

Corrigendum to Notice inviting EOI to engage a professional Agency for Influencer Marketing, Online Reputation Management, Creating Awareness about brands (Ref: M-669/HIDCO/ADMM-3887/2021 dated 28th June 2021)

Sl.No.	Queries	Responses	Modification in the tender document
1	Should we use 45 influencers for all activities every month, or would there be a change in number of influencers involved in each month, as the final proposal will depend upon the number of influencers used every month.	45 influencers to be required every month with 20K and above followers in each influencer profile	C) Scope of work- points 1, 3 and 4 are deleted. Point 1 will be modified as: 1) 45 no. of influencers with 20K and above followers in each influencer profile
2	What do we understand by a "Blogger"? Is it someone with a blog like Wordpress / Blogspot - or a Social media influencer	This is no longer applicable	
3	Parameters to measure content success matrix- is it by medium/ bounce rate/ reach/ audience/ impression/ backlink, or something else?	Parameters to measure content success matrix is by "reach" (as per point 6 of Scope of Work)	
4	Which Keyword ranking tool and CTR to be used for the sign-off	GoogleAnalytics will be used	C) Scope of work-point 3 is modified as follows: 3) GoogleAnalytics will be used as keyword ranking tool
5	Which analytics to be used for Content- is it something platform-specific	Platform specific analytics (FB, Instagram, LinkedIn, YouTube, Twitter) are to be used	C) Scope of work-point 4 is modified as follows: 4) Platform specific analytics (FB, Instagram, LinkedIn, YouTube, Twitter) are to be used
6	Deliverables for Twitter/ FB/LinkedIn	This will need to be curated by the successful bidder	C) Scope of work- point 14 is added: 14) To increase brand awareness and drive engagement with brands using influencer marketing for all the Revenue Centres of WBHIDCO - Bengal Silicon Valley, Fintech Hub, Biswa Bangla Convention Centre, EcoPark, Motherwax Museum, Sheshodiya, Ekante Cottages, Nazrul Tirtha, Rabindra Tirtha, Newtown Library, Café Ekante, Biswa Bangla Gate, Coffee House Newtown, Dhaba Ajante, Kolkata Street Food, Dhamsa Tribal Kitchen, Bangla Misti Hub and any other newly added revenue centre or associate business units of WBHIDCO / NKDA on social platforms. The deliverables will need to be curated by the agency E) Execution of the assignments- point 5 is added: 5) Influencers to share a screen shot copy of platform specific analytics (FB, Instagram, LinkedIn, YouTube, Twitter) to evaluate each content success matrix. H) Terms and Conditions - Point 15 is added: 15) Before releasing the monthly payment each post will be scrutinised again by WBHIDCO
7	In the Scope of work section, instead of blogger, an influencer should be used instead	Refer to Sl No. 1 of this corrigendum	
8	What if an influencer doesn't have one of the five social media channels listed under Scope of Work, point 5	No deviations are acceptable on this point.	
9	Point 6 of the Scope of Work states that the approximate reach must be 50-100K. Are you referring to the total reach of all the mentioned influencers, or should it be the reach of a single influencer?	Please refer to the modification suggested against Scope of work - point 6 (mentioned alongside)	C) Scope of work-point 6 is modified as follows: 6) Influencers will be evaluated based on content success matrix with reach as parameter. The reach should be more than 1 crore 44 lakhs per month.
10	What is a Draft Business Requirement	This should be read as "Draft Business Agreement" through out the document	"Draft Business Requirement" will need to be read as "Draft Agreement" in the tender document.
11	Is it necessary to submit a Professional Tax Clearance Certificate for the previous financial year as part of the Pre Qualification process, given that we have provided all of the following documentation?	This requirement is being withdrawn	F) Eligibility Criteria 1) Pre-Qualification Point 5 - The following Eligibility Criteria is deleted: "Professional Tax Clearance Certificate for last FY"
12	Do we have to provide CVs of all food influencers prior to receiving the tender?	The CVs will need to be proposed as a part of the proposal submission. No proposed resources can be replaced later without prior written approval of the competent authority of HIDCO	E) Execution of the Assignments - Point 5 is added as follows: 5) No proposed resources can be replaced later without prior written approval of the competent authority of HIDCO