

1.1 Project Title:

Comprehensive support provided to the Polish Tourist Organization (POT) in the field of Internet marketing carried out on the Korean market

1.2 Description of the objectives of the project

The main objective of the project is the promotion of Poland as an attractive destination for tourists from the Korean market through comprehensive activities in the field of Internet marketing.

1.3 Description of the subject of the contract:

The subject of this contract consists of services carried out on the Korean market. The service will be carried out in the period from the moment of the conclusion of the contract until 31 December 2018, in the Korean language.

1. The scope of service includes:

- a) Landing page: homepage and 4 sub-pages, max. 25 articles developed based on information received from POT, connection to social media platforms, SSL, hosting for a 1-year minimum, CMS,
- b) Internet campaigns
 - running Internet campaigns in social media (4 campaigns per year, one in each quarter on Facebook in the form of sponsored posts, and 4 campaigns per year on Youtube in the form of a text ad on Youtube (in-video ads). The target audience of each campaign is 5000 consumers, duration: 2 weeks
 - running Internet campaigns on Facebook FB PLA in the CPF model to acquire a minimum of 17 000 fans in a year
- c) Contests on social media
 - running 4 Internet contests on Facebook. Contests are to run on a dedicated profile. Developing the rules of the contest lies with the Contractor, while POT will provide prizes and subjects for contests along with accompanying graphics. Each of the contests will last for 2 weeks.
- d) Communication on social media.
 - Opening and running a profile on Facebook, at least 1 entry per day. Entries are prepared by the agency based on information provided by POT.
 - answering questions and moderating a discussion
 - responding to negative opinions and posts (response methods should be consulted with POT).
 - replying to correspondence sent through Messenger within the FB platform.
 - using current promotional contexts (events) carried out in the market by other entities operating in the field of the promotion of Poland on the Korean market to promote the Facebook profile. Based on information received from POT.
- e) Preparing reports concerning the campaign carried out on Facebook along with recommendations for the future. Such reports should contain the following information:
- f) summarising the results of the most important variables: the number of people reached by the profile, the percentage of paid reach;
- g) reach – the number of fans, total reach, reach distribution – organic, paid, viral);
- h) engagement – the most important information about the users who were active in the profile in a given time period;
- i) best content – a list of best content published by the website in a given time period;
- j) customer service – a summary of the website's activity related to replying to users' posts;
- k) administrator's activity – a summary of the administrator's activity in a given time period;
- l) comparison – comparison of the current results with the results from the previous corresponding period.

1.4. Country of the Contracting Authority – Poland

1.5. Project location – South Korea