



# Institute of Actuaries of India

Statutory body established under an Act of Parliament

Unit No. F-206, 2nd Floor, F Wing, Tower II, Seawoods Grand Central,  
Plot no R-1, Sector 40, Nerul Road, Navi Mumbai - 400706  
+91 22 6243 3333 +91 22 6243 3322

## Digital Marketing RFP - Response to queries - Note 2

10/10/2019

Sr. No.	Page no.	Clause Query	Response
1	6 (2.5 - Activity Objectives)	Point no. 4- Is there a reason why we have to tap into all platforms? We should use the ones that work best as per the strategy when proposed	These are only indicative platforms, the agency is free to suggest platforms that deliver maximum ROIs and TG.
2		Can we define competitors for IAI? Or category competitors?	Refer to Digital Marketing RFP - Response to queries - Note 1 on IAI website
3		Is there a communication thought in place that needs to be amplified?	To be mutually decided
4		Please confirm if this is the website link - <a href="http://www.actuariesindia.org/Index.aspx?AspxAutoDetectCookieSupport=1">http://www.actuariesindia.org/Index.aspx?AspxAutoDetectCookieSupport=1</a> does this need to be redone too? There is a lot of information available that can be used for content creative	Yes this is the link to our website. Agency can look into suggesting some content that is required from SEO point.
5		Is there a tonality and guideline needed to be maintained?	Refer to Digital Marketing RFP - Response to queries - Note 1 on IAI website
6		Is there a cap to the number of deliverables of campaigns and SEO?	No
7	14	Point no. 8.3 - Is it a compulsion to have 3 years in education sector?	No compulsion, however this may affect the overall score as per criteria
8	24	Point no. 16 - Could you please elaborate on this, for us to understand this better	This clause basically talks about penalties that client can impose for not meeting deliverables and deadlines as discussed in SOW
9	30	Point no. 8 - What is meant by "Present Institute of the Agency"?	Refers to bank details
10	41	Annexure D - While there are no overdues to govt bodies, depending on various factors there are overdues for various third party vendors. We can provide certification for only govt bodies, etc. and not "any other organisation".	For third party overdues, basic disclosure has to be made in the form.