demonstrate at least 5 years of proven digital marketing management experience.
6. The agency must have at least one Ugandan Expert on the Key Professional Team with experience in Tourism marketing in Uganda.
7. The agency must possess offices in Uganda for close supervision with major liaison offices located in the key source markets.
8. Annual revenues of at least UGX 500 Million per year, over the past five years.
9. The agency may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. The Agency should clearly indicate in the Expression of Interest submitted by Associations, whether the Association is a Joint Venture or a sub-consultancy, and which of the agency the lead agency is if a sub contract is required.

**NOTE:** The joint venture agreement should be fully registered by the Registrar of companies and must highlight the lead agency in the joint venture

**Further information can be obtained at the address below during office hours, 08:30am to 5:00pm (local time).**

Expressions of interest must be delivered in a written form (In English Language) or electronic form (In English Language) to the address below in person by **24<sup>th</sup> August, 2020 at 11:30am** (Local time).

**The Head Procurement and Disposal Unit**  
**Location: 6<sup>th</sup> Floor, Block C, Lugogo House**  
**Street Address: Plot 42, Lugogo Bypass**  
**City: Kampala**  
**Postal Office No.: P.O. Box 7211**  
**Country: Uganda**  
**Telephone: +256 414-342 196/7**  
**Electronic mail address: alfred.mungungeo@utb.go.ug**  
**Website: www.visituganda.com**

Activity	Date
Publication Date	4 <sup>th</sup> August 2020
Closing Date for submission of EOI and opening	24 <sup>th</sup> August, 2020
Short listing processing and Approvals	24 <sup>th</sup> to 11 <sup>th</sup> September, 2020
Issue RFP	14 <sup>th</sup> September, 2020
Pre-Bid conference	18 <sup>th</sup> September, 2020
Closing date for submission of Proposals and Opening of Technical Proposals	2 <sup>nd</sup> October, 2020
Evaluation of Technical and Financial Proposals	2 <sup>nd</sup> October to 13 <sup>th</sup> November, 2020
Approvals, Negotiations and Contracting	30 <sup>th</sup> November, 2020

ACCOUNTING OFFICER