



23<sup>rd</sup> November 2017

**REFERENCE NUMBER: MGOZ/MPU/ T 38/2017**

**Tender for the Provision of Services in Relation to a Digital Promotion Campaign for Gozo as a Holiday Destination**

**Clarification No. 4**

*Q1 - Please clarify the following points regarding Email Marketing (a) What is the present email database size? (b) Is the database segmented and if so, kindly provide a list of the main segments (e.g. country, persona, topic of interest etc.), (c) Are we correct in assuming that any third party costs payable to MailChimp shall be borne by the Contracting Authority directly?*

A1 – For information purposes only, the present email database consists of 283 subscribers. The terms of reference in the tender dossier does not outline any data segmentation, thus the database can be considered as one whole.

Referring to the same terms and conditions, specifically section 4 of the dossier, the contractor is responsible for the organisation and management of creative email marketing using the Directorate's active Mailchimp account. With regards the third-party costs, the contracting authority will be covering all costs other than those listed/referred to in the tender dossier and that must be borne by the contractor.

*Q2 - What Content Management System is being utilised and will the Contractor will be given direct access to use this directly to upload Blogs, optimise the Content for SEO etc?*

A2 - The Content Management System used by the Tourism and Economic Development Directorate is the open source system Wordpress. As per General Conditions, clauses 5.1 and 5.2; the Contracting Authority shall supply the Contractor promptly with any information and/or documentation at its disposal which may be relevant to the performance of the contract. Such documents shall be returned to the Contracting Authority at the end of the period of execution of the contract. Moreover, the Contracting Authority shall as far as possible co-operate with the Contractor to provide information that the latter may reasonably request in order to perform the contract.

*Q3 – Please clarify the following points regarding translations (a) Which content needs to be translated (e.g. Blog, Newsletter, Social Media etc.) (b) In which specific languages, and (c) does the Contractor need to factor in translation costs as part of his bid, or will this be handled by the Contracting Authority?*

A3 – The tender document does not require any translations. As per Terms of Reference Article 4.1.1, the contractor will produce one blog in Italian per month. The same article states that the contractor needs to maximise SEO tactics for the Italian version of the website. Costs for such services and any other deliverables mentioned in the tender dossier need to be factored in the requested global price to be submitted by the bidder in the financial bid form.

Q4 – *Does the Contracting Authority have a specific budget for this project?*

A4: The Budget cannot be disclosed at this stage.

Q5 - *What is the Advertising Budget (e.g. for Google Adwords, Boosted Posts etc) and does this need to be factored in as part of the Financial Bid, or will this be handled directly by the Contracting Authority?*

A5: Allocated budget cannot be disclosed. Costs for such services and any other deliverables mentioned in the tender dossier need to be factored in the requested global price to be submitted by the bidder in the financial bid form.

Q6 - *Does the Contracting Authority have any preferred payment terms with Google (e.g. to pay on account)?*

A6 – As per terms and conditions, the Contractor will be responsible for search engine optimisation and any payments terms with the respective search engine. Moreover, as per already specified, costs for such services and any other deliverables mentioned in the tender dossier need to be factored in the requested global price to be submitted by the bidder in the financial bid form.

Q7 - *Assuming that the Contracting Authority would like the Contractor to handle the Advertising Budget directly, what would be the payment terms for such (considering that the Contractor would need to pay such advertising spend prior to the start of the campaign).*

A7 – As per Special Conditions Article 26.1 the Contracting Authority will be paying the Contractor in 12 payments i.e. one payment per month. Tenderers are asked to quote the cost of services for an entire year and then the amount quoted will be divided in 12 equal payments. Payments will be made on a monthly basis within 60 days from the date of which an admissible payment request is registered by the competent department and upon confirmation that monthly targets/indicators have been reached.

Q8 – *Since the bidders are being requested to commit to specific KPI's, please provide us with a high-level understanding of the current statistics e.g. total sessions per annum, total users per annum, email marketing open rate, social media reach etc – to allow us to assess the effort required to meet the expected targets.*

A8 – The current statistics are deemed not relevant at this stage, keeping also into consideration the dynamic nature of the data. As per General Conditions, clauses 5.1 and 5.2; the Contracting Authority shall supply the Contractor promptly with any information and/or documentation at its disposal which may be relevant to the performance of the contract. Such documents shall be returned to the Contracting Authority at the end of the period of execution of the contract. Moreover, the Contracting Authority shall as far as possible co-operate with the Contractor to provide information that the latter may reasonably request in order to perform the contract.

Q9 - *From time to time, the Contractor may make recommendations to the Contracting Authority to improve its website or add new landing pages – kindly confirm that such requirements will be handled by the Contracting Authority’s web developer and through a separate budget.*

A9 – With direct reference to the mentioned website or the adding of new landing pages and without prejudice to all the other tasks listed in the terms of reference/tender dossier, the responsibility of the contractor in this case is limited to provide recommendations.

All other terms and conditions remain the same.