



# Request for Proposals (RFP)

## Marketing Services

Town of Placentia

**RFQ Number:** M2025RFP

**Release Date:** Wednesday, December 4th 2024

**Submission Deadline:** Friday, January 10th 2025



### Contact Information

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## 1. Introduction

- 1.1 Overview of the Request
- 1.2 Objectives and Goals of the Marketing Strategy

## 2. Proposal Requirements

- 2.1 Company Profile
- 2.2 Proposed Approach
- 2.3 Budget
- 2.4 References

## 3. Scope of Work and Deliverables

- 3.1 Photography
- 3.2 Print Materials
- 3.3 Website Upgrade
- 3.4 Town Maps
- 3.5 Community Guide
- 3.6 Advertising Campaigns
- 3.7 Online Marketing

## 4. Reporting and Communication

- 4.1 Regular Progress Reports
- 4.2 Final Report

## 5. Timeline

- 5.1 Project Milestones
- 5.2 Completion Schedule



## 6. Evaluation Criteria

- 6.1 Firm's Experience and Qualifications
- 6.2 Creativity and Innovation
- 6.3 Cost-effectiveness
- 6.4 Timeliness
- 6.5 References

## 7. Submission Instructions

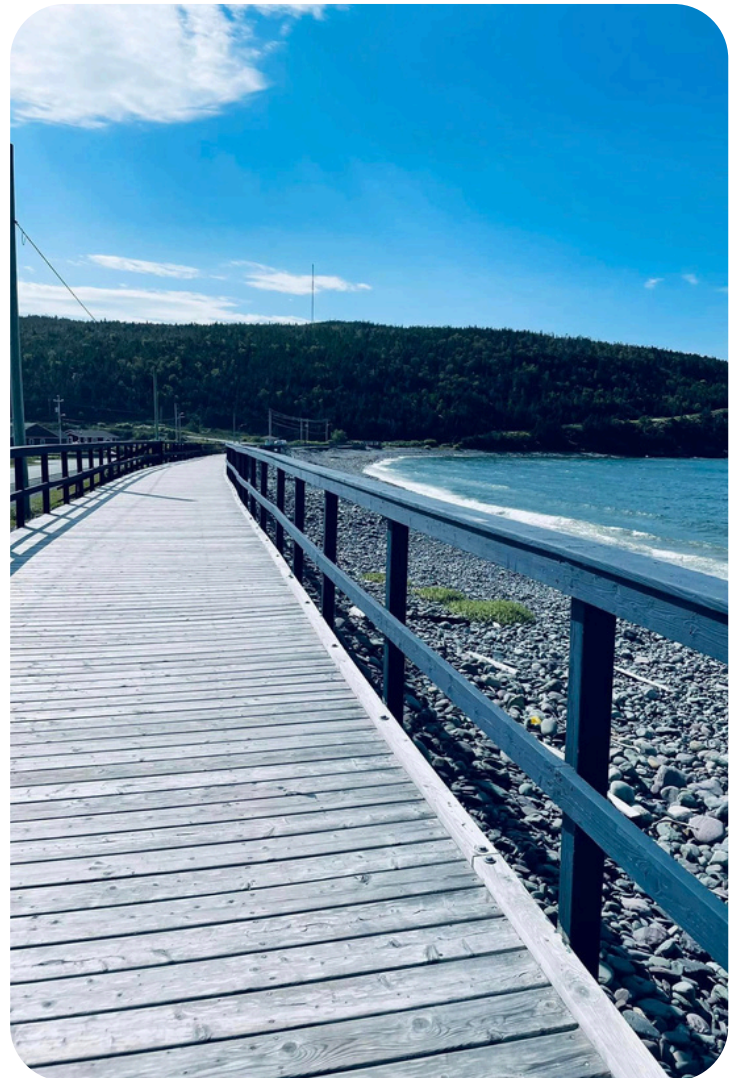
- 7.1 Proposal Submission Details
- 7.2 Deadline Information

## 8. Conclusion

- 8.1 Call for Proposals
- 8.2 Vision for Marketing Partnership

## 9. Contact Information

- 9.1 Contact Details for Submission
- 9.2 Contact for Queries



## **1. Introduction**

### **1.1 Overview of the Request**

The Town of Placentia is actively seeking proposals from qualified marketing firms to help enhance the community's overall marketing strategy. The goal is to increase the town's visibility, attract more visitors, and provide valuable support to local businesses. By partnering with a professional marketing firm, the town hopes to develop targeted campaigns that will promote its unique offerings, raise awareness of local events and attractions, and ultimately drive economic growth in the area. Proposals should demonstrate innovative ideas and effective approaches for achieving these objectives.

