



## Request For Quotes (RFQ)

### “Social media marketing services”

**Date:** December 24, 2024

#### 1.0 Summary Information

**1.1 Announcement Type:** Extended

**1.2 RFQ Number:** #2024-03

**1.3 Quote Submission Deadline:** January 15, 2025, 18:00, local Chisinau time

#### 2.0 Description of Services

##### 2.1 Project Goal

Internews’ activities in Moldova aim to promote the development of an independent, professional media that gives citizens access to various perspectives, and to create a media sector that is more resilient to political and financial pressures. Between December 01, 2022, and November 30, 2025, Internews Europe, hereinafter “Internews”, is implementing the “Media Literacy Advancement and Support to Moldovan Media” project funded by the Swedish International Development Cooperation Agency (SIDA). The project aims to contribute towards the growth of a diverse, independent, and financially viable media landscape in Moldova and to empower Moldovan youth to navigate their complex information environment. In addition to this, the project supports the Audiovisual Council from the Republic of Moldova (AVC) to improve its organisational capacity and better align its work with internationally recognized institutions.

##### 2.2 Scope of Work

Internews is looking for the **services of a communication/digital marketing agency to amplify the Audiovisual Council from the Republic of Moldova’s messages on social media networks and improve its audience reach.**

The vendor is expected to provide the following services:

##### **I. Social Media Strategy Development:**

- Develop and follow a social media strategy aiming to increase the presence and awareness of the AVC’s work. The strategy should include: a detailed strategic approach for digital communication, key messages, audience analysis and segmentation, communication objectives and performance metrics, platform-specific engagement strategies, optimization methodology, alignment with AVC’s institutional communication goals, etc.
- Design and develop appealing visual templates in line with the latest trends following social media policies and guidelines.

##### **II. Social Media Content Management - Facebook, Instagram, and LinkedIn**

- Plan and schedule weekly posts across all three social media pages, with a mix of formats that drive high audience engagement.
- Create and configure advertising campaigns on social media pages by posting at least 4 posts per week reflecting the institution's day-to-day activity/achievements.

The AVC’s team will produce the raw content (texts, unedited photos & video, visuals).

- Adjust social media content for each platform, when appropriate.
- Manage social media accounts, including posting, coordinating, and responding to comments, filtering spam comments, and engaging with followers.
- Monitoring social media performance using analytics tools (e.g., Facebook Insights, Instagram Insights, Meta Business Suite, Facebook Ads Manager, LinkedIn Analytics, etc.) to track key metrics such as audience reach, engagement etc.
- Make real-time adjustments & optimisations based on feedback and data.
- Prepare weekly performance reports for the AVC team. Also, prepare a final report to be presented to Internews – it should be a summary of all activities implemented, and results achieved, as an analysis of the results against the goals set in the strategy, during the whole contractual period.

**III. Strategic Sponsorship – META (Facebook and Instagram)**

- Propose materials suited for paid ads based on ad performance tracking and optimization (track key metrics of the campaign).
- Sponsor at least 2 posts per week reflecting the institution's day-to-day activity/achievements, with a minimum of 40 EUR per week.
- Ad creative development (image ads, video ads, carousel ads, event ads, etc.).

The services are expected to be provided from February, 2025, until October 15, 2025.

**3.0 Procurement Information**

**3.1 Evaluation Criteria**

Proposals will be reviewed and evaluated by a technical committee on a range of selection criteria. Each proposal will receive a score, with a maximum potential score of 100 points. Proposals will be evaluated according to the following criteria:

#	CRITERIA	Total POINTS 100
1	Company profile and relevant experience <ul style="list-style-type: none"> <li>- Experience of at least 3 years on the market: 10p</li> <li>- Experience of over 3 years on the market: 15p</li> <li>- Reference list of 5 handled social media accounts: 15p</li> </ul>	30p
2	Relevant team expertise	20p
4	Interpretation and understanding of the services described under Section 2.2	25p
4	Value for money/proposed budget	25p
<b>Total</b>		<b>100p</b>

Once the selection is confirmed, and if appropriate, a final contract will be negotiated and signed with the successful respondent, subject to successful vetting of eligibility. The contract shall be awarded to a respondent whose proposal is responsive to the solicitation and is most advantageous to the project, price, quality, and other factors considered.

