

**Results for Development – Iceberg Digital Marketing
Statement of Work Document
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Contact:

Alexander McCall
Senior Content Manager
amccall@r4d.org

I. Project Background

a. Problem Statement or Purpose

Results for Development is seeking a digital marketing agency or digital marketing strategist for contract-based assistance creating content for its LinkedIn, Facebook and Twitter/X social media channels.

b. Goals of Project

The goals of this project are threefold:

- a. To continue cementing Results for Development as a go-to thought leader in international development across these social media channels, prioritizing our already-highly engaged — and growing — LinkedIn audience.
- b. To accelerate Results for Development's steady audience growth and refine its engagement strategy on LinkedIn with consistent, 4-to-5-times weekly posts and subsequent analytics reporting that offers insight into the audience's habits and content appetite.
- c. To better understand Results for Development's Facebook and Twitter/X audiences and algorithms to tailor and customize our social media content to each platform's respective audience habits and needs.

II. Contractor Role and Scope of Work

a. Activities to be Performed

The digital marketing agency or digital marketing strategist will create and manage a monthly social media calendar. This will entail creating copy and, as appropriate, graphics or other visual assets for 32 social media posts or messages each month for Results for Development's LinkedIn, Facebook and Twitter/X profiles. These posts will be edited by Results for Development's Senior Content Manager Alexander McCall or, in his absence, another member of the R4D Communications team. The digital marketing agency will schedule and publish these posts throughout the month and monitor their performance. At the end of each month, the digital marketing agency will compile an analytics report offering data and insights in social

media post performance across platforms, as well as audience growth or attrition, noting any special campaigns or other relevant context (e.g. news, world events, technology disruptions, etc.).

Across the duration of this three-month, fixed-price contract, the digital marketing agency will create and publish a total of 96 social media posts, three month-long social media calendars, and three analytics reports.

b. Desired Outputs and Outcomes

The desired outputs are in line with the activities listed in Subsection A of Section II of this document. The desired outcomes are addressed in Subsection B of Section I of those document but also include the following:

1. Growing Results for Development's LinkedIn audience by 3-5% over a three-month span. At the audience's current size, this equates to adding roughly 800-1,400 followers. (Note: While this goal is ambitious, the success of the digital marketing agency will not be evaluated solely in terms of audience growth.)
2. Increasing engagement and growth across Facebook and Twitter/X. These platforms and audiences are well established for Results for Development; however, changes to the sites and their algorithms has resulted in murky, difficult-to-understand analytics and nearly non-existent engagement.
3. Testing different styles and different types of content to gain additional insight into what posts perform best for each platform's audience. This initial three-month contract will offer Results for Development and the digital marketing agency the opportunity to become thought partners in redefining Results for Development's overall social media strategy.

III. Deliverables

a. Description of Each Deliverable

Monthly Set of 32 Social Media Posts

Each month, the digital marketing agency will produce a set of 32 high-quality, engaging social media posts adhering to Results for Development's brand guidelines and positioning R4D as a thought leader in international development. These posts will be designed to grow our social media audiences, drive audience engagement and promote our work.

Post copy will be accurate, align with R4D's brand voice, mission and values, and engaging our diverse audiences.

Posts will feature compelling visuals, as appropriate, including images, infographics, and videos, adhering to our brand guidelines. The digital marketing agency will ensure all visual content is high-resolution and optimized for each platform's requirements.

Monthly Social Media Calendar

A detailed content calendar will be provided at the beginning of each month, outlining the post schedule, platforms, content themes, and any relevant days of observation or campaigns. The digital marketing agency will manage the scheduling of posts to ensure timely and consistent publishing across all platforms.

Drafts of posts will be submitted for review and approval on either a monthly or weekly basis but should be submitted at least one week prior to posting.

Revisions will be made through agency-provided tools (e.g. Click-Up) to ensure the final posts are accurate and meet our standards and objectives.

Monthly Performance/Analytics Report

The digital marketing agency will track the performance of the posts, providing monthly reports on engagement metrics (e.g. likes, shares, comments, follows and unfollows). Insights and recommendations for future content strategies will be included in each monthly report to continuously improve our presence across these social media platforms.

This deliverable will help us maintain a consistent and impactful social media presence, fostering stronger connections with our audience and driving our overall marketing goals. The monthly reports should be delivered no later than two weeks or 10 working days after the end of each calendar month.