**TEMPLATE FOR FINANCIAL PROPOSAL**

**INDIVIDUAL CONSULTANT FOR SOCIAL MEDIA ANALYTICS, MARKETING AND CONTENT**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S. No.** | **Deliverables** | **Deadline for completion of deliverable** | **Details of Travel Required** | **Professional Fee (Daily)****(INR)** | **Input Days** | **Total Professional Fee (INR)** | **Total Travel Cost (INR)** | **Total Amount (All Inclusive Fee (INR)** |
| ***(A)*** | ***(B)*** | ***(C)*** | ***(D)*** | ***(E)*** | ***(F)*** | ***(G =E x F)*** | ***(H)*** | ***(I = G + H)*** |
|  | Produce a monthly/quarterly/yearly analytics report with insights on the performance of social media content across our digital channels [Facebook, Instagram, Twitter, LinkedIn, YouTube and any other channel]. | 1 monthly report X 12 months4 reports - one for each quarter1 annual report | Nil |  |  |  |  |  |
|  | Produce reports on the performance of videos, images and creatives and how they are being engaged with across our social media channels. | 4 reports - one for each quarter | Nil |  |  |  |  |  |
|  | Prepare detailed marketing plans for various campaigns and awareness days, including targeted audiences and break-up of budget across platforms.  | 5 hrs/week is required for this task | Nil |  |  |  |  |  |
|  | Produce content products to support key advocacy priorities | 20 hours/week | Only if required |  |  |  |  |  |
|  | Monitoring audience engagement and performance | 10 hours/week | Monthly |  |  |  |  |  |
|  | **TOTAL (INR)** |  |  |  |

**BREAK UP OF TRAVEL COSTS:** This is only for the purpose of budgeting the travel cost/per diem. Based on the rates applied in the below table, total travel costs per deliverable to be calculated and included under ‘Total Travel Cost’ in the table above.

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| **Travel details and budget break up for this consultancy** **a. Number of trips = \_2 trips X 2 sides\_\_\_\_\_\_\_** **b. Number of total travel days for all trips = \_10\_\_\_\_\_\_\_\_\_\_****c. States/Districts where travel is required =** \_Jharkhand / Madhya Pradesh\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **S. No.** | **Description** | **Unit** | **Unit cost (INR)** | **Total Cost (INR)** |
| 1. | Air ticket cost (Return Trip) including transfers | 2 trips | \_\_\_ per trip |  |
| 2. | Per Diem (food and accommodation cost) | 10 days | \_\_\_\_ per day |  |
| 3. | Other expenses, if applicable |  |  |  |
|  | **Total Travel Costs = INR** |  |

*All shaded areas to be filled in by the Candidate*

**Notes to financial offer:**

1. *Payment will made on submission and acceptance of deliverables as stated above. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.*
2. *Air travel should be by economy class using the most direct route.*
3. *No other fee would be paid or reimbursed other than the fee indicated in the financial proposal.*
4. *The consultant/contractor will work on own computer(s) and use own office resources and materials in the execution of this assignment, including personal email address(es) and phones.*

**PAYMENT TERMS:** Net 30 days

**Name of the Candidate:**

**Signature of the Candidate:**

**Address:**

**Contact no.:**

**Email address:**

**Date:**