

(“The DSTI”)

**TERMS OF REFERENCE**

**THE APPOINTED SERVICE PROVIDER WILL BE RESPONSIBLE FOR THE DSTI DIGITAL MARKETING AND LEAD GENERATION CAMPAIGN**

1. **PROJECT OBJECTIVES:**

* Enhance social media presence through regular content management.
* Drive lead generation via targeted social media campaigns.
* Implement Google Ads campaigns for optimal website traffic and
* conversions.
* Improve SEO and boost organic traffic through blogs, newsletters, and
* analytics.

**2. SCOPE OF WORK:**

A. Social Media Management

* **Content Creation:** 1-2 posts weekly on Facebook (FB), LinkedIn (LI), and Twitter (TW) on organic feed pages.
* **Lead Generation:** Management and promotion of 12 adverts, divided into 4 campaigns (1 per quarter), targeted on marketplace pages (FB, LI, TW).
* **Paid Media:** Allocation of R10,000 per month to boost adverts.

B. Google Adverts

* **Setup:** Configuration of Google AdWords and Analytics.
* **Strategy:** Keyword search, targeting, and campaign strategy development.
* **Ad Creation:** Copywriting, design, optimisation, and sizing of adverts.
* **Performance Monitoring:**
  + Month 1: Run adverts to collect comparative data.
  + Month 2: Execute performance max campaigns.
* **Lead Management:** Leads captured and organised in Excel spreadsheets.

C. SEO and Organic Traffic

* **Content Creation:** Two blogs per month to support SEO with strong calls-to-action (CTAs).
* **Newsletters:** Design and distribution of two newsletters monthly, linking to blogs and encouraging inquiries.
* **Database and Tools:**
  + Email database recommendations
  + Newsletter distribution through Mailchimp.
* **Optimisation & Reporting:** Daily optimisation tasks and comprehensive monthly analytics reports.

**3. DELIVERABLES**

* Scheduled social media posts and adverts.
* Monthly performance reports for social campaigns and Google Ads.
* SEO-optimised blogs and educational newsletters.
* Lead reports in Excel format.

**4. PROJECT TIMELINE:**

* **Phase 1:** Initial setup and first month comparative data collection.
* **Phase 2:** Campaign optimisation and performance tracking on an ongoing basis.

**5. ROLES & RESPONSIBILITIES**

* **Agency:** Strategy, content creation, campaign management, reporting.
* **Client:** Provide timely feedback, brand guidelines, and necessary access
* credentials.

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| **6. EVALUATION OF PROPOSALS**  6.1 The evaluation process will comprise of the following phases:   1. Screening for Compliance. 2. Price and Specific Goals Evaluation.   **6.2 Screening for Compliance**  During this phase, a short list will be established, and the shortlisted service providers will be evaluated further. **Service providers must meet all the below requirements to proceed further to functional evaluation**; *failure to submit the following will result in disqualification:*   1. Proof of registration to the Central Supplier Database (CSD) held by National Treasury. 2. Compliant tax matters as per CSD or SARS e-filling. 3. Provide a valid Compliance Certificate. 4. Completed and signed SBD 1, SBD 4 and SBD 6.1. 5. Submit a certified B-BBEE certificate or Sworn Affidavit, failure to submit will not invalid your proposal. |

1. not invalid your proposal.
2. **Latest Company registration documents (CIPC) with detailed particulars of ownership, failure to submit will not invalid your proposal but will score 0 points for strategic goals**.
3. A bid that fails to meet any pre-qualifying criteria, specifications/scope of work, terms and conditions stipulated in the tender documents is an unacceptable tender and will be disqualified.
4. Detailed company profile, which clearly spells out the relevant experience, knowledge and accreditation of the company as well as directorship.
5. Attach proven experience by providing a list of current and past contracts which are relevant to the required service in the bid specifications, according to the template in **Part A**: Client Base. Only the relevant experience shall be considered for bid evaluation purposes. Reference screening will be undertaken to confirm the validity of referees provided.

