

## Mumbai Metro Rail Corporation Ltd. (MMRCL)

### Response to Pre-Bid Queries

Name of work	Hiring of Social Media Agency - Content creation, Content response and content moderation, Basic reporting and analytics, Response management/Helpdesk support, Campaign Management; Hindi, English, Marathi; Facebook, Twitter, Instagram, YouTube	
Tender ID	GEM/2024/B/5221099 uploaded on GeM portal on 9 <sup>th</sup> August 2024. Last date of submission: 24 <sup>th</sup> August 2024	
<b>Sr. No.</b>	<b>Bidders Query</b>	<b>MMRCL Remark</b>
1	<b>What are your primary goals for using social media?</b> (e.g., brand awareness, customer engagement, lead generation, public announcements, etc.)	Refer scope of work
2	<b>Which of these goals is the most important for you to achieve in the next 6-12 months?</b>	Awareness campaign
3	<b>Do you have specific Key Performance Indicators (KPIs) you would like to measure?</b> (e.g., follower growth, engagement rates, video views, website traffic, etc.)	Refer scope of work
4	<b>Who is your target audience?</b> (e.g., commuters, local residents, tourists, Government authorities, etc.)	<b>Commuters, local residents, tourists, Government authorities, Students, etc</b>
5	<b>Can you provide details on the demographics of your audience?</b> (e.g., age, gender, location, interests)	Refer scope of work
6	<b>Are there specific user segments you want to focus on for each platform (Facebook, Instagram, Twitter, YouTube)?</b>	Refer scope of work
7	<b>Do you currently manage any social media accounts? If yes: Which platforms are you active on?</b> <ul style="list-style-type: none"> <li>○ What's the size of your following on each platform?</li> <li>○ What content types (images, videos, infographics) are performing best for you?</li> </ul>	MMRCL has active social media accounts on Twitter, Facebook, Instagram & YouTube. Kindly visit <a href="http://www.mmrcl.com">www.mmrcl.com</a> to get the handle names and number of followers
8	<b>What challenges are you facing with your current social media strategy?</b> (e.g., low engagement, negative sentiment, inconsistent branding, etc.)	NA

9	<b>Have you worked with a social media agency before? If yes, what was your experience?</b>	NA
10	<b>What type of content resonates most with your audience? (e.g., educational content, updates on metro services, user-generated content, behind-the-scenes videos)</b>	Regular project updates
11	<b>Do you have any branding guidelines, content themes, or specific messages that must be incorporated into your content?</b>	Yes
12	<b>Are there particular campaigns or events (e.g., safety awareness weeks, new station openings) that need special attention?</b>	Yes
13	<b>Do you plan to run paid advertising campaigns on social media? ◦ If yes, what is your estimated monthly budget for paid promotions?</b>	No
14	<b>What are your expectations in terms of ROI for paid social media campaigns? 6.</b>	No
15	<b>How do you currently handle customer queries, complaints, or feedback on social media?</b>	In house team handles
16	<b>Would you expect the social media agency to take over customer service and engagement, or would it remain in-house?</b>	No
17	<b>Do you require real-time monitoring and response management?</b>	Yes
18	<b>Who are your main competitors, and what are they doing well on social media?</b>	NA
19	<b>Are there any other brands (inside or outside your industry) whose social media presence you admire? What do you like about them?</b>	NA
20	<b>How often would you like to receive performance reports? (e.g., weekly, monthly, quarterly)</b>	Refer payment terms in bid document
21	<b>What metrics are most important for you in these reports? (e.g., engagement rates, follower growth, sentiment analysis, etc.)</b>	Report must cover all the components
22	<b>How do you prefer to communicate with the agency? (e.g., regular meetings, email updates, collaborative platforms like Slack)</b>	Regular meetings and email updates
23	<b>When do you expect to start working with the social media agency?</b>	Immediately after receiving LOA

24	<b>Are there any additional services you expect the agency to provide (e.g., influencer marketing, video production, crisis management)?</b>	Yes
25	<b>Do you require agency team members to work on-site at your office? If yes, how many team members, and what would be the expected working hours?</b>	yes
26	<b>Should the design costs for creatives (social media, hoardings, banners, brochures, pamphlets, etc.) be included in the overall bid price or mentioned separately?</b>	Yes. The cost is inclusive in price bid
27	<b>Are there any other factors or special requirements we should know about when evaluating agencies?</b>	NA
28	<b>What would be your criteria for selecting the right agency? (e.g., experience in your industry, creativity, ability to manage crisis communication)</b>	Refer the eligibility criteria in bid document
29	<b>Paid Media: Could you please confirm if the Paid Media commission is included as part of the retainer, or will there be a separate media commission allocated</b>	NA
30	<b>Digital / Social Budget: Is there a distinct budget ( Paid Campaign ) set aside for paid activities,</b>	No
31	<b>ORM Objective: Could you also provide clarity on the specific objectives for the ORM (Online Reputation Management) component? Understanding this will help us align our strategy more effectively with your expectations.</b>	NA
32	<b>Launch events like Meta Live , Influencer marketing will have to be paid at actuals,</b>	NA
33	<b>As told, raw footage will be provided for Reels and Videos which will then be edited by the agency, and the cost for the same will be billed.</b>	The cost for editing is part of retainer
34	<b>What do you mean by Develop amplification strategies? Integration with website/ portal?</b>	NA
35	<b>Is ORM a part of this scope of work?</b>	Yes

36	<b>Increase in no. of likes for Facebook, create Twitter trends, and provide Video promotion on YouTube. Will it be paid? If yes, is the budget included in the retainer amount?</b>	NA
37	<b>Design Creative for social media as well as for hoardings, banners, brochures, pamphlets/ leaflets, etc.- Will extra budget be provided for hoardings, banners, brochures, pamphlets/ leaflets, etc.?</b>	No
38	<b>The agency must provide required support for monetization of social media handles. What do you mean by monetization of social media handles?</b>	Agency should provide strategy to increase followers.
39	<b>Content creation – content will be required in the form of text/blogs, images/photos, short videos/digital films, animated videos, infographics, jingles, posters/flyers, etc.- Will the agency be paid for paid stock footage?</b>	NA
40	<b>Repackaging of existing content and Influencer marketing- Will the agency be provided extra budget as and when the Influencer campaign starts?</b>	No
41	<b>Support with uploading of live coverage of events/webcasting of events on social media platforms conducted during the contract period (Video and sound output to be provided by buyer)- Will the agency be covering the Live events?</b>	Yes
42	<b>The agency must ensure that the translation is appropriate and not in any way deviating from the main content on the basis which translation is rendered- Language Translation cost to be borne by the agency?</b>	Yes
43	<b>Incase MMRC decides to undertake advertising on any of the social media platforms or other digital media platforms, the agency should develop and implement the strategies with approval from</b>	NA

	<b>MMRC. The budget for the same would be as decided by MMRC. This budget will be additional.</b>	
44	<b>Will the creatives be replicated across platforms?</b>	yes
45	<b>What will be the bifurcation of the creatives in terms of Statics/ Videos/ Reels/ GIFs?</b>	Refer scope of work
46	<b>What is the tentative date of presentation?</b>	Shall be communicated post evaluation of technical bids
47	<b>What do we need to cover in the presentation?</b>	Creative ideas
48	<b>What will be the duration of the presentation?</b>	Shall be communicated via email to agency which qualify in technical bid process