

Queries on Digital Marketing RFP

Sr. No	Page Number	Clause	Query	Response
1	Page 3	3	Will the submission of the bid include the commercials or the pitch presentation or both?	Includes technical and commercial bid to be submitted, pitch presentation to be submitted in a separate meeting face to face subject to shortlisting
2	Page 6	Under section 2.5, Point 1	How many times is ACET exam conducted in a year? Timelines? Any changes in the near future?	Usually 3 times a year now, January, June, September
3	Page 6	Under section 2.5, Point 2	Present Average no. of registrations and method of sign-ups employed-	offline marketing- college activations, majority comes from word of mouth and print ads. Average registrations are around 10K per year.
			Lead Qualification (How would you define a lead?)	All those who register on the landing page by filling the required information shall be treated as a lead.
4	Page 6	Under section 2.5, Point 4	Platform priority on digital media (FB, LinkedIn, Twitter, etc)	Our primary TG is 10+2 students+ parents, secondary is recently qualified CA, ICWA, CS, CFA, MBA finance etc on B2C front. Hence agency to take a call.
5	Page 6	Under section 2.5, Point 5	Present Average no. of employers, type and method of sign-ups employed –	Not applicable
			Lead Qualification (How would you define a lead?)-	Not applicable
6	Page 8	Under section 6, Point i	Please confirm goals	15,000 admissions per ACET intake
				Increase in engagement on social media handles Increase in employer awareness on hiring actuarial resources
7	Page 8	Under section 6, Point i	What is your TG?	Our primary TG is 10+2 students+ parents, secondary is recently qualified CA, ICWA, CS, CFA, MBA finance etc on B2C front.
8	Page 8	Under section 6, Point i, e	No of interviews and officials to be interviewed per month:	2-3 monthly
9	Page 8	Under section 6, Point i, e	Tone you want to use on digital media	Highly professional and formal
10	Page 8	Under section 6, Point i, e	Please define Brand Positioning:	Actuaries to be positioned as a promising global and premium profession leading to most sought after career stream. On employer front, IAI and Indian actuaries to be one stop destination for all professional services relating to insurance, retirement benefits, banking, finance, investments, enterprise risk management, risk analytics and data science
11	Page 8	Under section 6, Point ii, b	No of blogs per month. Would it be hosted on the website or a separate channel?:	Call on the platform to be taken, we would like to have the recommendations from the agency and take decisions based on pros and cons
12	Page 9	Under section 6.4.3	Will the tool cost be included separately in the RFP?	Yes
13	Page 10	Under section Under section 6.4.g	Top 15 keywords you would like to associate with	Agency to come back with suggested keywords



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14	Page 10	Under section Under section 6.4.g	Will the queries have to be responded in Hindi & English? Or shall it be limited to monitoring only:	Monitoring and responding both
15	Page 10	Under section Under section 4, iii	Examples of the type of e-books and/or other graphic content to be rendered? Is an image bank available?	We don't have image bank. We do have a video on profession and student targeted video, which be used a whole or fragmented
16	Page 12	Point ix	Kindly confirm the website link which you would like to optimise :www.actuariesindia.org	Yes
17	Page 6	Under section 2.5, Point 5	For the webinar, please confirm specific target audience & current registration no,	10+2 students, we haven't done webinar yet. Our platform restricts 500 attendees per session.

General Queries

Sr no	Query	Response
1	Which product(s) will this campaign focus on?	This outreach program aims at promoting and adoption of Actuarial science as a career option for young students and recently qualified CA, ICWA, CFA, CS, MBA Finance etc on supply side. On the demand side, we need to reach out to employers in relevant fields where actuary can play a role, to urge these employers to look at actuarial resources.
2	Who are the main competitors for this product?	No direct competition as we are a statutory body established under act of parliament. However, some other actuarial bodies compete to gain maximum membership.
3	What is the target audience/segment for this campaign and why would they be interested in our product(s)?	B2C - A. Primary: 10+2 students, students pursuing courses in stats, maths etc and their parents B. Secondary: CA, ICWA, CFA, MBA Finance etc. B2B- Actuarial employers
4	What is the overall business objective of this campaign?	1. Generate leads (organic+paid) leading to increase in admissions (15,000 admissions per season). We have 3 admission seasons throughout the year 2. Increase in awareness about the value added by actuaries to businesses and public at large 3. Increase engagement on our social media handles
5	What is the primary media objective of this campaign?	Increase admissions and awareness about actuaries
6	Are the creative assets already available for this campaign/product?	Yes, all social media handles are in place except LinkedIn. Job portal is in place too
7	(Digital) Is a landing page already available for this campaign or product?	No, Needs to be created
8	Any benchmarks from previous campaigns?	So far only offline mediums were adopted. 80% of admissions happen through word of mouth, digital only contributes 10% of overall. If we tap online audience and increase this share, our overall admissions will rise since its an untapped territory with greener avenues for us.
9	The Financial required is of year ended March or December?	March