### **1.2 Objectives and Goals of the Marketing Strategy**

The goal is to develop a comprehensive marketing strategy that includes a wide range of elements to effectively promote the town. This strategy should incorporate high-quality photography, eye-catching print materials, website upgrades for a more user-friendly experience, and targeted advertising campaigns across various platforms. By integrating these components, the town aims to create a cohesive and impactful marketing presence that resonates with both residents and visitors, ensuring long-term visibility and engagement. The strategy should also be adaptable to evolving marketing trends and community needs.

## **2. Proposal Requirements**

### **2.1 Company Profile**

The proposal should include a detailed overview of the marketing firm, highlighting its experience, qualifications, and expertise in executing successful marketing campaigns. This section should outline the firm's history, areas of specialization, and any relevant industry certifications or accolades. Additionally, the firm should provide samples of past work that demonstrate their ability to handle projects of similar scope and complexity, showcasing their creativity, strategic thinking, and measurable results. The aim is to offer a clear understanding of the firm's capabilities and how their past work aligns with the objectives of the project.



## **2.2 Proposed Approach**

The proposal should include a detailed description of the firm's methodologies, outlining the approach and steps they will take to develop and execute the marketing strategies. This section should provide a clear breakdown of the process, from initial planning and research to final implementation and evaluation. Additionally, the firm should outline a proposed timeline for each phase of the project, including key milestones and deadlines. The firm should also specify the deliverables for each proposed strategy, ensuring that all objectives are met and that measurable outcomes are clearly defined. This will help ensure transparency and accountability throughout the duration of the project.

## **2.3 Budget**

The proposal should include a detailed budget breakdown that clearly outlines the costs associated with each component of the marketing strategy. This should include expenses for photography, print materials, website upgrades, advertising campaigns, and any other relevant costs. Additionally, the firm should provide a list of key personnel who will be involved in the project, along with their roles, responsibilities, and qualifications. This will allow the Town of Placentia to understand the expertise and experience behind each aspect of the strategy, ensuring that the right team members are in place to execute the plan effectively and within budget.

## **2.4 References**

The proposal should include contact information for at least three previous clients who have engaged the firm for similar marketing projects. This should include the client's name, organization, role, phone number, and email address. The firm should also provide a brief description of the work completed for each client, highlighting the scope of the project and its outcomes. These references will allow the Town of Placentia to gain insight into the firm's experience, reliability, and ability to deliver results on similar marketing initiatives.



### **3. Scope of Work**

#### **3.1 Photography**

The marketing firm will be responsible for capturing high-quality images that highlight the beauty and unique character of Placentia. This will include photographing the town's picturesque landscapes, vibrant community events, and popular local attractions. The goal is to produce visually appealing content that authentically represents the town's charm and diverse offerings. These images will be used across various marketing materials, including print, digital, and social media platforms, to attract visitors and engage residents, while helping to elevate the town's overall brand presence..

#### **3.2 Print Materials**

The marketing firm will be tasked with designing and producing a variety of promotional materials, including brochures, flyers, posters, and business cards. These materials will be tailored to effectively represent the town's branding and key messages, with a focus on attracting visitors and supporting local businesses. The design should be visually engaging, informative, and consistent with the overall marketing strategy. These materials will be distributed through both physical and digital channels, ensuring broad visibility and engagement with the target audience, while helping to raise awareness of Placentia's offerings and events.

#### **3.3 Website Upgrade**

The marketing firm will be responsible for revamping the existing website to enhance its overall functionality and user experience. This includes improving the site's design for better navigation, ensuring it is mobile-friendly for users on all devices, and optimizing its content for search engines (SEO) to increase visibility. The updated website should feature a clean, modern look that reflects the town's branding, while also providing clear, accessible information about local attractions, events, and businesses. The goal is to create a seamless and engaging online experience that encourages visitors to explore Placentia and connects residents with valuable community resources.

#### **3.4 Town Maps**

The marketing firm will be tasked with designing updated, visually appealing maps that highlight key attractions, services, and amenities throughout Placentia. These maps should be easy to read and navigate, showcasing important landmarks, local businesses, and popular points of interest. The design should be both informative and visually engaging, with a user-friendly layout that enhances the experience for both residents and visitors. These maps will be used in various formats, such as print, digital, and mobile-friendly versions, to ensure accessibility and help guide people through the town's offerings with ease.





