

Grassroots Research and Advocacy Movement (GRAAM)

No: GRAAM/PRG/SB/20-21

Date: 19th April 2021

Request for Proposal

The appointment of an agency for providing branding marketing and promotional services to women collective.

About GRAAM: Grassroots Research and Advocacy Movement (GRAAM), a public policy research and advocacy initiative in India. Its extensive expertise spans over policy research, action research, Policy engagement and capacity building in a wide range of social sectors and thematic domains. With its rich expertise at engaging with communities at Grassroots level it is uniquely positioned in the social impact landscape of India.

Summary: With this EOI GRAAM seeks to identify a qualified agency with experience in Food Retail sales, online Sales, marketing and brand development and management, social media marketing strategy, implementation, and management, website design and development; and market research. Preference will be given to agencies providing a broad range of services; subcontracts with local providers are acceptable.

Background: GRAAM has taken up social business project in the Bilikere village, Hunsur taluk of Mysuru District. As part of the social business project GRAAM will be establishing a millet-based food processing unit for rural women entrepreneurs of Bilikere. GRAAM will support handhold in establishing the processing unit, establishing the value chain, sales channel, marketing & branding for the millet-based products produced by the unit. Under this initiative, GRAAM is seeking to work with a firm that can assist to develop overall strategy to position this brand and ensure good revenue. conducting and promoting last mile sales and marketing activities. The EOI is called for both Digital Marketing and retail marketing support. **The agency may apply for either one or both based on its competency.**

Scope of Work:

The following details out the various aspects which the firm may have to undertake as part of the project. Depending on the project scope, the scope of the work may be subsequently extended or limited.

1. **Marketing Strategy:** The agency shall be responsible for the overall Marketing and Communication Strategy and implement it across all social media and digital channels including below deliverables:

The service provider should develop a product website and make all marketing efforts through Search Engine Optimization (SEO), Search Engine Marketing (SEM), Display, paid and organic Social Media & Affiliate marketing, developing overall product and brand strategy, content management, online reputation management etc related to digital and social media marketing space. The agency should be capable of running both performance as well as brand campaigns based on the marketing plan developed in concurrence with GRAAM.

A. Business Development Strategy / Plan

The service provider is expected to provide a broad BD Strategy / Plan which can build and enhance brand awareness, provide different specific avenues for marketing and sales and provide ideas for marketing campaign, inputs for pricing, positioning etc.

- B. **Developing a website:** Developing a website which is simple, mostly static but providing informative information about millets, our products, our initiative etc. Website should also have product details and enquiry forms, and should route the visitors to appropriate e-commerce platform
- C. **Search Engine Optimization:** This includes keyword research, competitor analysis, planning and keyword forecasts, and campaign ideation.
- D. **Search Engine Marketing:** May Include Paid search advertising, PPC (pay-per-click), PPC (pay-per-call), CPC (cost-per-click), CPM (cost-per-thousand impressions)
- E. **Social Media Marketing:** By sharing informative & quality content, you are required to provide our potential customers more reasons to click through our website or e-commerce platform or generate enquiry. Few lists of platforms we prioritise to achieve the maximum outcome for our business are:
 - i. Facebook
 - ii. LinkedIn
 - iii. Instagram
 - iv. YouTube
 - v. Any other popular platform like (Pinterest, Tumblr etc.)Also, should enable social media sales such as sales through facebook etc.

F. Review of Materials Developed: The service provider is expected to review the package content, designs of packing materials and provide inputs.

- Brand Awareness
- Customer Engagement (through innovative / informative contents, posts, campaigns etc)
- Improve website traffic

G. Amazon/ E-commerce website sales: Should work as single point of contact to our Women's Group and take care of e-commerce activities fully that includes On-boarding process, case management, and reporting and are responsible for the overall strategy to drive the e-commerce account.

