



REQUEST FOR PROPOSAL (RFP)

DIGITAL MARKETING, WEBSITE DEVELOPMENT, AND SOCIAL MEDIA MANAGEMENT SERVICES

INDIRA CANCER TRUST AND SUWA ARANA – A PLACE FOR HEALING

I. Introduction

Indira Cancer Trust (ICT) and Suwa Arana – A Place for Healing are seeking proposals from qualified digital marketing and website development agencies to enhance our online presence, optimize our website, and manage our social media platforms. The objective is to increase reach, engagement, and fundraising efforts.

II. Background

ICT and Suwa Arana aim to provide comprehensive support and resources to cancer patients and their families. Our mission is to enhance the lives of those affected by cancer through various programs and services.

III. Scope of Work

1. Digital Marketing Strategy

- Develop and implement a comprehensive digital marketing strategy.
- Plan and execute PPC campaigns.
- Perform SEO optimization.
- Provide monthly and quarterly performance reviews and adjustments.

2. Content Creation and Management

- Establish a consistent social media posting schedule.
- Create original content, including short-form videos and images.
- Manage active ad campaigns across social media platforms.
- Conduct monthly reviews of social media interactions and campaign performance.

3. Website Development and Optimization

- Optimize the current website to improve user experience and enhance fundraising efforts.
- Implement tracking codes for effective user tracking.
- Provide monthly website optimization reports.
- Refresh website content and improve navigation.

4. Social Media Strategy and Management

- Develop and implement a social media engagement strategy.
- Manage all active social media accounts.
- Conduct bi-monthly content shoots.
- Provide training for staff and volunteers on social media tools and best practices.

5. Advanced Customer Profiling and Analytics

- Conduct advanced customer profiling to identify user personas.
- Perform competitor analysis.
- Monitor and analyze user behavior and engagement metrics.

IV. Proposal Requirements

- **Company Overview** - Provide a brief description of your company, including history, years in business, and experience in digital marketing, website development, and social media management.
- **Approach and Methodology** - Describe your approach to developing and implementing the digital marketing strategy, website optimization, and social media management.
- **Team Composition** - List the team members who will be involved in the project, including their roles and qualifications.
- **Past Projects and References** - Provide examples of similar projects you have completed and references from previous clients.
- **Timeline** - Outline the proposed timeline for the project, including major milestones and deliverables.
- **Cost Breakdown** - Provide a detailed cost breakdown for each component of the project.

V. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and qualifications of the team.
- Quality and comprehensiveness of the proposal.
- Demonstrated understanding of the project requirements.
- Cost-effectiveness.
- References and past performance.

VI. Submission Instructions

Please submit your proposal electronically to **Chitrika DeMel** at chitsdemel@gmail.com and indiracancertrust@gmail.com by **Tuesday 20th August**. For any questions or further information, contact **Chitrika DeMel** at **+94 77 3062580**

By issuing this RFP, ICT and Suwa Arana aim to engage a professional agency that can support our digital marketing and website management needs, thereby enhancing our online presence and fundraising capabilities.