

TERMS OF REFERENCE

Revamp of DBN's Website and Deployment of Digital Marketing Tools

Reference No: NG-DBN-222591-CS-CQS

Hiring of a consulting firm to revamp the DBN websites using technologies that result in a more mobile friendly, responsive website with rich analytical capabilities. The consultant will also be required to deploy digital marketing tools to help increase the online visibility of the Bank's products and services.

1. Background

The Development Bank of Nigeria (DBN) is a wholesale development finance institution licensed and supervised by the Central Bank of Nigeria (CBN), with the objective of addressing the access to finance gaps of underserved Micro, Small and Medium Enterprises (MSME) in Nigeria.

DBN's purpose is centred around these three (3) mandates:

1. To increase access to finance for MSMEs by providing Credit Lines to Participating Financial Institutions (Commercial Banks, Microfinance Banks and other DFIs) for on-lending to this segment.
2. To provide Partial Credit Guarantees to Participating Financial Institutions – via its wholly-owned subsidiary IMPACT Credit Guarantee Company – to encourage them to take on the risk of lending to MSMEs.
3. To provide Capacity Building for Participating Financial Institutions to enhance their ability and willingness to lend to the MSME segment.

The DBN website is a strategic tool that helps us propagate relevant information relating to DBN's products, services, and activities to external stakeholders, including the public and other relevant institutions. The website is also used to host the Bank's intellectual properties that are used to generate discussions and promote advocacy with the objective of shaping public opinion and fulfilling our mandate as a catalyst for MSME growth.

Also, adequate marketing of the Bank's products and services is a major factor to promote the brand and achieve the desired business objectives. Digital marketing for DBN will entail marketing initiatives that leverage digital media, the internet and connected devices like mobile phones, computers, and laptops to cause interaction with information that the Bank will like the public to have and respond to. This will expectedly extend our reach and provide information that can be analysed to shape perceptions.

2. Objective of the Assignment & Scope of Work

The objectives to be achieved in revamping the DBN's websites are as follows:



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- a. Replace the existing website with a new one that is more intuitive and mobile friendly to create better engagement of visitors and sustain the interest of DBN's target market.
- b. Another objective is to make management of the website better by changing from the current Content Management System to another one that is safer and easier to manage internally.
- c. Introduce the ability to share Intellectual Properties like the DBN Journals published on the website and written by the Office of the Chief Economist to stimulate discussions around topical issues that affect MSMEs and the Nigerian economy.
- d. Introduce plugin to analytical tools like Google analytics so that we can monitor traffic patterns and be able to make better decisions on how to improve traffic.
- e. Introduce support to rich videos and images.
- f. Integrate with the MSME Learning platform to provide listed online trainings and tools for PFIs and MSME.

For the deployment of the Digital Marketing tools, the objective of the assignment is to build the digital marketing capabilities for DBN by:

- a. Defining a strategy for digital marketing
- b. Deploying and configuring digital marketing tools for Social Media marketing, Email marketing, Search Engine Optimization (SEO) marketing and content marketing.
- c. Aggregate data for analysis and decision making to improve different processes e.g., Monitoring and Evaluation of MSMEs.

Specific details to be introduced on the new sites will the following:

#	FUNCTIONAL AREA & SPECIFICATION	REQUIREMENTS
I.	Content, User Interface (UI) Designs, and User Experience (UX)	<ol style="list-style-type: none">1. The website design and branding shall conform with the brand and colours of DBN.2. The website shall have an interactive landing page to contain a modern navigational menu/sub-menu, sectional blocks, all other elements, and features that make up an interactive site.3. The website should be responsive for both Mobile and Desktop views as well as across different browsers and platforms.4. The website should be a design that allows regular improvements on visual outlook and features.5. The website should be user-friendly across all platforms.



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		<ol style="list-style-type: none"> 6. The website should support the embedding of images, videos, and other related media. 7. The website content should always have a readability grade of 8 or lower. This can be measured leveraging free tools such as https://www.webfx.com/tools/read-able/ 8. Implement feedback collection capabilities on the platform to drive continuous improvement.
<p>2.</p>	<p>Development & Integration</p>	<ol style="list-style-type: none"> 1. A layout and structure shall be developed on a dynamic website capturing the latest trends for website interface which is easily compactible and accessible across devices. 2. The website shall be integrated with the MSME Learning Management System (as part of a subdomain) for delivery of trainings. 3. The website shall be integrated with data publishing platforms for display of relevant economic indicators to MSME development. 4. The website shall be integrated with highly user-friendly CMS which will be easy to use and robust to support emerging website technologies. 5. The CMS should be dynamic and allow content to be easily updated by the appropriate administrative personnel (or 3rd party website manager) without specialized web development skills. 6. The CMS shall also incorporate all social media platforms (Facebook, Twitter, YouTube, Instagram, LinkedIn, etc.) with live update options. There should be a live media feed. 7. It should easily integrate with other plugins and 3rd party APIs for discussions and communications. 8. The website shall be integrated with a feedback functionality and FAQ about DBN, loans etc. 9. Integrate the corporate website with external media organizations to leverage their digital platforms in driving DBN's messages.
<p>3.</p>	<p>Editing, Update and Administration</p>	<ol style="list-style-type: none"> 1. The website should have a web-based administrator area where the website can be managed by an administrator. 2. There should be an easy and intuitive editor interface for update of the content of the website. 3. The editor interface should include a mini-word processor to assist with content formatting.



