

Term of Reference

Hiring a digital marketing and communication company to improve ITCV's online and social media performance, under the project P176981/RTBE - Resilient Tourism and Blue Economy Development in Cabo Verde

BACKGROUND

ITCV - Instituto do Turismo de Cabo Verde, emerged in 2019 as part of an in-depth reform of the institutional framework and the tourism management model in Cabo Verde, in order to efficiently manage the challenges that the country faced until then. The Institute's mission is to regulate and supervise the tourism sector, study and analyze national and international trends, develop tourism programs and products, promote infrastructures to support tourism, license tourism activities, promote and supervise internally and externally Cabo Verde as a tourist destination, and support investment in the sector.

Tourism has been consolidating itself as one of the central economic pillars of the country, as provided in different documents, including the Government Program. The main objective is to develop tourism in a sustainable way, by upgrading its existing human resources, in order to contribute to the well-being of Cape Verdean people. In this sense, both the Strategic Plan for Sustainable Development (as the Major Options of the Strategic Plan for Sustainable Development of Tourism) set out a forward-looking strategy to define a well-structured network of tourism products.

In April 2022, the Government of Cabo Verde approved, in the Council of Ministers, a Tourism Operational Program (POT) to be implemented from 2022 to 2026. As a cross-cutting program, this reflects a vision of a more sustainable, inclusive and resilient development model, based on diversification and leverage of segments with high potential tourism demand.

The POT is based on specific Tourism Master Plans for each island, which provide an inventory of assets and recommendations to leverage the tourism potential of each island. The POT prioritizes new demand segments, such as nature-based tourism on the mountain islands of Santo Antão, Santiago, São Nicolau, and Fogo, as well as cultural and economic activities on the islands of São Vicente and Santiago.

Apart from the POT and the Tourism Master Plans, the Ministry of Tourism and Transport (MTT), through the Instituto do Turismo de Cabo Verde (ITCV), approved in the second half of 2021 a Strategic Marketing Plan for Tourism in Cabo Verde. The plan recommends an integrated set of initiatives that should be carried out in order to make the destination of Cabo Verde more attractive and internationally known. Focus on the best performing market segments and use digital promotional tools to target them

Among the initiatives of the Strategic Marketing Plan, the plan's content should be organized in a cross-cutting way to maintain coherence and alignment with the strategy, and ITCV's digital ecosystem should be reviewed and expanded to make the most of it in the promotion of Cabo Verde as a tourist destination, in the following details:

- ✓ ITCV will produce and co-design content that will guide the user through each stage of the tourist journey, redoubling its efforts to produce content for the "inspiration and discovery" phases in the strategic markets to be promoted.
- ✓ The website "Visit Cabo Verde" - [Turismo de Cabo Verde: Esperamos por si! | Página Oficial \(visit-caboverde.com\)](https://www.visit-caboverde.com), will focus on inspiring, increasing understanding the destination and assisting in travels planning;
- ✓ Social Media will also play an important role in inspiring travelers and stimulating their wish to visit the destination;
- ✓ The current ITCV website (www.visit-caboverde.com) is institutional in nature, so it should be created or converted into a website intended for tourists;
- ✓ The Website should be, in the first phase, in English and Portuguese;
- ✓ In this initial phase and due to budget limitations, the activities should be focused on creating good quality content to be published on all online digital platforms and social media;
- ✓ To determine the strategic priorities of the Tourism Marketing and the Digital and Online Communication Plan, they must take into consideration the prioritization analyses, inserted in the said plan;

Objective - Boosting digital and online communication for Cabo Verde as destination.

The objective of this consultancy is to assist ITCV in the process of boosting its digital and online communication of the tourist destination - Cape Verde.

In increasing awareness and understanding of the destination, as well as promoting the image of Cabo Verde's tourism, by putting an emphasis on an online advertising model, particularly in improving interaction with tourists, both through the social network and from the website [Turismo de Cabo Verde: Esperamos por si! | Página Oficial \(visit-caboverde.com\)](https://www.visit-caboverde.com), SEM (Search Engine Marketing), SEA (Search Engine Advertisement) and SEO (Search Engine Optimization), as well as for the community management of the new profiles in social networks.