**3.2 Eligibility**

In order to be considered for an award, vendors must:

- be currently legally operating in the Republic of Moldova;
- meet or exceed the requirements outlined in Section 2.2.

#### 4.0 Quote Content Requirements

**Respondents responding to this RFQ are requested to submit the following documents:**

- 4.1 Copies of the respondent's registration documents to confirm that it is duly registered and complies with the necessary legal requirements to provide services as described in the RFQ.
- 4.2 Technical and Financial Proposal (Annex 1 hereto) shall state qualifications and experience for providing the services and goods (if any) as described in this RFQ, including three references and contact information for whom similar services were provided in Moldova. The proposal should include the signature, title, and full contact information of the authorized representative of the respondent, including email address and phone number.

Any element of the Quote containing confidential or proprietary information must be clearly marked within the Quote. The documents must be attached in pdf format files. Providers must not submit zipped files. You must include a list of attached documents in the body of the email. If more than one message is required to transmit the quote documents, each message must be identified as part of a multi-part submission (e.g. "message 1 of 3").

Quotes must meet the requirements of this Call in full; otherwise, they will not be considered. This is a Request for Quotes only. Issuance of this RFQ does not in any way oblige Internews to award a subcontract, nor does it commit Internews to pay for costs incurred in the preparation and submission of a proposal. Internews retains the discretion to re-advertise or cancel this RFQ.

#### 5.0 Quote Submission Coordinates

Please submit quotes by email to [IN-Chisinau@INTERNEWS.ORG](mailto:IN-Chisinau@INTERNEWS.ORG) with the subject line "Quote RFP 2024-03". Internews will acknowledge the receipt of your Offer within 3 working days. If you do not receive the receipt, it is your responsibility to ensure and confirm that Internews has received the Offer. Internews will reject quotes submitted after the deadline.

#### 6.0 Inquiries

All questions and clarifications regarding this RFQ may be directed via email to [IN-Chisinau@INTERNEWS.ORG](mailto:IN-Chisinau@INTERNEWS.ORG) no later than January 15, 2025, following reference in the subject: "Questions RFP 2024-03".

#### 7.0 Anticipated Contract Type

Under this RFQ, Internews anticipates awarding a fixed-price contract, in the form of a purchase order. No advance payments will be provided under this type of contract. The contract will be concluded in EUR and the payment will be made in this currency too. Internews will not compensate any foreign currency exchange losses. Payment terms: upon complete delivery of tasks.

**Attachment 1  
Technical and Financial Proposal**

**I. Vendor contact information**

<b>Request No.:</b>		<b>RFP #2024-03</b>
<b>Request Title:</b>		<b>Social media marketing services</b>
<b>Submission Date:</b>		<b>Insert here</b>
<b>Vendor contact information</b>	<b>Entity name (as per registration certificate)</b>	<b>Insert here</b>
	<b>Email</b>	<b>Insert here</b>
	<b>Phone</b>	<b>Insert here</b>
	<b>Address (legal registration address)</b>	<b>Insert here</b>
	<b>Web-page</b>	
	<b>Contact person authorized to negotiate for Vendor</b>	<b>Insert Name, title, and contact information</b>

**II. Offer**

In response to your invitation to tender, we offer to provide service as stipulated in the request. The total price is **EUR XXX** (taxes and discounts included). This tender is valid for a period of contract.

We consent for Internews to store our data in line with Internews’ privacy policy: <https://internews.org/internews-privacy-policy>.

**III. List of submitted documentation**

Enclosed are the following documents:

- **Insert here**
- **Insert here**

**IV. Company profile and relevant experience**

*Please state below your qualifications and experience for providing the services as described in the request.*

**V. Qualification of the team**

Please state the names and qualifications of the experts who will perform the services under this request. Attach CVs reflecting their relevant experience.

**VI. References**

Please include below three references and contact information for whom your company provided similar services in the Republic of Moldova.

Name of the client	Period of contract	Types of tasks undertaken	Contact Person (name, title, place of work, email, and mobile number)

**VII. Response to Scope of Work**

Please describe the approach and methodology of how you will achieve the scope of work of this request. Refer to the specifications included in section 2.2. and describe how it will address/deliver the demands of the request.

