

# Scope of Work

Digital agencies with proven experience are encouraged to apply. The Scope of work includes but is not limited to the following:

## **A. Strategy**

1. Design a comprehensive digital marketing strategy to attain goals of building brand visibility, credibility and improve the admissions cycle and giving more visibility to events through domain research, mapping industry
2. Audience identification – build, test and validate audience personas for the IBA's brand and individual core programs
3. Social Media Kit - One-page document giving a quick overview of the IBA media approach, guidelines and resources, adapting from (internal strategy document)
4. Build a monthly plan and editorial calendar with recommendations on channel prioritization, content formats, topics, posting frequency, audience engagement

## **B. Content Development & Digital Advertising [15 ~ 20 posts per month]**

1. Body Copy (Captions) + design for all campaigns admission cycles; IBA culture and history; occasion centric campaigns
2. Ongoing execution and optimization of advertising, retargeting, social advertising, and AdWords campaigns as relevant (as per program calendar platforms only)
3. Ongoing execution and optimization of always-on LinkedIn, & Instagram campaigns.
4. Media identification, buying, bid management and placements at relevant channels such as Facebook, Google Display Network, LinkedIn and Instagram; media buying;
5. Evaluating campaign performance, optimizing and delivering results including CPA details by program and campaigns/events or admissions cycles
6. Recommend changes to website architecture, landing page content, linking and other factors to improve SEM and Social CTR, reduce CPA and strengthen SEO
7. Perform ongoing keyword discovery, expansion, optimization and retargeting
8. Analytical report for each campaign

## **C. Web & SEO**

1. Program landing page development/optimizations.
2. Ongoing optimizations to drive traffic, and SEO performance.
3. SEO Reporting every month.
4. Web Banners for IBA Website **[4 per month]**