**Annex 4 – Goods and services specification**

**Background:**

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We work with over 100 countries in the fields of arts and culture, English language, education and civil society. Last year we reached over 75 million people directly and 758 million people overall including online, broadcasts and publications. We make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive 15 per cent core funding grant from the UK government. www.britishcouncil.org

Digital Agency is required by British Council Services Nepal Private Ltd., (BCSNPL) to support the digital engagement strategy for English and Examination services products.

**Objectives**

1. Create awareness for British Council English and Exams product
2. Enhance top of mind recall for British Council English and Exams product primarily IELTS and myEnglish among the respective target groups
3. Earn quality leads for English and Exams Product
4. Convert leads to grow business volume

**Scope of work**

Advise on overall digital engagement strategy to execute all paid digital advertising for British Council English and Examination services and achieve set KPIs with optimum ROI. This includes but not limited to following

1. Paid search campaigns using Googles advertising networks -Google Search, Google Display Network YouTube Network, Search Network with Display Select (SNDS), Video Campaigns, Creating Ad Groups, Keywork planning and regular optimizations
2. Paid Social Advertising that focuses on implementing paid campaigns across numerous social media channels, including Facebook, Instagram, Twitter, LinkedIn and YouTube to broaden British Council audience pool and drive traffic using social media platform like Facebook, Twitter, Instagram, YouTube
3. Re sizing content/ repurposing content/advertising material (Images /videos) as and when required for promotional purposes.
4. Monitor and evaluate the progress of the campaigns and submit progress reports during the campaign period (weekly)
5. Maintain healthy client relationship with minimum turnaround time