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| i. Account set-up & Creating product listings. | vii. Sponsored Product Advertising Campaign Management |
| ii. Fulfilling product orders. | viii. Headline Search Ad Management (HSA) |
| iii. Product photography | ix. Promotion/ Coupon Setups |
| iv. Ensuring that the product has the highest visibility and sales likelihood. | x. Catalogue Clean Up/ Maintenance |
| v. Handle the content for the listing to ensure to optimize the fullest and our indexing for the most relevant keywords. | xi. Brand Registry |
| vi. Monthly Reporting | xii. Keyword Based Listings |
| | xiii. Optimized Listing Content (Amazon SEO) |
| | xiv. Data feed and Listing Management |
| | xv. Enhanced Brand Content (EBC) |

Note: Co-Ordinating E-commerce sales is purely based on commission and no fixed or retainer fee will be provided. An appropriate commission rate will be discussed with the service provider after successfully winning the contract or the service provider can mention the commission, they expect for co-ordinating e-commerce activities.

20. Offline Marketing Strategy:

- a. **Retail Marketing:** Will be responsible for end to end retail marketing and sales of the product.
- Contacting and attracting potential retailers
 - Represent in the product in leading fairs and melas across the district.
 - Managing retails sales and logistics.
 - Conducting retail sales campaigns.

Specific Outputs Expected:

- A good quality, informative and appealing website
- Brand Building / Promotion Strategy Document providing clarity on all Ps of Marketing
- 10 Creative Posts per month to build the audience on the social media platform
- 10 Informative Posts related millet / health benefit / life style / healthy practices etc per month
- Developing innovative social media posts linking to the festivals or days of regional / national importance
- Sharing various cookery posts / videos on our social media platforms or creating such cookery / video contents
- Other Social Media Activities in line with Brand building / promotion strategy
- Developing 05 to 10 short videos which shares background / interest / voice of the women as well as give a glimpse of production activity over the period of assignment (GRAAM will provide the logistical support / assistance)
- Act as a single point for contact and take care of online sales
- Update of Website once a month at least
- Developing one poster for each product (at least 10 products) and ONE common poster mentioning about all the products
- Developing a product brochure
- Business Profile / Portfolio Document (Folder)
- Building around XXXXX (need to be specified by the service provider in the proposal) audience / subscribers to the social media platform

Proposal Requirements:

- Provide the following details: The full legal name, address, telephone number, fax number, website and email of contact person of the service provider submitting the EOI.
- A cover letter/statement of interest / presentation indicating the agency's interest in the project and highlighting its qualifications to perform this project. Although the Scope of Work is provided here, we encourage and expect the SERVICE PROVIDER to provide other ideas / thoughts about what other important and unique services that they can provide. This will have an edge over other bidders substantially.
- A summary of firm's experience in requested service areas, highlighting the agency's experience in delivering the SOW mentioned above.
- RFP must be in writing, in the English language, signed and dated by an authorized signatory of the agency.
- Any additional information that the agency considers to be relevant.

- Two previous client references with email IDs and contact numbers for similar assignments conducted.
- Period of Assignment: ONE YEAR.
- Nature of Payment: Monthly Retainership or Milestone wise (completing each output) payment.
- A retainer cost cannot be more than Rs 40,000/- per month or over all budget cannot exceed Rs 4.8 lakhs inclusive of GST or any such taxes.
- TDS will be applicable as per the statutory norms.

Submission of Proposal:

Hard copy or soft copy of the duly signed proposal with quotations be submitted to the below office address or the soft copy may be emailed to **graam@graam.org.in**

Last Date to submit your EOI: 11:59 hours 28th April 2021.

Address: Grassroots Research and Advocacy Movement (GRAAM)CA-2 KIADB Industrial Housing Area, Hebbal Ring Road, Mysore, Karnataka, India 570 016

For queries related to submission of EOI or any further queries all correspondence may be directed to – Mr.Bhagavan Bidarakote (+91 9620207879).

Sd/-
Executive Director
Grassroots Research And Advocacy Movement