NRB Bank
Not Just Another Bank

Request for Proposal (RFP)

Digital Media Buying & SEO Services Agency of NRB Bank PLC.

NRB Bank PLC. intends to appoint a qualified and experienced digital agency/media agency to manage its paid digital media buying and Search Engine Optimization (SEO) activities. The engagement is expected to strengthen the Bank's digital presence, improve campaign efficiency, support customer acquisition and business growth, and increase qualified organic visibility for the Bank's products, services and corporate content.

The selected agency will work closely with Brand & Marketing and relevant business, digital, technology and compliance teams. All activities must support NRB Bank PLC.'s brand positioning, "Not Just Another Bank", while maintaining the standards of trust, accuracy, transparency and regulatory sensitivity expected from a financial institution.

2. RFP Overview

Project Name: Digital Media Buying & SEO Services for NRB Bank PLC.

Business Sector: Banking & Financial Services

Primary Workstreams: Paid Digital Media / Performance Marketing and Search Engine Optimization (SEO)

Service Model: Retained agency engagement with campaign-wise media planning, buying, optimization and reporting

Geographic Focus: Bangladesh, with selected overseas/diaspora markets when required by the Bank

Contract Period: 12 months, renewable subject to satisfactory performance, commercial agreement and Bank approval

3. Objectives of the Assignment

1. Build and maintain an integrated, measurable and cost-efficient digital media ecosystem for NRB Bank PLC.
2. Increase qualified reach, awareness, consideration, traffic, leads, applications, transactions and other business outcomes based on campaign objectives.
3. Improve return on advertising spend through disciplined audience strategy, media allocation, continuous optimization and conversion-focused measurement.
4. Improve organic search visibility, keyword rankings, qualified website traffic and discoverability of priority products and services.
5. Strengthen technical SEO, content architecture and search-engine readiness of the Bank's website.
6. Establish transparent reporting, attribution and performance benchmarks that enable Brand & Marketing and business teams to evaluate effectiveness.
7. Protect NRB Bank PLC.'s brand reputation by ensuring brand-safe, policy-compliant and regulator-sensitive digital media execution.

4. Scope of Services

4.1 Paid Digital Media Buying & Performance Marketing

Digital Media Strategy & Planning: Develop annual, quarterly and campaign-specific media strategies aligned with business objectives, target audiences, customer journeys, seasonality, product priorities and approved budgets.

Media Mix & Budget Allocation: Recommend platform/channel mix and budget allocation across Google, YouTube, Meta platforms, LinkedIn, display/programmatic networks, publishers and other Bank-approved digital channels. Recommendations must be supported by audience and performance rationale.

Campaign Setup & Trafficking: Set up campaigns, ad sets/ad groups, targeting, placements, bidding, conversion events, UTM structures, pixels/tags and other required tracking in accordance with approved campaign plans.

Audience Strategy: Develop audience segmentation including prospecting, remarketing, lookalike/similar audiences, contextual/keyword audiences, geographic targeting and first-party audience use where legally and technically permitted.

Performance Optimization: Continuously optimize budget, bids, audiences, placements, frequency, creative rotation, keywords, negative keywords, devices, dayparts and campaign structure to improve agreed KPIs.

Search Engine Marketing (Paid Search): Plan, execute and optimize paid search campaigns for product, service, brand and tactical keywords, including keyword research, ad-copy testing, bidding and negative keyword management.

Video & Awareness Media: Plan and optimize YouTube/video and high-reach campaigns, including reach, frequency, completed views, brand-safe placements and audience quality.

Lead & Conversion Campaigns: Manage campaigns focused on leads, applications, account/product interest, website actions or other approved conversions, with appropriate funnel and retargeting strategy.

Media Negotiation & Buying: Where applicable, negotiate and secure competitive media rates, inventory, value additions or publisher packages. All commercial benefits, rebates, credits and make-goods related to NRB Bank PLC. must be fully disclosed.

Creative Performance Input: Provide performance-based recommendations on creative format, message hierarchy, CTA, aspect ratio, duration and variants. Creative development may be handled separately unless specifically assigned by the Bank.

