



Request For Proposals (RFP) for the Development of a Digital Marketing Masterplan for the SFA Foundation

Organisational Background

Established in 2021, the Science for Africa Foundation (SFA Foundation) is a pan-African organisation created to support, strengthen, and promote science and innovation in Africa. The SFA Foundation is committed to improving the quality of lives of African people and to promoting the uptake of research in communities, industry, and the public sector.

The goal of SFA Foundation is to support stakeholders in addressing the continent's most pressing developmental needs by generating knowledge that solves problems and informs decision-making. The SFA Foundation serves the African research ecosystem by funding excellent research and innovation ideas; enabling interdisciplinary collaboration among researchers; and building and reinforcing environments that are conducive for scientists to thrive and produce quality research that generates new, locally relevant knowledge.

Project Overview, Scope of Work and Deliverables

SFA Foundation is currently implementing [its 2023-2027 strategic plan](#). As part of this strategic direction, the Corporate and Science Communication Department has identified digital media as a key driver in realising the ambitious objectives set out in the communications strategy. We therefore invite qualified digital agencies with a global footprint or Kenyan based affiliates to submit proposals to develop a comprehensive Digital Marketing Masterplan for the SFA Foundation. This masterplan will serve as a strategic roadmap to enhance our online presence, reach our target audiences effectively, and achieve our objectives through various digital marketing channels and tactics.

The selected agency, working closely with the SFA Foundation Corporate and Science Communication Department will be responsible for delivering a comprehensive Digital Marketing Masterplan that covers, but is not limited to, the following key areas:

Strategy Development

This is the main output of this exercise and will involve the development of a comprehensive and data-driven digital marketing strategy that outlines recommended channels, platforms, and tactics to achieve the established objectives. This strategy should encompass content marketing, social media engagement, lead generation, audience retention, brand awareness initiatives etc. Each strategy should be supported by detailed action plans and timelines for seamless execution.

Situation Analysis

Conduct an in-depth analysis and audit of our current digital marketing efforts across all channels and platforms. This includes a comprehensive review of our website's performance, SEO practices, social media presence, email marketing campaigns, paid advertising initiatives, and data analytics. Identify strengths, weaknesses, opportunities, and threats (SWOT analysis) in our online marketing landscape. The agency should also analyse our competitors' digital strategies to gain insights into industry best practices and potential opportunities for differentiation and strategic positioning.



Audience Insights

Conduct thorough market research and gather actionable data to understand our target audience segments. Develop detailed audience personas to identify the specific needs, preferences, pain points, and behaviours of our current and potential audience members. These insights will inform the creation of personalised marketing strategies and content that resonates with our target audiences, leading to increased engagement and conversions. This should include gathering insights on our internal audiences and identifying creative ways to keep them informed and engaged with communication outputs.

Content Strategy

Propose a comprehensive content marketing plan that aligns with the overall digital marketing strategy. The content strategy should encompass various formats based on best practice, current and emerging trends and suitability to the niche that the SFA Foundation occupies in the science/R&D landscape. The agency should also propose dissemination tactics that can be used across our digital platforms.

Social Media Strategy

Develop a results-driven social media marketing strategy that aligns with our brand voice and engages our target audience on relevant platforms. The agency should outline specific social media campaigns, content calendar templates, and community management guidelines.

Email Marketing Strategy

Design an email marketing strategy that nurtures leads, retains audiences, and attracts new ones. The agency should propose how the SFA Foundation can leverage its e-mail marketing platform (Mailchimp) to develop engaging email campaigns, including welcome sequences, newsletters etc

SEO and Website Optimisation

Conduct a thorough SEO audit of our website and provide actionable recommendations for on-page and off-page optimisation. Identify relevant keywords, optimise meta tags, improve site structure, and enhance site speed for better search engine rankings and user experience. The agency should also explore opportunities for link-building and guest posting to boost our domain authority.

Objectives and KPIs

Collaborate closely with our team to establish clear and measurable digital marketing objectives aligned with overall SFA Foundation strategic objectives and communications strategy. The agency should work with us to define key performance indicators (KPIs) that track the progress and success of our digital marketing efforts. These KPIs should be tied directly to the aforementioned objectives to ensure the effectiveness of the masterplan.

Measurement and Analytics:

Develop a robust measurement framework that tracks the performance of various digital marketing initiatives.

Paid Advertising Campaigns - AdTech

Create a well-structured plan for effective paid advertising campaigns that maximise on ROI, including Google Ads, social media ads, display advertising, and other relevant ad-tech enabled platforms.

Training

The agency should be in a position to deliver an internationally recognised digital marketing course that will equip point staff to successfully operationalise the finalised digital marketing masterplan.



