
Request for Proposals (RFP) – Design and Management of a Digital Marketing Campaign

Terms of Reference

GERMIN invites qualified companies and individual consultants to submit proposals for the design and management of a targeted digital marketing campaign aimed at supporting registrations of diaspora businesses on the Kosovo B2B Platform. The Platform will be developed in collaboration with the Kosovo Chamber of Commerce under the HOME¹ project of Caritas Switzerland. GERMIN is a local partner of Caritas Switzerland under the HOME Project funded by the Government of the Principality of Lichtenstein.

1. About GERMIN

GERMIN is a diaspora engagement organization with extensive experience designing and implementing mechanisms that connect diaspora expertise and capital with development needs in Kosovo. Through programs that facilitate diaspora professional engagement, GERMIN has built strong working relationships with diaspora networks, including business associations, professional networks, cultural and youth communities, and municipalities. In parallel, GERMIN is well connected with various actors in Kosovo, such as the private sector and business chambers, local- and national-level institutions, and education and innovation institutions/organizations. GERMIN's approach combines (i) structured networking mechanisms, (ii) professional training and mentoring models, (iii) targeted outreach through diaspora networks, and (iv) practical tools and platforms that support long-term engagement.

2. About Project “Diaspora Link to Kosovo's Economy”

The *Diaspora Link to Kosovo's Economy* project aims to strengthen economic ties between Kosovo and its diaspora by creating structured opportunities for collaboration between diaspora businesses and local small and medium-sized enterprises (SMEs). Implemented by GERMIN under the HOME programme, the project focuses on identifying and registering diaspora businesses into the Kosovo B2B Platform, transforming informal networks into a verified and accessible pipeline for partnership, trade, and investment. In parallel, the project mobilizes diaspora professionals to provide targeted mentorship and technical support to local SMEs, helping them improve their investment readiness, governance, and access to international markets. Through a combination of platform-based matchmaking and practical know-how transfer, the project seeks to generate concrete business linkages, strengthen SME capacities, and contribute to sustainable economic development in Kosovo.

3. Objective of the Assignment

The objective of this assignment is to design, implement, and manage a focused paid digital campaign to reach relevant diaspora business audiences and support the increase of registrations on the Kosovo B2B Platform. The assignment is intended as a targeted outreach effort within a limited budget and should generate practical results, audience insights, and recommendations for future campaigns.

¹ HOME project – Holistic Opportunities for Migrant and Diaspora Engagement

4. Scope of Services

The selected contractor will be responsible for planning and implementing a targeted paid digital campaign over an 8-week period. The contractor will be expected to:

- review the campaign objective, the Kosovo B2B Platform value proposition, and the target audience defined together with GERMIN;
- propose a concise paid campaign approach, including audience targeting, channel selection, budget allocation, timeline, and optimization logic;
- set up and manage paid advertising on the agreed social media platform(s);
- use the campaign content and visual materials prepared and provided by GERMIN;
- provide input, where needed, on the most suitable ad formats, dimensions, and copy adaptations for campaign performance;
- monitor campaign performance and optimize targeting, messaging, and spending during implementation;
- provide short implementation updates and a final report summarizing campaign performance, results, audience insights, and recommendations.

5. Deliverables

The selected contractor will be expected to deliver at minimum:

- A short inception note outlining the proposed campaign approach, audience targeting, recommended channels, budget allocation, and implementation timeline;
- Campaign setup and launch on the agreed social media platform(s);
- Short progress updates during implementation, including key performance observations and any recommended adjustments;
- A final report including campaign performance data, spending overview, audience insights, lessons learned, and recommendations for future outreach.

6. Budget and Payment Terms

The maximum available budget for this assignment is EUR 2,700 (Net). This amount is inclusive of the contractor's professional fee and the paid advertising/media budget required for campaign implementation.

Applicants must submit a clear financial proposal showing at minimum:

- professional/service fee;
- paid advertising/media budget;
- any other applicable costs, if relevant.

Proposals exceeding the maximum available budget will not be considered. Payment terms will be agreed with the selected contractor and may be linked to agreed deliverables and campaign implementation milestones.

7. Duration of Assignment

The assignment is expected to be carried out over a period of 12 weeks during 2026, with exact dates to be agreed upon upon contract signature.

8. Management and Coordination

The selected contractor will work under the supervision of GERMIN and in close coordination with the project team. GERMIN will prepare and provide the core campaign content and visual materials to be used during implementation. The selected contractor will not be expected to produce full campaign content packages or original visual design materials, except for minor technical adaptations needed for ad placement and performance.

9. Required Qualifications and Experience

Interested companies or individual consultants must demonstrate:

- proven experience in planning and managing paid digital campaigns;
- experience with paid advertising on social media platforms;
- ability to optimize campaign performance based on targeting and performance data; strong reporting and analytical skills;
- ability to deliver the assignment within the proposed timeframe and budget.

10. Application Procedure

Interested companies and individual consultants are invited to submit:

1. A brief technical proposal including:
 - understanding of the assignment;
 - proposed campaign approach;
 - recommended platform(s) and targeting logic;
 - indicative implementation timeline.
2. A financial proposal in EUR, including a clear breakdown of:
 - professional/service fee;
 - paid advertising/media budget;
 - any other relevant costs.
3. A short portfolio or description of similar previous assignments.
4. Contact details for at least two relevant references, where available.

Applications must be submitted electronically to apply@germin.org. The subject line of the email must clearly state: **“Expression of Interest – Diaspora’s Link Digital Marketing Campaign – [Company Name]”**.

The deadline for submission of applications is **May 29, 2026, at 23:59 (CET)**. Applications received after the deadline will not be considered. Incomplete applications may be rejected.