Landing Page & Conversion Input: Identify campaign landing-page or form issues affecting conversion and recommend UX/content improvements in coordination with the Bank and relevant development teams.

Tracking & Attribution: Implement and maintain approved campaign tracking, conversion measurement, tag management and attribution structures, subject to the Bank's data, privacy and information-security requirements.

Platform Administration: Manage designated advertising accounts with appropriate access control and governance. Wherever feasible, advertising accounts, pixels, tags, audiences and historical data should remain under NRB Bank PLC.'s ownership/control.

Brand Safety & Fraud Prevention: Apply placement exclusions, inventory controls, invalid-traffic monitoring and other safeguards to reduce exposure to unsuitable content, click fraud, bot traffic and low-quality inventory.

Compliance: Ensure all ad copy, targeting, landing destinations and campaign practices comply with the Bank's approvals, applicable Bangladesh Bank/regulatory requirements, platform policies and other applicable laws and standards.

4.2 Search Engine Optimization (SEO)

SEO Audit & Baseline: Conduct an initial audit covering technical SEO, crawlability, indexation, site architecture, content quality, metadata, internal linking, Core Web Vitals/page experience, backlinks, duplicate content, redirects and other relevant search issues. Establish an agreed baseline before optimization begins.

Keyword Research & Mapping: Develop and maintain a keyword universe covering branded, non-branded, product, service, informational, location-based and customer-intent terms. Map priority keywords to relevant pages and business priorities.

Technical SEO: Identify and support resolution of crawl/indexation issues, canonicalization, robots directives, XML sitemaps, redirects, status-code errors, pagination, JavaScript rendering issues, mobile usability, page speed, structured data and other technical factors.

On-Page SEO: Optimize titles, meta descriptions, headings, body content, image attributes, internal links, URLs and page structure while preserving regulatory accuracy and brand language.

Content SEO: Recommend SEO-led content themes, FAQs, landing pages, guides, glossary content and content-refresh opportunities based on customer search demand. Content must be submitted to NRB Bank PLC. for review and approval before publication.

Local SEO: Optimize discoverability of branches, sub-branches, ATMs and other relevant service points through location pages, structured data and other Bank-approved local-search practices, subject to availability and accuracy of location data.

Off-Page SEO & Authority Building: Develop ethical, white-hat authority-building and backlink strategies. Paid links, link farms, private blog networks, spam placements or other manipulative tactics are strictly prohibited.

Competitive Search Analysis: Track relevant competitors and identify gaps in rankings, content, keywords, SERP features and share of search.

Structured Data & Search Features: Recommend and implement appropriate schema/structured data where technically suitable and approved, to improve eligibility for enhanced search results.

AI/Search Evolution Readiness: Monitor material changes in search behavior and search-engine result formats, including AI-assisted search experiences, and recommend compliant improvements to content structure, authority signals and technical markup where relevant.

SEO Measurement: Track organic traffic quality, rankings, impressions, CTR, conversions, indexed pages, technical health and other agreed KPIs using Bank-approved analytics/search tools.

Implementation Support: Work with NRB Bank PLC.'s website/development teams to prepare implementation instructions, validate fixes and conduct post-deployment checks for SEO-related changes.

5. Deliverables & Reporting Parameter

Deliverable	Minimum Requirement	Parameter	Primary Owner
Annual digital strategy	Channel strategy, audience framework, budget architecture, measurement framework and annual roadmap	Annual / at appointment	Agency
Campaign media plan	Objective, audience, channels, budget, flighting, formats, forecast KPIs and tracking plan	Per campaign	Agency
Campaign setup sheet	Campaign structure, naming, targeting, placements, tracking and approvals	Per campaign	Agency
Optimization update	Spend pacing, key results, issues, actions and next steps	Weekly or as agreed	Agency
Monthly media report	Spend, delivery, KPI performance, insights, optimization actions, learnings and recommendations	Monthly	Agency
Quarterly business review	Cross-campaign analysis, benchmarks, audience insights, trends and strategic recommendations	Quarterly	Agency
SEO audit & roadmap	Technical, on-page, content and authority audit with prioritized action plan	At onboarding; refresh as needed	Agency
Keyword & ranking report	Priority keyword movements, SERP visibility, competitors and opportunities	Monthly	Agency
Technical SEO health report	Indexation, crawl errors, speed/Core Web Vitals, redirects and implementation status	Monthly	Agency
SEO content plan	Priority pages/topics, search intent, keywords, content recommendations and expected role	Monthly / Quarterly	Agency
Dashboard access	Live or regularly refreshed campaign/SEO dashboard using Bank-approved tools	Ongoing	Agency
Final/annual review	Consolidated performance, learnings, asset/account handover status and next-year recommendations	End of term	Agency

