Terms of Reference for Digital Marketing for Financial Year 2022-2023

Our Vision
We seek a world of hope, tolerance, and social justice, where poverty has been overcome, and people live in dignity and security.

Our Mission
CARE India helps alleviate poverty and social exclusion by facilitating empowerment of women and girls from poor and marginalized communities.

Background
CARE India's specific reasons to initiate local marketing and brand building activities are a part of the organization's comprehensive plan and focus upon establishing itself as an Indian entity with strong global linkages, that can bring lasting solutions to poverty alleviation and ensure social justice for those most vulnerable and marginalized in India.

To be able to achieve this, it is imperative that we engage with the youth and the 'young thinkers' of this country, who will play a key role in this transformation. Across stakeholders-government, corporate, donors, employees, volunteers, project participants, NGO partners- it is this fresh, innovative, and brave thinking which will change the way things are by becoming the change they want to see.

The role of digital and social media cannot be over emphasized in this paradigm change. COVID – 19 has made it imperative for us to expand our presence on the digital medium.

Objective

Build the brand
It is critical to build brand awareness, disposition, and a distinct identity with the right stakeholders.

For this we will need to increase salience and involvement for CARE brand, internally and externally, across online channels, with a special focus on catering to multiple segments stakeholders, ranging from community partners to policy makers.

Build engagement
CARE looks forward to a thriving community of partners, supporters, well-wishers and followers who will develop conversations, exchange of ideas and a close relationship to build advocates and ambassadors for the brand.

Situate CARE India's digital presence among the leaders within the development sector in India, on three distinct levels, as a thought leader, repository of deep knowledge and implementer par excellence.

Build resources

CARE will need support from those who will invest time, effort, money, and contacts to build the resource bank. Donors who donate regularly and trigger others to donate, band of volunteers ready to devote their time and knowledge to others who share contacts among others, will need to be acquired, retained and renewed.

Lead traffic from social media to website and directly to website, which can be converted for resource generation and advocacy

Raise funds through the digital medium

Backed well by COVID 19, audience behaviour has shifted dramatically over the last 24-36 months. The same individual has different online and offline personas.

Keeping in mind the changes in trends, we would want to capture attention of the donors digitally and convert them.

Plan of Action

Website Management

- Updating+ content changes+ new pages+ updating existing content through the year. Lead generation functionality (lead forms, chat bot etc) and enhanced visitor experience and recording.
- Maintenance to ensure optimum performance across devices, safety of donor and CARE data and content. Hosting not included.
- Timely refresh of campaigns: Creating content and design for those campaign pages,
- Ensure & enable best possible analytics and insights related to audience.
- Utilise available technology for capturing audience leads / dropouts etc via email triggers (or any other platform suggested).
- Prepare the emailers HTML version
- Ensuring 24x7 uptime of the payment gateway at the functional level.

Paid Digital Media

- Revenue generation campaigns on digitalmedia with effective budget management to ensure maximum productivity on all channels.
- Utilise insights from own/CARE past experience, modify/upgrade/create new ad content. Ad copies and design invernacular and English copies.
- Plan and execute new ad formats such as podcasts, gaming, in app mobile adds etc.
- Manage the Google Grants account

Raising funds offline and online with clear ROI of 2.3

- INR 3.25 Cr in donations income from individual donors viz. HNIs, regular giving etc. through paid media campaigns including but not limited to Google AdWords, Search

ads, Google Display Network, Ads on third party websites, FB, LinkedIn and other social media ads etc.

- Establishing presence on and leveraging third-party and owned crowdfunding platforms.

Organic Developments

- Improving SEO ranking to feature at least 100 keywords and phrases on first page of google search.
- Media monitoring and tracking including competition on a monthly basis

Social Media Management

Create content for our social media sites, including Instagram, LinkedIn, Facebook, and Twitter

- In a month, *publish **18 creatives and 9 stories*** on our social media platforms. Also, expected to provide an adaptation of the content for Pinterest.
- Mixed posts English as well as ***vernacular***. The language we use will be determined by the audience with whom we plan to interact.
- Using ***topical content*** in relation to special days and festivals. Our social media channels' cover photographs should reflect the most recent campaigns and greetings.
- Post promotion and page likes shall be key indicators and success factors.

Response Management

- Require ***online reputation management*** on each of our platforms. The agency to ensure all mentions, comments, and messages are responded to on a prompt and regular basis.
- It's crucial to emphasise that agencies must immediately report all ***negative comments*** or sentiment to CARE and ensure that suitable responses are drafted and share in the relevant medium.

Organic Traffic

- Increase organic traffic to our social media assets ***through rich postings*** including pictures, videos, posts, polls, contests, and others. Take the core CARE campaign themes and build strong body of content around these ideas.
- Increase organic traffic ***through online campaigns*** detailed by on ground offline initiatives wherever possible to SM platforms
- From October 2021 to March 2022, the average traffic number will be shared. There should be at least a ***2% increase on average***.

Social Media Campaigns

- Develop at least **8 campaigns** in a year to create awareness, engagement, leads and resources.

- Content created should focus on these **themes**: *System Strengthening, Reaching the Unreachable, Working with Communities, Impact at Scale, and Women and girls.*

Industry Insights:

- On a monthly basis the competition mapping should be undertaken, with respect to engagement, relevance of content etc. . Our position w.r.t an identified set of NGOs shall be tracked
- Capture and share *analytics, insights, and data about audience profiles, interactions, journeys, behavior*
- Create models of audience behaviour (stakeholder wise) amd align communication/campaigns to the same

Important:

- *Ensure that the platforms remain secure from phishing and other malicious activity with strong passwords and other ways*
- *Ensure the posted content is as per the brand standards and projects the modern yet elegant persona of the brand*