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| **N.B.** | **:** | ***By providing us with your Personal Information, you consent to the DSTI processing your Personal Information, which the DSTI undertakes to process strictly in accordance with the section 18 informed consent document.*** |

**7. PRICE AND SPECIFIC GOALS EVALUATION**

Price inclusive of VAT will be evaluated as indicated below.

a) In terms of regulation 4 of the Preferential Procurement Regulations, 2022 pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act 5 of 2000), responsive bids will be adjudicated by the DSTI on the 80/20 preference point system in terms of which points are awarded to service providers on the basis of:

- The bid price (maximum 80 points)

- Specific Goals mentioned below in Table1 (maximum 20 points)

Service providers can only claim specific goal credentials, by providing a valid certified BBBEE certificate or Sworn Affidavit.

b) The following formula will be used to calculate the points for price in respect of service providers with a rand value of up to R50 000 000.00:

Ps = 80 

Where

Ps = Points scored for price of tender under consideration;

Pt = Price of tender under consideration;

Pmin = Price of lowest acceptable tender.

c) A maximum of 20 points will be awarded to a tenderer for the specific goal specified for the tender, as per the table below:

Table 1 – Specific goals

| **The specific goals allocated points in terms of this tender:** | **Number of points allocated (80/20 system)** |
| --- | --- |
| EMEs and QSEs | 5 |
| Companies owned by black people | 5 |
| Companies owned by women |  |
| Companies owned by youth people |  |
| Companies owned by people with disabilities | 5 |
| Companies owned by black people living in rural or underdeveloped areas |  |
| Companies owned by black people living in townships | 5 |

1. A bidder must submit proof of its Specific goals’ status and claim points on Standard Bidding Document SBD6.1.
2. Bidder to claim points for their specific goal(s) ownership as follows:
3. Points allocated for EME or QSE as follows:
4. EME: 100% of points allocated and
5. QSE: 50% of points allocated.
6. The formula for the calculation of specific goals will be as follows:
7. (Share percentage x points allocated for specific goal)
8. Max percentage of ownership (100%)

* Formula to be used for each specific goal you claim points for.
* Points for each specific goal claimed will be calculated together to get a final score out of 20 points.

1. A bidder failing to submit proof of Specific goals’ status or failing to meet the Specific goals, may not be disqualified, but (a) may only score points out of 80 for price; and (b) score 0 points out of 20 for Specific goals.
2. A bidder may not be awarded points for specific goals status if the bid documents indicate that the bidder intends subcontracting more than 25% of the value of the contract to any person or company that does not have the points that the bidder qualifies for (at least), unless the intended subcontractor is an EME that has the capability to execute the subcontract.
3. The points scored by a bidder for Specific goals in accordance with the preceding paragraphs 6.4(c) must be added to the points scored for price under paragraph 6.4(b).
4. The points scored must be rounded off to the nearest two decimal places.
5. If the price offered by a tenderer scoring the highest points is not market-related, the Department may not award the bid to that tenderer.
   * + The Department may negotiate a market-related price with the tenderer scoring the highest points or cancel the tender.
     + If the tenderer does not agree to a market-related price, the Department may negotiate a market-related price with the tenderer scoring the second highest points or cancel the tender.
     + If the tenderer scoring the second highest points does not agree to a market-related price, the Department may negotiate a market-related price with the tenderer scoring the third highest points or cancel the tender.
     + If a market-related price is not agreed in all the afore-mentioned respects, the Department must cancel the tender.
6. In the event that two or more tenderers score an equal total number of points, (1) the contract must be awarded to the tenderer that scored the highest points for specific goals. (2) If two or more tenderers score equal total points in all respects, the award must be decided by the drawing of lots.
7. A contract may, on reasonable and justifiable grounds, be awarded to a bid that did not score the highest number of points.

**NB: All costs that the service provider may incur due to the preparation of the project for the DSTI shall be the sole responsibility of the service provider**.

**8. ENQUIRIES**

The deadline for the proposal is **15 July 2025** **at 11:00**.

Enquiries related to the registration and submission of proposals must be directed to Supply Chain Management:

Odessa Martin

Acquisition Administration

Tel: 012 843 6627

E-mail: [odessa.martin@dsti.gov.za](mailto:odessa.martin@dsti.gov.za)