Budget Allocation

Suggest an optimal budget allocation for each strategy based on the established objectives and expected outcomes. The agency should justify the budget allocation by providing a clear return on investment (ROI) projection for each proposed initiative. The budget should be flexible and adaptable to evolving market trends and performance insights. Finally, a proposal on the human and monetary implications of operationalise the digital masterplan should be included.

Deliverables from the Scope of Work

1. A digital marketing masterplan encompassing all the strategies.
2. Templates where needed.
3. Guidelines where needed.

****Points to Note****

- The Digital Marketing Masterplan should be delivered in a clear and actionable format, making it easy for our team to implement the recommended strategies and tactics effectively.
- We encourage bidding agencies to demonstrate creativity in their submission by proposing innovative or unconventional approaches that we can use to buck the trend in current digital marketing techniques especially for an organisation in the science space.

Evaluation of Proposals and Evaluation Criteria

The Science for Africa Foundation will evaluate each RFP submitted based on responsiveness to the project's scope of work/needs. The evaluation of the proposals shall involve **Technical** and **Financial** analysis.

Submitted proposals shall be subjected to a three-stage evaluation process:

1. Technical evaluation
2. Pitch presentation
3. Financial evaluation

Responses will be evaluated based on the following criteria with a total of 100 marks and a pass mark of 70. Bidders who score 70 points and above in the technical evaluation shall be invited for the second stage of evaluation, which will be a pitch presentation and lastly, the financial evaluation for the top bidder.

	Technical Evaluation Requirements	Sub Totals	Max Score
1	Relevant Experience for the Assignment		
	<ul style="list-style-type: none"> Specific experience of the agency in undertaking similar work i.e., development of digital marketing strategies 	15	30
	<ul style="list-style-type: none"> Evidence of having undertaken similar assignments in the last 5 years by submitting at least three (3) reference letters and official letters recommendation. Experience in the non-profit industry will be an added advantage. 	15	
2	Methodology and Approach		
	<ul style="list-style-type: none"> Responsiveness of the proposal to our needs as well as the methodology proposed for the task. Bidding agencies should provide a detailed approach based on the scope of work detailed above with additional input based on industry experience while demonstrating out-of-the-box thinking. 	40	40
3	Team Composition		
	<ul style="list-style-type: none"> Team Leader/ Account Manager: Should be a competent and accomplished digital strategist with over five years' experience in the advertising/PR/media industry including creative work and a minimum academic/technical qualification of a university degree. The team leader should have overseen at least two similar assignments of equal or larger magnitude. 	10	30
	<ul style="list-style-type: none"> Other key staff: Inter-disciplinary project team members that have requisite qualifications with at least three years' experience. 	10	
	<ul style="list-style-type: none"> Overall composition and structure of the team, task allocation and its adequacy and relevance in meeting the TORs. Teams with individuals that are direct employees of the agency firm(s) are preferred. 	10	
	<ul style="list-style-type: none"> The agency should provide its company profile and organogram, and international brand affiliations if any. 		



Terms and Conditions

This document contains proprietary and confidential information. Recipients may use or reproduce the information detailed within this document and any other supporting information only to provide a response to this RFP. No commitment will be made to any agency/consultant unless a contract has been awarded and signed by both parties.

The SFA Foundation reserves the right to cease this exercise at any time. During the period of this activity, no contact should occur between any members of the supplier's staff and organisational staff in relation to this exercise other than through the designated contact points as detailed within this RFP. It is however recognized that pre-existing relationships if any, shall be respected.

Ethics

Applicants are required to observe our procurement ethical code of conduct which includes but is not limited to observing the highest standard of ethics regarding corruption, collusion, conflict of interest and fraud. If the agency does not observe confidentiality or ethical practices, they shall be disqualified from any future work.

Non-Disclosure and Confidentiality

The information contained within this document or subsequently made available to the consultant is deemed confidential and must not be disclosed without the prior written consent unless required by law.

Independent Proposal

By submitting a proposal, the consultant warrants that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential consultant or with any competitor.

Proposal Submission Process

It should be noted that this document relates to a Request for Proposal (RFP) only and not a firm commitment to enter into a contractual agreement. In addition, the Science for Africa Foundation will not be held responsible for any costs associated with the production of a response to this Request for Proposals.

Instructions on the Proposal Submission Process

- **Prospective bidders should confirm participation to this RFP by 15th September 2023.**
- All prospective bidding agencies should submit any queries regarding this RFP to procurement@scienceforafrica.foundation by 15th September 2023
- All proposals should be submitted by 25th September 2023 at 5.00 pm (East African Time)
- Responses to this RFP should be strictly sent by email to: procurement@scienceforafrica.foundation and marked as follows on the subject line: **RFP for the Development of a Digital Marketing Masterplan for the SFA Foundation, RFP NO: RFP /007/2023**