6. Measurement, Data & Account Governance

1. All media plans and campaign launches require prior approval from NRB Bank PLC. unless a specific standing approval process is agreed in writing.

2. The agency must maintain complete transparency of media spend, platform invoices, taxes, third-party costs, agency fees, credits, rebates and any value additions.
3. The agency must not create unnecessary dependency through agency-owned advertising accounts. Account ownership and access arrangements must be agreed with the Bank at onboarding.
4. NRB Bank PLC. should retain or receive appropriate administrative access to its advertising accounts, analytics properties, tag-management assets, search-console properties and other agreed digital assets.
5. Customer or prospect data, first-party audiences and campaign data may only be used for NRB Bank PLC.-approved purposes and must not be reused for any other client or purpose.
6. No personally identifiable customer information should be transferred to advertising platforms unless specifically approved and legally/technically permitted under the Bank's policies.
7. The agency must cooperate with the Bank's Information Technology, Information Security, Legal/Compliance and other relevant functions when integrations, tags, pixels, cookies or data-sharing mechanisms require review.
8. All reports must clearly distinguish gross media spend, net media spend (where applicable), platform charges, taxes, third-party costs and agency remuneration.

7. Agency Team & Service Requirements

- A dedicated Account/Business Lead with overall responsibility for service delivery and escalation.
- A Media Planning/Strategy Lead with demonstrable banking, financial-services or comparable regulated-sector experience preferred.
- Hands-on performance specialists for Google Ads, Meta Ads and other proposed media platforms.
- A dedicated SEO Lead supported by technical SEO and content/analytics resources.
- Analytics/reporting capability for dashboarding, attribution and performance interpretation.
- Adequate backup resources to ensure continuity during leave, peak campaigns and emergencies.
- Ability to respond to urgent campaign optimization, media, tracking or reputation-related requirements outside regular working hours when reasonably required.

8. Eligibility Criteria

- Minimum 5 (five) years of relevant organizational experience in digital media planning/buying, performance marketing and/or SEO.
- Demonstrable experience managing significant paid digital campaigns for recognized local or multinational brands. Experience with banks, financial institutions, telecom, technology, FMCG or other large service brands will be preferred.
- Demonstrable SEO experience for large, content-rich or transaction-oriented websites, including technical SEO and measurable organic growth.
- Relevant platform certifications, partnerships or qualified specialist personnel are preferred and should be disclosed with supporting evidence where available.
- The agency must have adequate financial and operational capacity to support campaign execution and service continuity.
- The agency must be able to provide client references and relevant case studies with measurable outcomes.

9. Required Documents

1. Up-to-date valid Trade License.
2. Certificate of Incorporation/Registration, where applicable.
3. Memorandum and Articles of Association, where applicable.
4. Valid e-TIN/TIN Certificate.
5. Valid BIN/VAT Registration Certificate.
6. Proof/acknowledgement of income tax return submission, where applicable.
7. Bank Solvency Certificate.
8. Latest audited financial statements or other financial information if requested by the Bank.
9. Company profile, organization chart and ownership information.
10. Client list and relevant project/campaign experience.
11. Case studies for digital media buying/performance marketing and SEO.
12. CV/profiles of the proposed account, media, SEO and analytics team.

13. Relevant platform certifications/partner credentials, if any.
14. Any other regulatory, procurement or vendor-enlistment documents requested by NRB Bank PLC.

