



غرفة تجارة عمان
AMMAN CHAMBER OF COMMERCE

RFP Title	Social Media Services and Marketing – Visit Amman and Amman Festival
RFP Reference	
Submission Deadline	27/5/2025
Submission address	Amman Chamber of Commerce-Shemissani

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1-Introduction

Amman chamber of commerce invites qualified vendors to submit proposals for comprehensive **social media management services and festival marketing**. The objective is to create and enhance Amman festival digital presence, engage target audiences, and achieve [specific goals, e.g., brand awareness, lead generation, or community growth], and managing and uploading Amman Festival Platform content, promotion, marketing Amman Festival activities, events and calendar.

(Note: Visit Amman and Amman Festival Platform already designed)

Paragraph1:

The Amman Festival is a key initiative under the strategic plan of the Amman Chamber of Commerce, designed to activate the commercial landscape and promote Amman as a leading destination for both local and international visitors. Scheduled to take place in August 2025 or from (15th of July until 15th of August 2025) will be promoted under **VISIT AMMAN PLATFORM**, the festival will serve as a **Major National** event aimed at boosting tourism, enhancing the city's image, and supporting local businesses.

The Amman Festival is bringing together culture, art, music, food, and entertainment. As part of this year's festival or from (15th of July until 15th of August 2025), a comprehensive branding strategy is required to ensure consistent messaging, visual identity, and creative engagement both online and offline.

To achieve these goals, the festival requires a strong, unified branding strategy that encompasses both online and offline platforms, ensuring consistency across all communications and media. This will include logo design, a comprehensive branding guideline, slogan development, creative video production, and the development of an iconic Amman Festival character.

The Amman Shopping Festival will play a significant role in boosting the commercial sector in several ways:

1. **Increased Consumer Spending:** The festival attracts both local residents and tourists, leading to a surge in foot traffic and spending across retail outlets, malls, and markets in Amman. Sales promotions, discounts, and exclusive offers encourage consumers to make more purchases.
2. **Boosting Retail Business:** The festival creates a platform for retailers to showcase their products and reach a larger audience. Many businesses offer special deals, which increases their visibility and drives higher sales volumes.
3. **Tourism Growth:** The festival draws tourists to Amman, particularly those from the region, contributing to growth in the hospitality, restaurant, and transport sectors. Tourists attending the festival also participate in shopping, dining, and other activities, which fuels economic growth.
4. **Employment Opportunities:** With the increase in demand for services and goods during the festival, businesses often hire temporary staff, creating short-term employment opportunities in retail, customer service, and logistics.
5. **Promoting Local Products:** The event provides an opportunity for local businesses to promote and sell their products on a larger scale, helping to increase local production, improve brand recognition, and expand market reach.
6. **Strengthening Amman's Position as a Retail Hub:** The Amman Shopping Festival enhances the city's image as a shopping destination, making it more attractive for future investments in the commercial and retail sectors. This can lead to long-term economic growth and the development of new retail spaces and businesses.

Overall, the festival serves as a catalyst for economic activity, attracting investment, boosting sales, and promoting local culture and commerce.

2-Scope of Work:

The selected vendor will be responsible for the following:

A. Creating Social Media Channels:

- Creating and enhancing new channels for Amman shopping festival and create new accounts through the approved identity for festival (Already designed). (logo and branding colours will be provided by ACC)

B. Strategy & Planning for social media channels and promoting Festival events, activities and calendar:

- Develop a data-driven social media strategy aligned with organizational goals and Amman festival.
- Create a monthly content calendar (including themes, post types, and publishing schedules).
- The social media strategy should be reviewed and updated quarterly to address changing trends and performance metrics.
- Promoting and marketing Amman Festival Activities, events and calendar that will be executed by a third party.

C. Content Creation & Management:

- Design and produce high-quality visuals (images, videos, infographics).
- Write engaging min 5 posts per week (images and infographics) English/Arabic.
- Design, create and events video shooting coverage to post 2 Videos per week (English and Arabic).
- Posting daily reels.
- Manage content publishing across platforms (e.g., Facebook, Instagram, LinkedIn, X, Multimedia content, etc.....).
- Managing Content on Amman festival Platform that will be provided by ACC utilizing a CMS developed and designed by a separate vendor.
- Providing Content frequency on Social Media channel.

Note: All content must APPROVED by ACC before posting.

D. Community Engagement:

- Monitor and respond to comments/messages within [12-24 hours] unless it is urgent within [8 hours].
- Implement crisis communication protocols if needed.
- Responding to all comments, complains and suggestions according to guidelines that will be designed in cooperation with ACC.