Finally, it is required that at the end of the process, the consulting company has transmitted to ITCV's employees the skills to manage autonomously its digital ecosystem and online communication (namely through specific training courses/workshops/webinars or more informal training through joint work), in order to attract more tourists and meet Cabo Verde's objectives within the 2030 Agenda, namely: (1) Increased arrivals, (2) Diversification, (3) Decentralization and (4) Sustainability.

In these terms, ITCV intends to hire for a 12 Month period, an entity to support it in the creation and maintenance of its own digital and online communication and adoption of online promotional practices, according to the technical requirements and procedures contained in the following scope of work.

Scope of Work/Deliverables

Activity 1 – Official tourism website analysis and content development

1.1. ANALYSIS AND RECOMMENDATIONS FOR THE WEBSITE: The purpose of this activity is to conduct an in-depth analysis of the site 'visit cabo verde' and to present suggestions for improvement in order to better attract visitors and to be more visible, including its positioning on search engines. The analysis should include the site architecture/structure, design, and the breadth and quality of content (text, photos, videos, etc). The analysis should also extend to the related geo-referencing App Visit Cabo Verde. The suggested changes should take into consideration Cabo Verde's stated marketing objectives (as mentioned in its marketing strategy), as well as the rebranding work for Cabo Verde tourism that is being conducted in parallel.

1.2. WEBSITE CONTENT CREATION AND MANAGEMENT

This will involve creating and managing content for the website, encompassing textual, graphic/image and audiovisual forms. Based in part on the analysis described in Section 1.1, a substantive amount of work will likely be needed to improve and expand the website's content. In most cases, this will involve revisions of the content currently on the website. It will also likely involve creation of some new content for pages to be added to the website. The content must be created and managed in at least two languages (Portuguese and English) in order to be always updated, dynamic and continuous, to produce the AIDMA effect (Attention, Interest, Desire, Memorization and Action) on the tourist.

In terms of photographic content, it is expected that the firm will take at least 500 high quality/HD photos to be used on the website and social media posts. Additionally, the firm will be expected to film and edit at least 24 HD videos to support its strategic messaging

1.3. WEBSITE SECURITY: The firm should check all website security conditions - Malware, DNS, etc to ensure the site is fully secure.

1.4. WEBSITE PERFORMANCE: The firm should analyze the site's performance to help analyze and improve the website speed - text and image optimization.

Activity 2 – Social media analysis and content development

2.1 ANALYSIS AND RECOMMENDATIONS FOR SOCIAL MEDIA

Cabo Verde tourism's current social media presence should be analyzed and recommendations should be provided in terms of how to expand its presence, as well on how to make it more dynamic and impactful. The recommendations should align with the country's tourism market strategy and ongoing rebranding work.

2.2 EXPANSION AND IMPROVEMENT OF SOCIAL MEDIA PRESENCE

While the following may be subject to change depending upon analysis and recommendations (as described in section 2.1), it is thought that the following will be required in terms of the creation/expansion/dynamization of Cabo Verde tourism's social media presence:

2.1.1. FACEBOOK - Revamp the existing page and redirect it with respect to strategic and priority markets.

2.1.2. INSTAGRAM - Create page and focus it on strategic priority and high priority markets

2.1.3. TWITTER - Create page and focus it on strategic priority markets

2.1.4. TIKTOK - Create page and focus it on strategic priority markets

2.1.5. YouTube - Revamp the existing channel and redirect it to all markets

This should include content development (in Portuguese and English) for at least 40 social media posts per month.

2.3. STRUCTURING, INSERTING AND DATA MANAGEMENT ON DIGITAL PLATFORMS

Ensure that the destination is present in tourism segment platforms, such as TripAdvisor and GetYourGuide, TIQETS, among others, to extend the reach of tourism promotion and ensure that the target public have access to correct and reliable information about the destination.

Activity 3 - Analytics and digital/online work backend

Invest heavily in web analytics tools and the use of best practices to optimize in real time the platforms of the digital ecosystem of the virtual tourism environment of Cabo Verde. Provide a general overview of the performance of the Visit Cabo Verde website and in a few seconds have a quick overview of the different aspects of the analysis for decision making.

Guide the digital/online strategy for the process of continuous analysis of predictive data from social networks, destination promotion sites, OTAs (online travel agency) and GDS (Global Distribution System - Platform for integration between travel agency and airlines), as well as the website [Turismo de Cabo Verde: Esperamos por si! | Página Oficial \(visit-caboverde.com\)](https://www.visit-caboverde.com), of the market and the competition, in order to improve the website users' experience and to obtain results in the promotion goals of Cabo Verde (both online and offline).