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4.	Sitemap and Navigation	<ol style="list-style-type: none"> 1. The website should have a sitemap which would list the sections and content categories of the website. 2. The website should include an assisted navigation for first time users on the platform.
5.	Search Optimization and Web Statistics	<ol style="list-style-type: none"> 1. Use of unique meta tags, titles, and descriptions for each web page to aid search engine optimization. 2. Implement website analytics by including Google Analytics code to allow google analytics tracking (or other preferred tools for web analytics).
6.	Portal for MSMEs	<ol style="list-style-type: none"> 1. Testimonials page for periodic (weekly / monthly) features of MSME interviews / success stories. 2. Business templates and guides such as Business plan, Sales proposal, Marketing plan etc. should be available on the platform. 3. Business assessment and loan application checklist to help MSME prepare for a loan application with PFIs.
7.	Technical Requirements	<ol style="list-style-type: none"> 1. The front end should be built leveraging on the following -HTML5, CSS, JavaScript (with additional frameworks that will aid delivery of desired outcome. 2. The integrations should comply with REST and SOAP protocols where applicable. 3. The back end should be built leveraging on either of the following – C#, Java, or any additional tool that may be required. 4. The website should be designed for optimal performance ensuring page speed is less than 6s, page size is less than 3MB and availability is 99.99%.
8	Create Digital Marketing Strategy	<p>Develop a Digital Marketing Strategy that will achieve the following:</p> <ol style="list-style-type: none"> 1. Identify target audience, create personas. 2. Develop content strategy. 3. Identify suitable digital marketing platforms. 4. Determine goals for each platform and how to reach them. 5. Identify best fit advertising methods that are most effective for reaching different demographics. 6. Identify tools to be deployed for Social Media marketing, Email marketing, Search Engine Optimization (SEO) marketing and content marketing



9	Implement Cloud Base Digital Marketing Tool	Configure and deploy: <ol style="list-style-type: none"> 1. Social Media listening and marketing, 2. Email and SMS marketing, 3. Search Engine Optimization (SEO) 4. Marketing and content marketing
10	Deploy and Integrate SMS Notification Gateway	Implement SMS gateway solution that will integrate with internal applications (e.g., EazyBank AX, LMS, etc.) to manage automated SMS notification sent to customers.
11.	Implement Media Monitoring & Analytics Tool	<ul style="list-style-type: none"> ✓ Implement media monitoring tools to track DBN mentions and analyze sentiments across social media, news, blog. ✓ Leverage analytic tools within digital platforms to improve engagement rate and marketing impact.

3. Deliverables and Reporting

As part of the Firm's response to the Request for Proposals, a draft workplan shall be submitted, proving details of job specific milestones in response to the scope of work presented above.

The consultant shall work with the Corporate Communications department of DBN, and in addition to job specific milestones to be agreed upon, the consultant shall provide the following:

- Inception report, this will include a current state assessment.
- Weekly progress reports.
- Project completion report.

The following tasks are expected to be carried in completing the different phases which will also serve as milestones in the reporting and payments.

Milestone 1 - Develop Digital Marketing Strategy

Milestone 2 - Requirement analysis and data migration plan

Milestone 3 – Design, Build and Test. Testing will include speed, load, and vulnerabilities.

Milestone 4 – Design, Build and Test Digital Marketing Tools

Milestone 5 – Administrative Training and Go Live



4. Payment Schedule:

The firm will be paid upon timely submission of agreed deliverables as stated in Section 3 above. The firm shall submit undisputed monthly progress reports and other deliverables, that will be reviewed by the Head, Corporate Services and Head, IT.

Payment of contract sum will be made with respect to each deliverable as follows:

Milestone 1 – 15% (Within 4 weeks after execution)

Milestone 2 – 15% (Within 12 weeks after execution)

Milestone 3 – 20% (Within 16 weeks after execution)

Milestone 4 – 25% (Within 22 weeks after execution)

Milestone 5 – 25% (Within 24 weeks after execution)

5. Timeframe

The assignment will be over a period of **six (6) months** from the agreed commencement date.

6. Qualification and Experience:

A well-established and highly qualified firm, with relevant experience in developing web portals and custom content management solution projects, data integration, and expertise with best practices regarding:

- user experience and usability testing
- information architecture
- better e-services reach.
- Expand online service capacity.
- Extend reach on multiple platforms.
- website development and deployment.
- website hosting.
- mobile app development
- content strategy.
- Data integration with current apps and platforms.



- responsive design.

Minimum criteria for selection will include.

1. Evidence of Consultant's experience in implementing similar projects on website, mobile and web portal development with minimum of 10 years' experience.
2. Evidence that consultant has done similar jobs for at least 3 top Financial Institutions.
3. References from at least 3 organisations which the consultant has worked with in the last 2 years.
4. Key staff must include the following:
 - a. Digital Marketing Strategist with 10 years of relevant experience
 - b. At least two (2) System Integrators with 5 years of relevant experience each.
 - c. Website and mobile application developers with minimum of 3 years' experience
 - d. Search engine optimisation expert with minimum of 3 years' experience
 - e. Project manager with minimum of 5 years' experience
 - f. Quality assurance tester with minimum of 3 years' experience
 - g. At least one User Experience / User Interface designer with minimum 3 years' experience