

The Waite Company Social Media Sub- Contractor RFP

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Matt Kennicott

The Waite Company
6000 Uptown Blvd NE, Suite 350

Albuquerque, NM 87110

(505) 433-3498

matt@waitecompany.com

www.waitecompany.com

Overview

The Waite Company (TWC) is a New Mexico-based public relations and strategic communications firm that represents several clients in the health care and health insurance arena. TWC is seeking proposals from qualified social media vendors to provide social media services for one of its clients as a sub-contractor for calendar year 2020. The selected vendor will work in conjunction with both TWC and client staff to create creative organic and paid content campaigns, grow social accounts, manage interactions, identify and utilize appropriate hashtags, place paid advertising on social channels, and promote events on Facebook, LinkedIn, and Instagram. The vendor will be asked to conceptualize and develop at least two creative social campaign approaches to outreach and education that meet the client's overall strategic goals. The vendor will be required to participate in regular monthly meetings and as requested, and will provide monthly analytics via approved format and forms. After selection and orientation, vendor will have three weeks to create a draft plan for TWC and client approval for the 2020 calendar year. Placements and account activity will run March 1 – December 31, 2020.

Desired Experience: The ideal partner vendor will have demonstrated experience in designing, planning, executing, and tracking of social media campaigns across all major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.). Preferences in experience include: 1) designing and executing social media campaigns in the health care and/or health insurance arena 2) conducting proven, successful outreach to hard-to-reach populations such as low income, rural, or non-English speaking audiences 3) demonstration of previous work experience as a sub-contractor 4) successful, creative approaches, and 5) exceptional growth in follower accounts, interactions, website activity and/or sales conversions.

RFP Timeline

December 4, 2019	RFP Issued
December 9, 2019	Question Submittal Deadline
December 18, 2019	PROPOSALS DUE
December 20, 2019	Finalists notified
January 5-8, 2020	Finalist presentations
January 15, 2020	Vendor selection deadline

Proposal Format

- 1. Cover Letter describing your firm's history, structure, and general capabilities, and why your company would be best suited for this campaign. (2-page maximum)**
- 2. Reference List (similar/relevant campaigns) with contact information (Name, Company, Position Title, email, phone and dates of contract)**

3. **Bios or resumes for all staff assigned to this project, their title on the project, and a brief job description of their expected duties.**
4. **3 - 5 Examples of previous, relevant experience**
For each example, include a detailed narrative of the campaign (3-page maximum for each example) that includes a description of how your firm approached and executed the desired experience and functions indicated as necessary or desirable in the OVERVIEW section above. Please indicate the actual increase in follower accounts, engagement, sales conversions and website traffic (as well as additional analytics if available) for each of the example campaigns. Please attach examples of your previous work including creative, reporting, testimonials, etc. (There is no page limit for the work attachments, however, the entire proposal cannot exceed 35 pages in length.)
5. **Budget and Cost Proposal**
Anticipated budget for the 2020 social media campaign is approximately \$90,000.00 in professional services and \$150,000.00 for direct advertising on social channels (includes commission paid to vendor). **Please include your firm's rate card, including commission cost (if any).** This rate card should include a general job description for each rate indicated. (NOTE: All vendors must produce detailed time sheets and hourly reports at time of invoicing. Example attached.)

Proposal cannot exceed 35 pages in length. Late submissions will not be considered. Further contract opportunities exist and may become available based on successful job performance and client need.

Point of Contact

Matt Kennicott – Vice President of Communications, The Waite Company
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Albuquerque, NM 87110
(505) 433-3498
matt@waitecompany.com