Question 1
What are the key markets for this initiative?

Answer 1
As we are a United Nations Specialized agency and we would like to make online education accessible for everyone, we don’t have a specific key market for this campaign but with the goal of have more users registered and enrolled at our courses globally. We have more than 7,000 users registered at the moment from the 5 continents of the globe.

Question 2
a. Will the marketing only be in English or also other languages? b. If so which ones?

Answer 2
Mainly will be in English, with the possibility of using other language as Spanish.

Question 3
Can you describe the target audience in more detail?

Answer 3
These courses are aimed at professionals of tourism who want to gain new specific knowledge or reinforce the ones they already have. The Tourism Online Academy platform is also useful for those people who wants to introduce themselves in the sector.

Question 4
Do you have past marketing plans you can share?

Answer 4
At the moment we don’t have any past marketing plans, we only have grown organically and a Marketing Plan to implement will be shared with the selected agency.

Question 5
a. Are you doing social media marketing at the moment? b. If so – who is managing it? c. Can you share some examples of execution and/or results?

Answer 5
At the moment, we are only promoting the project on our own social media, no paid marketing campaigns up to date. UNWTO personnel is managing it directly. You can have two links as examples:
-https://twitter.com/unwto/status/1293114015586099206
-https://twitter.com/unwto/status/1246034546849730573
Question 6
a. Is there a budget? b. If so, what is it?

Answer 6
We would like to include the budget of social media marketing on the total budget of 50,000 euros we have. We want the agency to assess us on the matter and include a quantity of this in the proposal received. A breakdown of this would be required.

Question 7
a. When will all questions and answers be published? b. Will they be published on this page of your website? https://www.unwto.org/procurement/marketing-plan-academy

Answer 7
Answers will be published on UNWTO procurement website and send by email to the companies contacted.

Question 8
In document III point 6 you are referring to a Marketing Plan. Could you send us a copy of it please?

Answer 8
We are sorry to inform we cannot provide the Marketing Plan at this stage; we will share it when the tender process ends. Thank you for the understanding.

Question 9
What is the duration for the campaigns and services?

Answer 9
We think the agency will be responsible of manage timings and expectations of the execution of this implementation of marketing plan. We don’t have a fixed duration of the campaign.

Question 10
The creation of "audio content" is requested. Can you please specify which formats of audio content you are referring to?

Answer 10
“Edit and post content, videos, podcasts, and audio content on online sites” In this sense, we are referring that we are going to use all the formats mentioned above, including podcasts, audio interviews, etc.

Question 11
Does the 50,000 euros (VAT included) include the advertising investment of the campaigns?

Answer 11
Yes, it does.

Question 12
What is the target to which the campaigns are directed (markets, age, socioeconomic profile)?
Answer 12
We don’t have any preferences in the markets as we are an international agency, but we are closing deals with Universities from Latin America, China and Europe and maybe that regions could be a start. We are mainly addressing users with an age of 18-45 years old with a medium-low socioeconomic profile.

Question 13
Please confirm that all ads will be made in English.

Answer 13
Yes, it will be made in English, with the possibility of using other language as Spanish.