**Insert here**

**VIII. Financial offer**

#	Services	Unit price	Quantity	Total price (EUR)
1	<b>Social Media Strategy Development</b> <i>[Describe below all the costs related to this specific service. Add/remove rows as needed]</i>			
1.1				
1.2				
<b>Subtotal 1: Social Media Strategy Development</b>				
2	<b>Social Media Content Management - Facebook, Instagram, and LinkedIn</b> <i>[Describe below all the costs related to this specific service. Add/remove rows as needed]</i>			
2.1				
2.2				
<b>Subtotal 2: Social Media Content Management - Facebook, Instagram, and LinkedIn</b>				

<b>3</b>	<b>Strategic Sponsorship - META (Facebook and Instagram)</b> <i>[Describe below all the costs related to this specific service. Add/remove rows as needed]</i>			
<b>3.1</b>				
<b>3.2</b>				
	<b>Subtotal 3: Strategic Sponsorship - META (Facebook and Instagram)</b>			
	<b>TOTAL</b>			

Please note that the proposal should be submitted in EUR. Any taxes and discounts should be acknowledged and listed as a separate item. The contract will be concluded in EUR and the payment for services rendered to Internews will be made in EUR currency. Internews will not compensate for any foreign currency exchange losses. State here also your payment terms, if any.

**IX. Declarations**

If awarded the contract, we will comply with Internews’ Code of Conduct for Suppliers:

**ETHICAL STANDARDS**

We strive to purchase and source goods, services and works which are produced and delivered under conditions that do not involve the abuse or exploitation of any persons.

We look to work in partnership with suppliers to ensure that:

- Employment is freely chosen
- Freedom of association and the right to collective bargaining are respected
- Working conditions are safe and hygienic
- No exploitation of children
- Living wages are paid
- Working hours are not excessive
- No discrimination is practised
- Regular employment is provided
- No harsh or inhumane treatment is allowed

Specifically, we will not enter into any procurement relationship with companies that have:

- Significant Involvement in the arms trade
- Unacceptable levels of Third World debt
- Infringement of pharmaceutical marketing practices with essential drugs policies
- Tobacco marketing in the Third World
- Significant involvement in the alcohol industry
- Significant involvement in gambling
- Significant involvement in pornography
- Involvement in terrorism

**ENVIRONMENTAL IMPACT**

We strive to purchase and source goods, services and work, which have the least negative impact on the environment.

We make procurement decisions and look to work in partnership with suppliers to ensure that:

- Sustainability is maximised and purchasing decisions are based on whole life principles
- Waste is minimised and items recycled whenever this is practicable. Effective controls of waste in respect of ground, air and water pollution are adopted. In the case of hazardous materials emergency response plans are in place.
- Undue and unnecessary use of materials is avoided and recycled materials used whenever possible.
- Processes and activities are monitored and modified as necessary to ensure the conservation of scarce resources, including water, flora and fauna and productive land in certain situations.
- All production and delivery processes, including the use of heating, ventilation, lighting, IT systems and transportation, are based on the need to maximise efficient energy use and to minimize harmful emissions.

We expect our suppliers to comply with all statutory and other legal requirements relating to the environmental impacts of their business. We encourage our suppliers to be accredited to the relevant ISO standards.

In the event that we work in partnership with a supplier in good faith but subsequently discover unacceptable practices either at the supplier or within the supplier's supply chain we will engage with the supplier constructively to address identified weaknesses.

**We also declare that:**

All actual or potential conflicts of interest are resolved **prior** to the submission of our bid. In the event that any actual or potential conflict of interest comes to our attention following the submission of this Bid, we will immediately notify Internews. Conflicts of interest are not limited to the Bidder organisation. They include all involved entities, such as sub-contractors, advisers, or partner organisations associated with the contract.

We will remain subject to an ongoing obligation to notify Internews of any material changes in our financial or other circumstances. This includes, but is not limited to, changes to the identity of our company or our sub-contractors, or the ownership or financial or other circumstances thereof and solvency of our company. Internews will be notified of any material change as soon as it becomes apparent.

Failure to notify Internews or to comply with any of these provisions may lead to immediate disqualification or termination of contract.

Name and Position/Job Title: [.....]

Duly authorised to sign this tender on behalf of:

[.....]

Place and date: [.....]

Stamp of the firm/company: [.....]

[End of Attachment 1]