

EXIM BANK (TANZANIA) LIMITED
EXPRESSION OF INTEREST (EOI)
FOR
Digital Marketing Agencies

Date: 09 September 2026

- 1.** Exim Bank (Tanzania) Limited, one of Tanzania's leading commercial banks since its establishment in August 1997, continues to provide high-quality banking services across its presence in five countries: Tanzania, Uganda, Comoros, Djibouti, and through its Representative Office in Ethiopia. Over the past 29 years, the Bank has built strong brand equity through its relationship-driven approach and commitment to delivering superior customer service with faster turnaround times. This has enabled the Bank to cultivate a loyal customer base while strengthening its market position.
- 2.** Exim Bank (Tanzania) Limited invites Expressions of Interest (EOI) from eligible and qualified firms for the Digital Marketing services
- 3. Scope of Work**

The successful vendor shall provide a comprehensive Digital Marketing services that includes, but is not limited to, the following:

Social Media Strategy Development

- Conduct an in-depth analysis of the client's target audience, industry, and competitors.
- Define the client's social media objectives and goals.
- Develop a comprehensive social media strategy aligned with the client's objectives.
- Identify the most relevant social media platforms for the client's target audience.
- Co-determine KPIs to measure the success of the social media strategy.

Social Media Account Management:

- Manage social media accounts on platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, and others as applicable.
- Optimize social media profiles with compelling visuals, engaging descriptions, and relevant keywords.
- Develop a content calendar for consistent and strategic posting.
- Regularly publish high-quality content, including images, videos, articles, and infographics.

- Monitor and respond to comments, messages, and customer inquiries in a timely manner.
- Engage with the audience by initiating conversations and participating in relevant discussions.
- Implement social media advertising campaigns for increased reach and engagement.
- Continuously track and analyze social media metrics to assess performance and make data-driven optimizations.

Content Strategy and Creation:

- Conduct research to identify the client's target audience's content preferences and interests.
- Develop a content marketing strategy tailored to the client's objectives and target audience.
- Create a content calendar outlining topics, formats, and publishing schedules.
- Produce high-quality and engaging content, such as blog posts, articles, videos, infographics, and interactive content.
- Optimize content for search engines and social media platforms.
- Collaborate with the client to develop and curate user-generated content.
- Regularly update and repurpose existing content to maximize reach and value.
- Implement content promotion strategies to increase visibility and engagement.
- Monitor content performance, track engagement metrics, and make data-driven adjustments.

Influencer Marketing:

- Identify relevant influencers in the client's industry or niche.
- Develop influencer outreach strategies and establish collaborations.
- Manage influencer relationships, including negotiations, contracts, and content approvals.
- Track and measure the impact of influencer campaigns on social media metrics and brand awareness.

Social Media Analytics and Reporting:

- Implement social media analytics tools to track performance and gather relevant data.
- Generate regular reports on key metrics, including reach, engagement, conversions, and audience growth.
- Provide detailed analysis and insights into the performance of social media campaigns.

- Identify trends, opportunities, and areas for improvement based on data analysis.
- Conduct periodic meetings with the client to review reports and discuss strategy adjustments.

Community Management:

- Foster a positive and engaging online community around the client's brand.
- Monitor and moderate user-generated content and comments.
- Encourage and facilitate user participation and interactions.
- Respond to customer feedback, complaints, and inquiries in a timely and professional manner.

Social Media Advertising:

- Develop targeted social media advertising campaigns to reach the client's specific audience.
- Conduct audience research and segmentation for precise ad targeting.
- Create compelling ad copy, visuals, and calls-to-action.
- Set up and manage ad campaigns on various social media platforms.
- Monitor ad performance, optimize campaigns, and adjust budgets for optimal results.

Crisis and Reputation Management:

- Develop a crisis management plan to address potential social media crises.
- Monitor social media channels for brand mentions and customer feedback.
- Respond promptly and professionally to negative comments or reviews.
- Implement strategies to mitigate and repair reputational damage.

Collaboration with Other Marketing Channels:

- Collaborate with other marketing teams, such as SEO and email marketing, to ensure consistent messaging and cross-promotion.
- Integrate social media campaigns with other marketing channels for cohesive brand storytelling.

4. Eligibility Requirements

Interested firms shall submit the following documents:

- Legal documents for companies such as license, TIN & VAT certificates, director's ID, and information.
- Company profile.
- Evidence of a minimum of ten (10) years' experience in delivering similar services
- A list of at least three (3) successfully completed services within the banking or financial services sector.
- Client reference list, including contact details.
- Any relevant certifications, partnerships, or accreditations related to the proposed solution

5. Enquiries

Interested vendors may obtain further information from:

Administration Office

4th Floor, Exim Towers
1404/45 Ghana Avenue (Off Ohio Street)
P.O. Box 1431
Dar es Salaam, Tanzania

Office Hours:

Monday to Friday, 9:00 a.m. to 3:00 p.m. (excluding public holidays)

Email enquiries may be sent to:

adminprocure@eximbank.co.tz

6. All requests for clarification regarding this Expression of Interest must be submitted in writing to the above email address no later than **17 September 2026**.
7. Only shortlisted vendors will be invited to participate in the subsequent Request for Proposal (RFP) process.
8. Interested vendors shall submit their Expressions of Interest electronically, together with all supporting documentation, to: **Email:** adminprocure@eximbank.co.tz. **Submission Deadline:** **21 September 2026 at or before 5:00 p.m. (East Africa Time)**

Exim Bank (Tanzania) Limited

Corporate office 1401/05 Exim Tower. Ghana Avenue P.O Box 1431, Dar es Salaam

Website: www.eximbank.co.tz | Tel. +255 22 2293000/ 22 2293201 | Fax +255 22 2121791 | Email: customercare@eximbank.co.tz

- 9.** Late submissions, incomplete submissions, or submissions that do not meet the stated requirements shall not be considered for evaluation.

**Procurement Unit
For: Chief Executive Officer
Exim Bank (Tanzania) Limited**