

REQUEST FOR QUOTATION

Specification: Media Monitoring Services

The Department of Marketing and Communication (MarComms) at Mangosuthu University of Technology requires the services of a media monitoring agency which will be responsible for media analysis, ad tracking, and social media monitoring. This agency must be able to monitor all media channels across South Africa. The contract duration is 36 months.

Key responsibilities

- Deliver daily news articles about MUT, the South African higher education sector, and any topic suggested by MarComms.
- Deliver a monthly media coverage report which provides an analytic breakdown of MUT's monthly media coverage per medium. Provide a comparative analysis of monthly coverage to establish trends, popularity of the MUT brand, and treatment of MUT news by various media.
- Provide Advertising Value Equivalents (AVEs) for MUT's daily and monthly coverage clippings.
- Promptly deliver on special coverage requests to aid MarComms in its planning and communication.
- Promptly deliver on news items/interviews that might have occurred on media that the service provider could not cover.
- Provide training on using the service provider's media monitoring platform.
- Provide a contact person that MarComms will liaise with for adhoc requests and media monitoring queries.

Mandatory requirements

- Proof of an automated system to gather news – proof of subscription and sample monitoring report
- Proof of access to media coverage, sentiment analysis, and statistical reports.
- Proof of software with the ability to crawl targeted websites and blogs for specific keywords. (Proof of subscription to monitoring software)
- Proof of an ability to scan Twitter, Facebook, Instagram and YouTube for mentions. (Proof of subscription to social media monitoring software)
- Two reference letters confirming details of media monitoring services rendered for higher education institutions not more than three years ago.
- An annual (12 months) quotation with details of what would be included in the monitoring services itemised, i.e whether that would include print, online, broadcast, monthly reports, daily reports, number of individuals who will be allowed access to the monitoring platform, monitoring platform website, etc.
- Proof of at least 10 years' experience providing media monitoring services.
- 3 x Reference letters signed by a client indicating required years of experience

Potential service providers are advised to contact Zama Sishi at zama@mut.ac.za should they seek clarity on the scope of work and/or deliverables.



Zama Sishi
Marketing and Communication.