

RESPONSE TO BID CLARIFICATION QUERIES

PROVISION OF DIGITAL MEDIA MANAGEMENT AND SUPPORT - WEBSITE AND SOCIAL MEDIA

DEADLINE EXTENSION TO - 10 MAY 2024 12:00 PM EAT

No.	Question	Responses
1.	<p>You have mentioned that you work with governments, business leaders, regulators, and policymakers. Is this the same Target Audience we are engaging with on social media? or we are engaging both the partners and end consumers i.e. the beneficiaries.</p>	<p>Our target audience could be said tiered please see the breakdown below.</p> <p><u>Policy makers and regulators</u></p> <ul style="list-style-type: none"> • Government officials responsible for setting financial policies and regulations. • Central bank authorities and regulatory bodies overseeing the financial sector. <p><u>Financial institutions</u></p> <ul style="list-style-type: none"> • Banks (commercial, development, and microfinance). • Non-Bank Financial Institutions (insurance companies, pension funds, etc.). • Fintech companies and startups. <p><u>Development agencies and donors</u></p> <ul style="list-style-type: none"> • International development organisations. • Donor agencies providing financial support for development projects. <p><u>Research</u></p> <ul style="list-style-type: none"> • Academics and researchers studying financial inclusion, stability, and development. • Think tanks and research institutions focusing on African economies and finance.
2.	<p>The main objective for digital presence from the TOR is Engagement. What is the current problem you are facing? Is it low/lack of engagement? What would success look like for this objective?</p>	<p>Our primary objective is to achieve strategic engagement across our various communication channels. We aim to strike a balance between tactical and thematic content approaches in our digital storytelling. Currently, there is a noticeable imbalance, with significant engagement on LinkedIn compared to X, while our presence on Instagram is minimal, despite it being a relatively new platform for us.</p> <p>Success for us would entail several key components:</p> <ol style="list-style-type: none"> 1. <u>Visible impact</u>: We aim to see our strategic and tactical approaches translate into tangible results, such as an increase in followers, heightened reactions, or valuable feedback. 2. <u>Consistent messaging</u>: We strive for a cohesive tone and voice in our messaging that accurately reflects our work and its impact. This consistency helps to reinforce our brand identity and mission.

		<p>3. Versatile storytelling: We are committed to embracing new and innovative ways of storytelling. By adapting to evolving trends and platforms, we can effectively communicate our message to a broader audience and remain relevant in a dynamic digital landscape.</p>
<p>3.</p>	<p>From the TOR shared, what is the expectation regarding output? Is it a methodology approach to digital presence or a creative approach? If creative approach, please share more context on the brief as per below:</p> <ul style="list-style-type: none"> • What's the Business Objective/Goal • Current TA and New TA we look to unlock • What would you deem as a successful campaign after the 1-year engagement in terms? 	<p>We anticipate a blend of methodological and creative approaches to meet our objectives effectively.</p> <p>Our core business objective is encapsulated in our purpose: "Making finance work for Africa's future." It's imperative that we demonstrate how we're fulfilling this purpose in our day-to-day activities.</p> <p>While our target audience remains consistent, our focus shifts to refining our approach. We aim to narrate our story to our digital audience in a manner that's less technical yet still impactful, showcasing the essence of our work.</p> <p>Success for our campaign hinges on <u>three</u> key factors:</p> <ul style="list-style-type: none"> • Numbers: We believe in the power of numbers to convey a story. Therefore, we expect to see a tangible increase in our digital footprint as a measure of campaign success. • Brand understanding: We expect the agency to fully grasp who we are, our priorities, and our communication style. While this understanding may develop over time and within a couple of months, we aim for it to be evident within the first year of collaboration. • Communication tools: We seek to see effective tools of communication that amplify our message and engage our audience. These tools should be versatile and adaptable to our evolving needs and objectives. <p>Additionally, question 2 sheds light on some aspects on success too.</p>
<p>4.</p>	<p>What are the business outcomes you are trying to achieve from the site?</p>	<p>Our website goals are focused on boosting visitor interaction. We want to reduce bounce rates, encourage deeper exploration of our content, and improve the user experience on specific pages.</p> <p>Specific objectives include:</p> <ul style="list-style-type: none"> • Increased user engagement: Promote active interaction with our website's content, building a stronger connection with our audience and mission. • Reduced bounce rates: Provide a compelling and user-friendly experience that keeps visitors on our site longer and encourages them to discover more. • Improved interface: Enhance the design and functionality of targeted pages, ensuring an intuitive and enjoyable experience for our visitors.

