

## REQUEST FOR QUOTATION DIGITAL STRATEGIST

### Company Background

The Trinidad and Tobago Music Company Limited (MusicTT) is a subsidiary of the Trinidad and Tobago Creative Industries Company Limited (CreativeTT) which is a wholly owned state enterprise established by the Government of Trinidad and Tobago through the Ministry of Trade and Industry.

### Specifications

The Trinidad and Tobago Music Company Limited invites quotations from eligible consultants to analyze and create a cohesive strategy to facilitate the growth and development of MusicTT's digital presence.

This project is expected to begin **February 1<sup>st</sup> 2022** and end **July 31<sup>st</sup> 2022**.

### Deliverables

1. SWOT analysis of MusicTT's digital assets and use of same in programme execution.
2. Digital strategy for MusicTT to be enacted across projects for the period February – December 2022.
3. Looking at ways to drive traffic to website and build discoverability for MusicTT's website.

### Requirements

1. A signed financial quotation which includes proposed payment terms for each stage of the consultancy. Outline who/what entity the payment is payable to and address quotation to: Trinidad & Tobago Music Company Limited (MusicTT) – 47 Long Circular Road, St. James.
2. A Company Profile
3. Certificate of incorporation/Certificate of Registration/Certificate of Continuance

### Submission Deadline

All Submissions are due by **Friday January 14<sup>th</sup> 2022 by 4 pm** and are to be submitted via email to: [procurement@creativett.gov.tt](mailto:procurement@creativett.gov.tt) . The Email Subject Title should read: "RFQ - Digital Strategist – **Name** - MusicTT".



### **MusicTT – Digital Assets and Distribution Platforms**

- Website – [www.musictt.co.tt](http://www.musictt.co.tt)
- Facebook - <https://www.facebook.com/MusicOfTT>
- Instagram - <https://www.instagram.com/musicoftt/>
- YouTube - [https://www.youtube.com/channel/UCmYMkiB5bxr2P\\_ADX2OheEA](https://www.youtube.com/channel/UCmYMkiB5bxr2P_ADX2OheEA)
- LinkedIn - [https://www.linkedin.com/showcase/trinidad-and-tobago-music-company-limited-musictt-  
/](https://www.linkedin.com/showcase/trinidad-and-tobago-music-company-limited-musictt-/)
- TikTok - <https://vm.tiktok.com/ZM8oYCA5L/>
- Twitter was recently deleted

### **Paid Subscription Services**

- Streamyard
- Mailchimp
- Google Drive
- Zoom
- Canva

### **Music Export Academy Active Programs**

- [RVRB Webinar Series](#) – Music Industry Webinar series delivered by Industry Professionals
- [RVRB Experience](#) – 3-day Music Industry Conference (Online/Virtual) launched in Sept 2021

### **Music Export Academy Active Promotions/Education Campaigns**

- TT-ISRC Education Campaign (Partnership with COTT) – Material can be found on *YouTube, Facebook, Instagram, LinkedIn*
- Recording Academy Membership drive (Promotion to have more Trinbagonians join the Recording Academy/Grammy's) - Material can be found on *YouTube, Facebook, Instagram, LinkedIn*

### **MusicTT Flagship Programs**

- [Live Music District \(LMD\)](#) - The Live Music District was launched in March 2018 and has since provided local artists with the opportunities to showcase their talent at various events and locations throughout the chosen district. November 2019, the city of Port of Spain was designated a Creative City of Music, joining the portfolio of many other countries as part of the UNESCO Creative Cities Network.
- Spotlight, an [Artist Portfolio Development Program \(APDP\)](#) seeks to identify artistes and instrumentalists who have the potential to advance in the music industry and equips them with the





knowledge and tools to leverage their creative talent on the local and worldwide market.

- [Music Export Academy](#) - Capacity Building at its best – through a mixture of topic specific educational campaigns, workshops, and conferences. All the tools you need to succeed in the world of music business.
- [Music Tech Platform](#) – This encompasses all MusicTT’s digital assets and virtual resources. Most information sits on the website which we desire to be an international portal to everything T&T Music.