To further guide the tools of the analytic under three optics of analysis:

- 3.1.** Analysis of site traffic from social media channels;
- 3.2.** Analysis of metrics from social media channels;
- 3.3.** Monitoring of pre-defined keywords (e.g. brands) in Social Media channels

Activity 4 - Roadmap of specific activities - 12-month time horizon

(1) IMPROVE THE VISIT EXPERIENCE

Integrated and simplified access to information on tourism products and "Top Experiences" existing in Cabo Verde, within the framework of the Operational Plan for Tourism and the Strategic Marketing Plan for Tourism in Cabo Verde;

(2) ATTRACT QUALIFIED AUDIENCES

Scope of strategic and priority markets and segments, as well as those to be explored and having a propensity to consume the Cabo Verdean tourist offer;

(3) BUSINESS COMMUNICATION

Promote local businesses and generate business to improve the performance indicators of Cabo Verde's tourism economic activity. Contribute to the increase in tourist inflow, exceeding the amount

of 819,308, 2019 data (before the pandemic). Contribute to the increase of awareness and understanding of the destination;

(4) RETURN - ROI

Evaluation of results and periodic (monthly) reporting to ITCV. Elaboration of a program to create agendas to boost Cabo Verde's tourism digital ecosystem (e.g. sustainable tourism agenda), focusing on the following metrics, over the course of 01 year:

- 4.1** Minimum number of collaborations with influencers - 5 agreements
- 4.2** Amount of traffic generated on the Visit Cabo Verde website - 300k total annual visits
- 4.3** Social network followers:
 - 4.3.1 FaceBook (150k);
 - 4.3.2 Instagram (100k);
 - 4.3.3 Twitter (50k)
- 4.4** Determine /Identify at least 500 (Five hundred) keywords that generate the most traffic;
- 4.5** Weight of social networks in site traffic - More than 25%
- 4.6** Determine the traffic funnel up to the final conversion - Minimum 10 countries of origin

(5) TRAINING OF INTERNAL EMPLOYEES

The selected company shall train ITCV employees in content creation and management, in the professional management of the social network, in order to ensure continuity of the service.

Consulting Company and Specialist Requirements

Company Qualification

- ✓ Proven experience in coordinating and carrying out 3 or more projects in digital and online tourism communications within the last 2 years;
- ✓ Proven experience of members of the technical team in the execution of 5 or more projects in digital and online tourism communications during the last 2 years;
- ✓ Proven mastery of foreign languages, namely Portuguese and English. French and German are an asset;
- ✓ Proven experience in coordinating and carrying out 3 or more projects for worldwide, developing tourism destinations;

Proven ability to devote at least 1/4 of the time the contract has been in force, in Cabo Verde, directly or through an associated company, for the collection of data in the country and the follow-up of the process (Meetings vis à vis ITCV Marketing).

Team Composition

- ✓ More than half, but not all, of the technical team has a permanent, full-time contract with the bidder;
- ✓ Evidence of the experience of the personnel assigned to perform the contract and the experience of the bidder:
 - Experience of the coordinator assigned to the implementation of the contract in coordinating and carrying out projects in digital and online tourism communications over the last 2 years;
 - Experience of the personnel assigned to the implementation of the contract in projects in digital and online tourism communications during the last 2 years;
 - Bidder 's experience in digital and online tourism communications projects over the past 2 years;
 - Technical team personnel with permanent, full-time employment contract with the bidder (the technical team, including the coordinator, must have at least 4 elements)

Deliverables - Data Analysis and Reporting

1. Initial report with survey, analysis and recommendations for improvement to the visit cabo verde' tourism portal as well as Cabo Verde tourism's social media presence. - 15 days after signing the contract;
2. First quarterly plan of regular (daily) monitoring of the server logs on the most popular site pages and downloads and reports generation. - 10 days after submission of the initial report;
3. Provide comprehensive monthly (01 per month) reports and analysis on trends, progress as well as areas for improvement, including competitors' figures and analysis. - End of the month;
4. Creation of an Image and Video Center/Gallery - up to 180 days after signing the contract;
 - 4.1 Minimum of 500 high-quality photos processed and available in high resolution;
 - 4.2 At least 24 high-quality HD videos