E. Paid Advertising:

- Plan, execute, and optimize paid ad campaigns (Meta Ads, Google Ads, etc.), which will have separate budget that will be allocated by Amman Chamber of Commerce, vendor should not include it in their budget.
- A **competitor analysis report** at the start and mid-point of the campaign is required.

F. Analytics & Reporting:

Monthly performance reports and weekly updates by email including:

- Reach, engagement, follower growth.
- Campaign performance (CTR, conversions, etc.).
- Recommendations for improvement.

- **Metrics** that should be included, **impressions, engagement rate, click-through rate (CTR), and follower growth.**

3-Eligibility Criteria:

Interested vendors must meet the following requirements:

1. Registered legal entity with [5] years of experience in social media management.
2. Portfolio of past work (case studies and client references) in **similar kind and nature project experience.**
3. Certified team (e.g., Meta Blueprint, Google Ads certifications).
4. Ability to provide services in [English/Arabic/bilingual].
5. Preferably member at Amman Chamber of Commerce.

4-Submission Requirements:

Proposals must include:

A. Technical Proposal (Must be submitted in separate envelope)

- Company profile (overview, team structure and certificates, relevant experience).
- Proposed strategy, work plan and suggested KPIs for all social media channels.
- Sample content ideas or mock-ups.

B. Financial Proposal: (Must be submitted in separate envelope)

- Detailed cost breakdown for social media and marketing (monthly retainer, ad spend, additional fees).

C. Supporting Documents

- MoITS Registration Certificate 2025.
- Amman Chamber of Commerce new membership certificate 2025 if available.
- Client testimonials and case studies.

5- Evaluation Criteria:

Proposals will be assessed based on:

Criteria Weighting

- Technical expertise & approach (70%).
- Financial Offer (30%)

Shortlisted Vendor will be asked to Provide a 10-15 minutes presentation to show their abilities and experiences in the required field.

6- Timeline

Activity Deadline

Tender issuance: [18/5/2025].

Pre-bid queries: [24/5/2025].

Proposal submission: [27/5/2025].

7-General Terms & Conditions

Late submissions will be rejected.

Amman chamber of commerce reserves the right to accept/reject any proposal without explanation.

Contract duration: [6-8 months], renewable based on performance, pricing should be per month.

(The contract renewal should be justified by meeting predefined KPIs, such as an increase in the engagement rate within the first three months and /or consistent monthly follower growth. ...)

8-Submission Instructions

Technical and financial proposals must be signed, stamped and submitted separately in sealed envelopes. Hard copies should be delivered to [Amman Chamber of Commerce].

For inquiries send to Email: info@acc.org.jo addressing RFP NAME

9- Additional Notes:

1. Compliance and Confidentiality:
 - The vendor must adhere to all applicable data protection regulations when handling personal information collected through social media channels.
 - An NDA (Non-Disclosure Agreement) must be signed to protect ACC's confidential information.
2. Intellectual Property:
 - All content created as part of this project, including visuals, videos, and strategy documents, will remain the intellectual property of ACC.
 - The vendor must hand over all editable files and content at the end of the contract period.
3. Performance Monitoring:
 - ACC reserves the right to conduct periodic evaluations to assess the vendor's performance based on the agreed KPIs.
 - In the event of underperformance, ACC may request a corrective action plan from the vendor.
4. Dispute Resolution:
 - Any disputes arising during the project will be resolved through mediation and arbitration as per local regulations.
 - The vendor should specify a point of contact for handling any contractual disagreements.
5. Reporting and Documentation:
 - All reports must be submitted in both English and Arabic.
 - Weekly progress updates are required, in addition to monthly detailed performance reports.
6. Service Continuity and Backup:
 - In case of any disruption of services, the vendor must have a backup plan to ensure content continuity.

- ACC must be notified immediately in the event of any technical failures or issues affecting the platform's performance.
7. Training and Handover:
- Upon completion of the project, the vendor should provide training sessions for ACC staff on content management and social media best practices.
 - A handover document outlining the social media strategy, platform credentials, and operational guidelines should be submitted.
8. Risk Management:
- The vendor must proactively identify potential risks related to social media engagement or content issues and propose mitigation strategies.
 - Include a crisis management plan to address any negative publicity or social media incidents.
9. Change Management:
- Any significant changes to the project scope or deliverables must be discussed and approved by ACC through a formal change request process.
10. Exit Strategy:
- In the event of contract termination, the vendor must ensure a smooth transition by transferring all content, data, and account management access back to ACC.