Terms of Reference (ToR)

LinkedIn Ads and Conversion Design Support
Selection Documentation for Goods, Works & Services
For ICLEI – Local Governments for Sustainability

1. Details

Requested by: Ariel Dekovic, Head, Global Communications, ICLEI World Secretariat
Email: ariel.dekovic@iclei.org
Date posted: 28 Feb 2024
Deadline for submission: 14 March 2024
Projected project start date: 1 April 2024
Location: Bonn, Germany

2. ICLEI background

ICLEI – Local Governments for Sustainability is a global network working with more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development.

3. Project background

ICLEI will engage a service provider to assist on LinkedIn advertising campaigns and conversion design to support two global events:
- our triennial World Congress in Sao Paulo, Brazil, 18 - 21 June 2024
- our annual Daring Cities event, in-person in June and online throughout 2024

To support these events, we will develop LinkedIn advertising campaigns and recommendations for conversion design modifications to iceli.org, daringcities.org and the World Congress website that will help to raise awareness of the event and of related urban sustainability strategies showcased by our Members.

The project will be led by the Communications Team at the ICLEI World Secretariat, in close collaboration with the Global Events team and the Knowledge Management team.

ICLEI World Congress
Every three years, ICLEI hosts the ICLEI World Congress to showcase how cities, towns and regions across our network are advancing sustainable urban development worldwide. The ICLEI World Congress connects local and regional governments with their peers and strategic partners, and provides a platform for discussions that will inform and enhance their work.

The ICLEI World Congress is the core event organized by ICLEI. Each event is a chance for the network and our partners to come together and outline the future of sustainability in urban areas worldwide.
Daring Cities
Created by ICLEI and the Federal City of Bonn, Daring Cities is an action-oriented initiative to recognize and empower courageous urban leaders – including mayors and other decision-makers, technical staff, researchers, private sector representatives, and community organizers – to disrupt business-as-usual and shift towards business-as-possible. Daring Cities showcases and catalyzes exemplary local climate action to tackle the climate emergency, including ambitious resilience-building and climate mitigation efforts. Daring Cities 2024 will take place both online and in-person at various locations throughout the year.

4. Project objectives

The goals of the scope of work are as follows:

- Share content and implement website design decisions that inspire/drive target audiences to register for the events
- Significantly raise the rate of increase of the following key metrics: LinkedIn followers, newsletter subscribers and event registrations.
- Engage followers and target audiences through a thoroughly tested LinkedIn campaign, optimizing content and message as we go.

5. Project Scope

The service provider is responsible for the following for LinkedIn Advertising campaigns:

a. Delivering a minimum of 3 campaigns, each with a minimum of 5 ads
b. A/B testing new ad creative to determine which ads have the highest ROI, consistently testing mobile news feed ads, desktop news feed ads, and more

c. Manage the placements and sequences of video, image, image carousel, and more ad types

d. Monitor and adjust bid rates to meet target goals and maximize quality traffic while maintaining a profitable cost per conversion

e. Consistently A/B test new ad sets to improve click-thru rates
f. Refine and retool ad copy to increase conversion rates

g. Test ads to different target audiences to identify which audiences are most likely to convert
h. Ongoing targeting optimization

The service provider is responsible for the following for conversion design services for three websites, ICLEI’s main global site, the World Congress website and Daring Cities website:

a. Up to 6 conversion design elements proposals over the course of the contract
b. A/B testing on design elements

c. Heat mapping analysis or other user analyses to be included in conversion design recommendations

d. GA4 tracking and reporting
6. How ICLEI will work with the selected firm (our assumptions)

- ICLEI will assure fast communication on arising questions in order to reach the deadline goals.
- The final scope of work and its costing may change upon getting more information from ICLEI on their goals, vision, functional requirements, etc.
- ICLEI will cover monthly ad spend costs for any and all paid online advertising to an agreed upon amount each month
- ICLEI will grant access to LinkedIn Ad Manager and all platforms necessary to complete the conversion design work (ie. Google Analytics, MailChimp, etc.)
- ICLEI will support in implementing tracking software codes as needed
- ICLEI will provide advanced graphic and display ad design and video assets if needed

7. Estimated milestones

These are the estimated milestones, but they can be adjusted based on the start date or requirements from the chosen consultancy (and if milestones can be met sooner).

- Projected project start date: 15 March - 1 April 2024
- Project project completion date: 15 September - 1 October 2024

8. Costs

Please itemize costs as much as possible in your bid. In addition, the hourly and daily rate at which additional, unforeseen work would be charged should also be included.

9. Terms and condition

All content, documents, reports, and other materials prepared as part of this assignment shall be the property of ICLEI and shall be handed over upon completion of the assignment. The provider shall not pass on to any third party any data, document, reports, or other materials prepared or obtained during the assignment and 3 years thereafter.

10. Evaluation

Parties will be evaluated on the following criteria:
- Cost of proposed services (70%)
- Demonstrated past experience developing similar scope projects (30%)

11. Proposal submissions

Interested parties are requested to submit a proposal, including costs, by 14 March 2024, to Ariel Dekovic, Head of Global Communications, ariel.dekovic@iclei.org. Queries can also be directed to this email address.