

LRPS-2020-9164288 LTA Online Marketing
Clarifications to Questions from Bidders
Part 4 - 29/01/2021

No	Reference	Question from Bidders	Clarification from UNICEF
1	Annex C - Technical Response - LTA Online Marketing	<p>Regarding to no.5, page 3, Bidder's Experience and expertise , as stated under Experience - "Overall experience of the bidder in design an develop Content Management System (CMS)."</p> <p>Should this be referred to "lead generation and performance marketing" which matches to this project not "Design and Develop Content management system (CMS)?"</p>	<p>Yes, this should be "Overall experience in lead generation and performance marketing."</p> <p>Kindly find the revised Annex C - Technical Response -LTA Online Marketing uploaded in UNGM.</p>