5.	Who is your priority target audience?	The response to question 1 addresses this concern comprehensively.
6.	For rankings, who do you benchmark yourselves against?	<p>While we operate within a relatively niche sector, we draw inspiration from various institutions for benchmarking, including the World Bank, AfDB, British International Investment, World Economic Forum, Bill & Melinda Gates Foundation, UN Climate Change, Rockefeller Foundation, and others active in the green finance space, as well as related fields.</p> <p>It's worth noting that many of these organiaations excel in communicating their work in a manner that's accessible and engaging, without relying heavily on technical jargon. Their posts and imagery often adopt a clean, minimalist, or simplistic approach, which resonates with our preferences.</p>
7.	Please give some context for the outcome of "average time on page of at least 2 minutes across all pages." According to our digital team, this is not achieved by any website known to them.	I think what we meant here is we would like to extend the duration of visits from our website users, encouraging them to delve deeper into our content and explore our site further.
8.	For security, what (if any) data is being stored on the website?	No.
9.	We have done a speed page test and your performance is coming up as 40 on mobile and 55 on desktop. What are you trying to achieve with the additional investment to reach 90?	Enhanced user experience awaits visitors to our site. Further details can be found in response to question 4.
10.	We notice that several PDF documents can be downloaded from the site. Is this a deliberate strategy? (Instead of building this information into web pages that can be open access or via logins?)	This decision has been intentional, but we remain open to learning how to best showcase some of our documents.

11.	<p>Why is there a heightened focus on infographics? Have you split-tested this content previously, or would you like us to do this?</p>	<p>We haven't conducted any split-tests; however, we've observed that infographics, short videos, and well-designed images tend to garner more traction. This trend is also evident with short videos, GIFs, and visually appealing content.</p>
12.	<p>Would you be open to a 3-month initial sprint to generate quick wins and a more detailed and technical digital strategy?</p>	<p>Yes, we would.</p>
13.	<p>For the following, we are happy to sign an NDA. These will enable us to develop more tailored and specific recommendations for the proposal:</p> <ol style="list-style-type: none"> 1. Can we please have access to your Google Analytics and Search Consoles (and the ad console if you are running advertising)? 2. Could you give us access to your WordPress back-office admin? 	<p>At this stage of the procurement process, regrettably, we will not be providing this .We believe that the information provided thus far and based on experience, bidders can provide innovative solutions.</p>
14.	<p>Are we to design a completely new site/new overhaul within the duration of the 12 months?</p>	<p>No, we wouldn't characterise it as a complete overhaul. Instead, it's more likely to involve refining various pages to enhance user experience—a quick win of sorts towards achieving question 4.</p>
15.	<p>Please can you share examples of new features we can expect the website to have?</p>	<ul style="list-style-type: none"> • Interactive elements: Incorporating interactive elements to engage users • Mobile optimisation: Ensuring the website is fully optimised for mobile devices for a smooth user experience on all devices. • Enhanced search functionality: Improving the search functionality to enable users to find content more easily. • Multimedia integration: Integration of multimedia elements such as videos, animations, or podcasts to enrich content.
16.	<p>Is it possible to get the website's Google Analytics to better understand the profile of the current website visitors?</p>	<p>Yes, this is possible. Click here.</p>

17.	Who is your ideal consumer, primary and secondary Target Audience?	This has been answered in question 1
18.	What business/organisational problem do you want to solve with the social media strategy?	We are enthusiastic about improving our digital presence, engagements, and strategies. Maintaining consistency in our digital footprint is crucial as it plays a pivotal role in our overall communication strategy. Question 2 & 3 shares more insight to this question as well.
19.	Which microsites do we focus on in the proposal?	The proposal should be centered on running our FSD corporate website and social media channels.