



Republic of the Philippines
NATIONAL PRIVACY COMMISSION

TERMS OF REFERENCE
SEO AND COPYWRITING WORKSHOP

I. Rationale

The National Privacy Commission (NPC) is tasked to inform and educate the public about data privacy, data protection, and fair information rights and responsibilities, as provided in Section 9.c of the Implementing Rules and Regulations of the Data Privacy Act (DPA) of 2012. To be able to carry out this task more effectively, the Public Information and Assistance Division (PIAD) would like to hold a workshop on Search Engine Optimization (SEO) on **September 05, 2019.**

SEO, or Search Engine Optimization, is a digital marketing discipline that, when executed properly and effectively, boosts a website's visibility on Google and other search engines. This means prominence in online search results, resulting to more traffic or visits to a website. For NPC, this means more data subjects to inform and engage about data privacy and data subject rights.

Copywriting is about selling your product, service, cause, or mandate to your target audience. Copywriters are responsible for crafting text on all marketing communication materials such as brochures, billboards, websites, emails, radio scripts, catalogs, social media posts, and more.

For NPC, any content released to the public relies heavily on the use of copywriting techniques and marketing psychology. It is essential in catching the attention of the audience, especially in today's overcrowded and noisy mass/social media space, where every brand is competing for everyone's limited attention. The combination of SEO, copywriting, and digital marketing will help PIAD produce high quality, engaging, and informative content.

PIAD would like to conduct this workshop offsite due to its long-term benefits both to the organization and employees. Offsite workshops are known to heighten employee engagement, focus, creativity, and retention.

A change of scenery helps employees find a fresh take on their responsibilities. Being in a different location away from the workplace eliminates distractions; ideas manifest and

PIAD/vga

5th Floor, Delegation Bldg. Philippine International Convention Center Complex,
Pasay City, Metro Manila, Phils. 1309

www.privacy.gov.ph | info@privacy.gov.ph

employees are more likely to grasp new information and remember what they have learned.

Professionals are acknowledging the correlation between offsite workshops and creativity. A management professor at the University of California in an interview with international media organization NPR said, *“Staying inside, in the same location, is really detrimental to creative thinking. It’s also detrimental to doing that rumination that’s needed for ideas to percolate and gestate and allow a person to arrive at an ‘aha’ moment”*.

Being a division that consistently needs creativity to deliver the NPC’s mandate to the public in a compelling manner, PIAD would significantly benefit from this experience.

Further, holding the workshop offsite will not interfere with the hearings currently being conducted by the Complaints and Investigation Division (CID) for online lending cases. CID has been conducting hearings twice a week every month at NPC’s conference rooms.

II. Learning Objectives

At the end of the workshop, participants will be able to:

- know what copywriting is
- create compelling copies
- apply SEO best practices
- create more search engine friendly articles/ posts
- optimize website to be more searchable

Meeting these learning objectives will help the agency achieve its target in terms of increasing engagement in all its online platforms, primarily its website and social media accounts.

III. Topics

To achieve the objectives, we propose to include the following topics in the workshop:

A. Copywriting 101

- Can’t get you out of my mind: Get a head start with clever headlines
- Think of me: Charming readers with good rapport
- Friends with benefits: How to create user-friendly content
- Call me maybe: The importance of call-to-action lines
- Toxic: Things not to do when writing a copy
- Developing creative copywriting

- B. Objectives of different platforms: a side by side comparison, strengths and weaknesses of Facebook, Instagram, Youtube, Google, Search, Twitter
- C. Best practices for digital ads: Tips on how to capture your audience's limited attention
- D. Crafting an efficient content plan that complements online and offline initiatives
- E. Driving Quality Leads to your online platforms through a seamless customer experience
- F. SEO 101

IV. Qualification Requirements

The supplier / speaker must:

- have at least three years of professional experience in SEO and copywriting for well-known and established brands.
- be willing to conduct the program at an offsite venue
- shall include the following in the budget:
 - honoraria for the speaker/s
 - customization and development of the program
 - reproduction of workshop materials and supplies;
 - services of 1 senior workshop assistant; and
 - certificates of course completion

V. Approved Budget for the Contract

ABC = P120,000.00

Prepared by:

Approved by:



ANELLA VIANCHI G. AREVALO
Technical Writer, PIAD



ROBELYN M. CRUZ
Officer-In-Charge, PIAD