

Request for Proposal: Digital Marketing Agency

Date: June 7, 2019

Revised July 2, 2019

Subject: Request for Proposal

The Digital Marketing team is looking for a partner that can lead TechnoServe into new opportunities and conversations. We are looking for a partner that can help us strategize, create, and execute effective and inspiring digital marketing solutions that generate significant increases in revenue, build momentum, broaden interest, and deepen personal engagement.

If this is the type of partnership that is exciting to you, then we invite your firm to participate in this competitive solicitation for pricing, delivery, and terms of service to provide digital marketing services as detailed below.

Strategic planning, implementation, data analysis, and optimization of the following:

- a. Content Marketing: provide truly relevant and useful content targeted to our prospects and donors to deepen engagement and to grow relevant communities that inspire donations and influencers.
- b. SEO: provide strategies and implementation recommendations to increase organic search visibility for relevant topics and keywords to support our revenue goals.
- c. Email Marketing & Automation: provide email marketing strategy and support inclusive of copywriting and email design.
- d. Digital Advertising: provide digital advertising strategy, creative, and media plans to deliver on identified key performance indicators and return on ad spend by utilizing a mix inclusive of Google Grants, Adwords, paid search, social, display, and other advertising categories.
- e. Social Media Growth & Engagement: create content, deepen conversations, grow communities, and inspire influencers.
- f. Measurement & Optimization: develop testing and optimization strategy, implement ongoing testing and optimization plan, and provide recurring reporting on leading and lagging KPIs.

What to include in your proposal.

Please provide a maximum of three case studies that best demonstrate your approach, capabilities, and results in the following six areas:

1. What is your creative process?
2. How do you identify the larger, important conversations playing out in the world today, and how do you bring your clients into the conversation?
3. How do you identify a prospect/donor and connect with them across every stage of their journey? What are the results of those connections?
4. What was your client's most difficult revenue challenge? How did you develop the solution that solved the challenge, and what were the results?
5. How do you apply your testing, analytics, and optimization expertise to help clients meet their ROI and other critical revenue, acquisition, and engagement goals?
6. What is your approach to measuring return on marketing investment? How do you ensure continued efficiency improvements across all marketing executions?

We would also like you to tell us about the following:

- In what areas does your firm have the most expertise?
- What sets your firm apart from the others, and why?
- What was the greatest SEO challenge the firm faced with a client, and how did the firm overcome the challenge?
- Tell us about your experience using email marketing automation platforms (we are likely to move from Mailchimp to HubSpot as our ESP).
- How do you think digital marketing will change in the next five years?
- Percentage of nonprofit and for-profit clients.
- Team member bios that will be assigned to this project and their role within the project:
 - Years of experience
 - Previous work
 - Time with firm

- Three client references we may contact.

About TechnoServe

TechnoServe is a leader in harnessing the power of the private sector to help people lift themselves out of poverty. A nonprofit organization operating in 29 countries, we work with enterprising men and women in the developing world to build competitive farms, businesses, and industries. By linking people to information, capital, and markets, we have helped millions to create lasting prosperity for their families and communities.

With over 50 years of proven results, TechnoServe believes in the power of private enterprise to transform lives.

TechnoServe Martech Stack

- CMS: Currently Expression Engine, moving to WordPress in Oct. 2019.
- CRM Marketing Automation/ESP: Currently MailChimp, more than likely moving to HubSpot in summer 2019
- Optimization and Analysis: Google Analytics, Google Optimizer, Crazy Egg, Moz, Screaming Frog
- DAM: Third Light (open to new platform recommendation)
- Video: YouTube
- Donor Database: Blackbaud Raiser's Edge

Period of Performance

The period of performance of any contract resulting from this solicitation is anticipated to run from late July 2019 to July 2022.

Selection Criteria

The evaluation of each response to this RFP will be based on the requirements set out in the solicitation. Points will be assigned to the proposal based on the following criteria:

Selection Criteria	Maximum Points
Capability to execute digital marketing solutions that build momentum, broaden interest, and deepen personal engagement	25

Successful revenue generating campaign experience across digital channels	25
Testing and analytics	25
Team assigned	15
Cost	10
TOTAL	100

TechnoServe reserves the right to award the contract to the bidder whose proposal is deemed to be in the best interest of TechnoServe.

Schedule of Events

The following schedule of events should be considered definitive. TechnoServe reserves the right, however, to adjust any of these dates as necessary to meet its needs. In the event any of the dates are adjusted, TechnoServe will send information about the date changes to all vendors to whom this RFP originally was distributed, plus any other vendors that have made their interests known to TechnoServe.

1. Questions regarding this request may be addressed to Elizabeth Winters at ewinters@tns.org and must be received no later than **June 18, 2019**. Firms that wish to receive the compiled list of questions and answers must indicate their interest in competing for the contract by **June 18, 2019**.
2. Responses to questions will be distributed to all interested parties no later than **June 24, 2019**.
3. Proposals responding to the RFP should be sent electronically addressed to the attention of Elizabeth Winters, Manager Digital Engagement, at ewinters@tns.org, and must be received no later than 11:00 pm EST on **July 12, 2019**.
4. Shortlisted firms will be notified by **July 19, 2019**.
5. Firm presentations **August 13 - August 14, 2019**
6. Award will be made in writing around **August 19, 2019**.

Term and Conditions

1. The Request for Quote is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated on the RFP. All late responses will be rejected.
3. All unresponsive responses will be rejected.

4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent.
5. All awards will be subject to TechnoServe contractual terms and conditions.
6. TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TechnoServe reserves the right to accept all or part of the proposal when the award is provided.
8. All information provided by TechnoServe in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

All proposals shall:

1. Be in the English language.
2. Contain detailed cost in US Dollar, with applicable tax/charges clearly identified.
3. Provide requested payment terms and conditions.
4. Describe the qualifications, experience and capabilities of the firm/individual in providing the type of services being requested by this RFP.
5. Include a contact name, email address, and telephone number to facilitate communication between TechnoServe and the submitting organization/individual.
6. Include a brief outline of the organization/individual and services offered, including:
 - a. Full legal name, jurisdiction of incorporation and address of the company.
 - b. Full legal name and country of citizenry of company's President and / or Chief Executive Officer, and all other officers and senior managers of the company.
 - c. Year business was established.