10. Proposal Submission Format

10.1 Technical Proposal

- Agency credentials and understanding of NRB Bank PLC.'s assignment.
- Proposed integrated paid media and SEO strategy/approach.
- Indicative annual operating framework and first 90-day onboarding plan.
- Media planning methodology, audience strategy, optimization process and measurement approach.
- SEO audit methodology, keyword strategy, technical SEO approach, content SEO framework and implementation process.
- Proposed reporting/dashboard format with sample reports.
- Brand-safety, ad-fraud, data-governance and quality-control approach.
- Proposed team structure, named resources, roles and estimated time allocation.
- SLA/escalation model and working process with Brand & Marketing and other Bank stakeholders.
- At least 2 relevant paid-media case studies and 2 relevant SEO case studies, preferably with measurable results.
- Client references that may be contacted by the Bank.
- Assumptions, dependencies, exclusions and any value-added services.

10.2 Financial Proposal

The Financial Proposal should be submitted separately in the manner instructed by NRB Bank PLC. and should clearly show all applicable fees, commissions, taxes and third-party charges. At minimum, the proposal should provide:

- Monthly retainer/service fee for digital media planning, buying, optimization and reporting.
- Media management fee/commission structure, if applicable, clearly specifying the calculation base.
- Monthly retainer/service fee for SEO, including the included level of technical and content support.
- Any one-time onboarding, audit, dashboard, tracking or implementation charges.
- Rates for additional/out-of-scope services, if any.
- Payment terms and validity period of the commercial proposal.
- Clear treatment of VAT, tax and any other statutory charges.
- Confirmation that no undisclosed media markup, rebate, commission or incentive will be retained in relation to NRB Bank PLC.'s spend.

11. Presentation / Pitch

Shortlisted agencies may be invited to present their proposal to NRB Bank PLC. The presentation may include a strategic response, sample annual channel architecture, example campaign optimization approach, an indicative SEO opportunity assessment, reporting/dashboard demonstration and introduction of the proposed servicing team. The Bank may seek clarification or request revised technical/commercial submissions following the presentation.

12. Confidentiality, Data Security & Intellectual Property

1. All non-public information received from NRB Bank PLC. must be treated as confidential and may not be disclosed without prior written authorization.
2. The selected agency may be required to sign confidentiality, information-security, data-processing and/or other agreements prescribed by the Bank.
3. The agency must apply appropriate controls to protect credentials, advertising accounts, customer/audience data, reports and other Bank information accessed during the engagement.

4. All NRB Bank PLC.-specific campaign data, tracking structures, keyword lists, reports, dashboards, audience assets and other agreed work products created under the engagement shall be handed over to the Bank at the end of the engagement, subject to third-party platform terms and the final contract.
5. The agency must immediately notify the Bank of any suspected security incident, unauthorized access, material data exposure or compromise affecting the Bank's accounts or information.

13. Other Terms & Conditions

1. NRB Bank PLC. reserves the right to accept or reject any or all proposals, request clarifications, negotiate with one or more bidders, modify the scope or cancel/reissue the RFP without assigning any reason, subject to applicable internal policies.
2. Submission of a proposal does not create any contractual obligation on the part of NRB Bank PLC.
3. All costs incurred in preparing, submitting or presenting a proposal shall be borne by the bidder.
4. Any subcontractor, affiliate or third party proposed for service delivery must be disclosed. Material subcontracting will require prior written approval from NRB Bank PLC.
5. The selected agency must avoid conflicts of interest and disclose any actual or potential conflict, including relevant competing banking/financial-services relationships where confidentiality or team separation may be a concern.
6. The agency shall not publish, publicize or use NRB Bank PLC.'s name, logo, campaign results or relationship as a case study without prior written approval.
7. Final scope, service levels, commercial terms, media-payment process, liability provisions and other contractual conditions will be governed by the agreement executed between NRB Bank PLC. and the selected agency.

14. Proposal Submission

Submission Deadline: October 01, 2026

Submission Address / Email: Clarification / Contact

For any clarification regarding the RFP, briefing/debriefing session or submission requirements, interested agencies may contact:

Brand & Marketing
NRB Bank PLC.
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Thanking You,

A. K. M. Anwar Hossain
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NRB Bank PLC.