5. Training and certification (with attribution of certificate) of at least 02 (two) employees assigned to the website content management and social networks, in digital marketing, with preparation and customization of contents - Up to 3 months after signing the contract;
6. Final Report containing specific information related to work done at the level of the content creation and management, for all digital/online platforms (encompassing textual, graphic/image, and audiovisual forms) - 30 days after expiration of the contract;
7. The dates and deadlines for creating or modifying and dynamization of the networks and social media, must follow the following calendars:
 - 7.1 **FACEBOOK** - 30 days after sending the first report: revamp the existing page and redirect it to strategic priority and high priority markets;
 - 7.2 **INSTAGRAM** - 15 days after sending the first report: create page and focus it on strategic priority and high priority markets
 - 7.3 **TWITER** - 30 days after sending the first report: create a website and focus it on strategic priority markets
 - 7.4 **TIKTOK** - 30 days after sending the first report: create page and focus on strategic priority markets
 - 7.5 **YouTub**e - 45 to 60 days after sending the first report: redesign the existing channel and redirect it to all markets

SYNTHESIS OF OUTPUTS AND EXPECTED RESULTS

TASKS	PRODUCTS TO DELIVER
<p style="text-align: center;">Media and Social Network Strategy</p>	<p>To provide a media and social network strategy that is practical, feasible, creative, and responsive to the demands of boosting Cabo Verde's tourism;</p> <p>Present a media and social networking strategy for the following work program: tourism fairs and events, partner promotions, out-of-home ads, famtrips and other promotional events that will be launched by ITCV;</p> <p>There should be a strategy for each platform to achieve the respective target KPIs.</p> <p>The strategy should consider the following:</p> <ol style="list-style-type: none"> (1) Determine strategy for each social media's multimedia platform to achieve the set KPI indicators; (2) Determine monthly content calendar for selected social media platform (3) Recommend campaigns and programs to increase social media followers / engagements that can be implemented over a period of six months to a year.
<p style="text-align: center;">Update social media biography account names (if necessary)</p>	<p>To share the most up-to-date information with users, update all social media biographies with appropriate information (e.g., contact information, #tags, catch copy).</p> <p>Update social network account names (if necessary)</p> <p>(Note: it is understood that the social media account is owned by Turismo Cabo Verde and that the password is accessible to ITCV as owner of the social media)</p>

<p>Creative content and copy production</p>	<p>Up to 40 combined posts for Instagram, Facebook, Twitter, etc per month, including images;</p> <p>Creative copy (Portuguese and English) for up to 30 posts/per month or 250 posts during the term of the contract.</p> <p>(Note: Instagram and Facebook may vary in terms of posting frequency and dates, but they will have the same visual content and therefore be counted as one post).</p>
<p>Digital Marketing / Online</p>	<p>Provision of digital marketing services - creation and dynamization of social networks and media, depending on the target audience/market, namely:</p> <p>FACEBOOK - Revamp the existing page and redirect it to strategic and high priority markets</p> <p>INSTAGRAM - Create page and focus it on strategic priority and high priority markets</p> <p>TWITER - Create page and focus it on strategic priority markets</p> <p>TIKTOK - Create page and focus it on strategic priority markets</p> <p>YouTube - Revamp the existing channel and redirect it to all markets</p>
<p>Commitment and increase in the number of fans</p>	<p>Minimum of 10,000 (ten thousand) followers for Instagram and FaceBook</p> <p>Minimum commitment rate of 10% for Instagram</p>
<p>Website performance</p>	<p>Increase referral traffic from social networking platforms</p> <p>Determine/identify at least 500 (five hundred) keywords that generate the highest traffic.;</p> <p>Daily maintenance of the site back-end www.visit-caboverde.com</p>

Website integration	Disseminate the content and key messages of the CV Tourism website, using the most appropriate media and social networking platforms.
Reporting	Submit media commitment results and reporting analysis by account. Create and establish a periodic reporting routine.
On the Job Training	Training for ITCV employees in digital marketing, content creation and management, in the professional management of the social network for a minimum of 04 (four) people, online or face to face, (10) ten sessions of 2 hours each (20h), allowing them to prepare and customize the content, autonomously.