

German Financial Cooperation with the “Ministry of Education, Science, Technology and Innovation of the Republic of Kosovo” (MESTI)

Project: Kosovo Challenge Fund

Consulting Services for Implementation of Promotional and Marketing Campaign on the Project activities
for ProEd sh.p.k

KCF/KOS/C/2023/010

The answers to requests for clarifications received by the potential bidders to the following e-mail
address: procurement@rcf-wb6.org

1) Marketing Strategy Development	
Q1	Can you please confirm the exact period the strategy must cover. Does it span the full contract duration August 2025 – February 2026 , or a shorter/longer interval?
A1	The strategy is expected to cover the period August 2025 to February 2026 (7 months of activity), with final reporting and approval in March 2026 .

2) Content Creation/Calendar	
Q2 (a)	Start/end dates: From which month to which month do you expect active social-media management?
A2 (a)	Active social-media management is expected from August 2025 to February 2026 , with final reporting in March 2026 .
Q2 (b)	Minimum quantities: How many items (posts, blogs, press releases, media-outreach pieces) are required over that period?
A2 (b)	A minimum of 150 items are expected across the 7-month period. This includes approximately 100 social media posts, 15 blogs, 20 press releases, and 15 media-outreach pieces.

3) Digital Marketing Campaigns (Comment from the potential Bidder: Please note that Google Ads are currently not available in Kosovo.)	
Q3 (a)	a) Campaign period: During which months should paid/organic campaigns run?
A3 (a)	Paid and organic campaigns should run from August 2025 to February 2026 .
Q3 (b)	b) Digital advertising budget: What percentage or €-amount of the €25 000 lump-sum should be reserved for digital ad spend? (Meta Ads, LinkedIn Ads)
A3 (b)	Up to €10,000 of the €25,000 lump sum may be allocated to digital advertising costs, including Meta Ads and LinkedIn Ads. This figure may be adjusted depending on campaign performance and strategic needs.

4) Social Media Management	
Q4 (a)	Channels to be used: Will the Consultant manage and post on existing ProEd social-media accounts, or is creation/branding of new project-specific pages expected?
A4 (a)	The Consultant is expected to both manage ProED's existing social media accounts and create new project-specific pages.
Q4 (b)	Posting frequency per platform: Beyond the overall quantities requested under item 2, do you have targets for frequency or percentage distribution of posts across Facebook, Instagram, LinkedIn, and Twitter?
A4(b)	A frequency of 5-7 posts per week is expected across all platforms, with approximate distribution as follows: Facebook 40%, LinkedIn 20%, Instagram 40%. This ratio may be refined based on audience engagement and evolving project priorities.
Q4 (c)	Content mix: Should a specific share of total output be blogs or media-outreach pieces?
A4 (c)	Yes, approximately 40% of total output should consist of blogs and media-outreach pieces.

5) Website Development & Management	
Q5	Item 5 states: "Create or manage a dedicated project website." a) Please confirm whether the Consultant must design, build, host, and maintain a new standalone website, or manage the existing ProEd site.
A5	The consultant is not expected to create a new website for ProEd, just maintain the existing one by adapting it to the new digital marketing needs.

6) Tender Dossier	
Q6	Could you please send us your financial and technical offer for this project " Consulting Services for Implementation of Promotional and Marketing Campaign on the Project Activities for ProEd sh.p.k."
A6	The Request for Technical and Financial Proposal (Tender Dossier) with all required standard forms is available on the following links: https://kcf-kosovo.org/kcf-procurement/ https://kosovajob.com/kosovo-challenge-fund/service-tender-notice-consulting-services-for-implementation-of-promotional-and-marketing-campaign-on-the-project-activities-for-proed-shpk

7) Public Relations & Media Outreach	
Q7 a)	Volume & timing: How many PR/media-outreach activities (interviews, articles, press releases) are envisaged, and over what period?
A7 a)	It is up to the Consultant to propose adequate PR/media-outreach activities appropriate for successful implementation of the assignment
Q7 b)	Coverage costs: Should our budget include paid media/press-coverage costs?
A7 b)	Yes, the budget should account for potential paid media or press coverage costs.

8) Event Promotion	
Q8	Can you please specify the estimated number of project events (training sessions, seminars, workshops) that will need promotion under this contract.
A8	It is up to the Consultant to propose adequate number of events appropriate for successful implementation of the assignment

9) Monitoring & Reporting	
Q9	Frequency of regular reports: How often do you expect progress/monitoring reports (e.g., monthly, bi-monthly, quarterly) in addition to the final report (Mar 2026)?
A9	It is expected the Consultant to submit monthly reports focused on marketing performance, including metrics such as reach, engagement, conversions, and media coverage.