

SBI PAYMENT SERVICES PVT LTD.
(A Joint Venture between SBI & Hitachi Payment Services)

1st Floor, Madhuli Building, Shiv Sagar Estate, Opposite Nehru Planetarium, Worli – 400 018

**Request for Quotations for Onboarding Marketing Agency for
Social Media Management and Creative Development**

RFQ No.SBIP/VM/23-24/13

Dated: 30.01.2024

SBI Payment Service Private Limited (hereinafter referred to as “**SBI PAYMENTS**”) is a Joint Venture between SBI & Hitachi Payment Services established with the objective of carrying out Merchant Acquiring Business activities. This Request for quotation has been issued by SBI PAYMENTS for “**Onboarding Marketing Agency for Social Media Management and Creative Development**”.

Scope of Services:

The successful applicant agency shall be required to perform the following tasks/activities:

Retainer (Monthly fixed Scope of work)

- 1) Social media Content Strategy
 - Develop a detailed social media content strategy that aligns with our brand and objectives.
 - Identify target audience, content themes, posting schedules, and key performance indicators (KPIs).
 - Create a content calendar with proposed content for various platforms.
- 2) Social media Page management
 - Regularly post and schedule content on SBI Payments' social media platforms.
 - Engage with the audience, respond to comments and messages, and foster a positive online community.
 - Monitor and report on social media analytics and KPIs.
- 3) Website maintenance
 - Regularly update and maintain SBI Payments' website, ensuring it remains functional and up to date.
 - Implement content changes, optimize load times, and ensure security updates are applied.
 - Provide technical support as needed.
- 4) SEO (Search engine optimisation)
 - Conduct keyword research and analysis to improve search engine rankings.
 - Optimize website content, meta tags, and site structure for SEO.
 - Monitor and report on organic search performance.



- 5) ORM (Online reputation management)
 - Monitor online mentions and reviews of SBI Payments
 - Respond to online reviews and comments, addressing any negative feedback professionally.
 - Implement ORM strategies to maintain a positive online reputation.
- 6) Performance marketing
 - Create campaigns on various digital platforms to be boosted.
 - Create media plans based on the objectives of different campaigns.
 - Monitor and optimise campaigns based on the pre-decided KPIs to achieve maximum ROI.
 - Create timely reports for performance visibility.

Project – Rate card

- 1) Collateral development
 - Demo videos, catalogues, and flyers for all products
 - Create flyers, emailers, brochures based on the brief and requirements.
 - Videos of different formats to be ideated and created.

Eligibility Criteria

- The Vendor should have at least 5 years of experience in providing services related social media management, brand development and creative designing.
- Should be able to provide quick services as per the pre-defined SLA.
- The vendor should have a valid PAN, GST registration and required to submit complete details of his/ their Business / Partners / promoters.

Mandatory Documents:

- Company PAN CARD & AADHAR
- GST Certificate
- Certificate of Incorporation
- Previous Clients reference (PO/ experience letter/engagement letter)
- Memorandum of Association
- Article of association



Submission of quotation:

The vendor has to submit their quotation on or before **13.02.2024 at 06:00 PM**, detailed as follow:

| In Person at | | By email at |
|---|----|---|
| SBI Payment Services Pvt Ltd 1 st Floor, Madhuli Building, Shiv Sagar Estate, Opposite Nehru Planetarium, Worli – 400 018 | OR | <u>i. vpvm.ops@sbipayments.com</u> <u>ii. amvm@sbipayments.com</u> <u>iii. srexevm1@sbipayments.com</u> |

For any further details/information about the requirement, please contact the below persons at SBI Payments.

| Contact person Name | Designation | Email Id |
|---------------------|-------------------|--|
| Ms. Alpana Yadav | Sr. Executive | srexevm1@sbipayments.com |
| Mr. Amit Kumar | Asst. Manager | amvm@sbipayments.com |
| Mr. Rahil Kotadia | Marketing Manager | marcomm@sbipayments.com |

SBI Payments reserves the right to reject any or all the proposals without assigning any reason thereof.



Siddharth Kumar Singh
(VP- Vendor Management & Operations)