### **3.5 Community Guide**

The marketing firm will be responsible for creating a comprehensive guide that highlights local services, businesses, and events in Placentia. This guide should provide detailed information on the town's key services, including healthcare, dining, shopping, and entertainment options, as well as upcoming events and community activities. The guide should be organized in a user-friendly format, making it easy for both residents and visitors to access and navigate. Additionally, the design should be visually appealing and aligned with the town's branding, ensuring that it serves as a valuable resource to promote local businesses and foster community engagement. The guide will be available in both digital and print formats for maximum accessibility.

### **3.6 Advertising Campaigns**

The marketing firm will be responsible for planning and executing a series of targeted advertising campaigns across multiple platforms, including radio, online, print, and television. These campaigns should be strategically designed to reach a broad audience, effectively promoting Placentia's attractions, businesses, and events. The firm will develop compelling ad content tailored to each medium, ensuring that the message is consistent and engaging. By utilizing a mix of traditional and digital channels, the campaigns will aim to maximize exposure, increase visibility, and drive both local and visitor traffic to the town. Each campaign will be carefully timed and measured for effectiveness, with results tracked to ensure optimal performance.

### **3.7 Online Marketing**

The marketing firm will be tasked with executing a comprehensive digital strategy that includes social media, email marketing, and content creation. This will involve developing and managing social media campaigns across various platforms to engage with the community, promote local businesses, and highlight upcoming events. The firm will also design and distribute targeted email marketing campaigns to keep residents and visitors informed about news, promotions, and happenings in Placentia. Additionally, the firm will create high-quality, engaging content, including blog posts, videos, and graphics, to boost online presence and foster a strong, consistent brand identity for the town. These strategies will work together to increase engagement, drive traffic, and build a loyal online following.



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## **4. Reporting and Communication**

### **4.1 Regular Progress Reports**

The marketing firm will provide regular progress reports throughout the duration of the project to ensure ongoing communication and transparency. These reports will include updates on completed tasks, milestones reached, and upcoming activities, along with any changes to the project timeline or strategy. Additionally, the firm will outline the status of key deliverables and highlight any challenges encountered, along with solutions or adjustments made. The reports will also include performance metrics where applicable, such as campaign engagement or website analytics, to assess the effectiveness of the marketing efforts. These updates will be shared on a pre-established schedule to keep all stakeholders informed and aligned.

### **4.2 Final Report**

At the conclusion of the project, the marketing firm will provide a comprehensive report summarizing the outcomes, activities, and key results of the marketing efforts. This report will include an overview of the strategies implemented, such as advertising campaigns, social media engagement, website improvements, and promotional materials. It will also highlight the measurable outcomes, such as increased website traffic, social media engagement, and local business visibility, providing clear insights into the effectiveness of the marketing initiatives. Additionally, the report will include recommendations for future marketing efforts, identifying opportunities for continued growth, potential areas of improvement, and strategic next steps to further enhance Placentia's visibility and community engagement.



## **5. Timeline**

### **5.1 Project Milestones**

Each milestone will have a designated deadline, and the marketing firm will ensure that key deliverables are met on time, with regular progress updates provided to stakeholders throughout the process.

### **5.2 Completion Schedule**

The marketing firm will provide a detailed timeline for the completion of each deliverable, outlining key milestones and deadlines throughout the project.

#### **1. Initial Planning & Strategy Development**

- Kickoff meeting with stakeholders.
- Finalize project scope, objectives, and deliverables.

#### **2. Content Creation & Design**

- Photography sessions for images of landmarks, events, and attractions.
- Design promotional brochures, flyers, posters, and business cards.
- Develop social media content calendar.

#### **3. Website Revamp**

- Draft design and structure for website improvements.
- Begin SEO optimization and mobile-responsive design.
- Integrate new content and functionalities.

#### **4. Advertising Campaign Planning**

- Finalize advertising schedules for radio, print, TV, and online platforms.
- Develop creative materials for each advertising medium.

#### **5. Execution of Advertising Campaigns**

- Launch campaigns across multiple platforms (radio, print, online, TV).
- Track performance and adjust as needed for maximum effectiveness.

#### **6. Social Media & Email Campaigns**

- Launch initial social media and email marketing campaigns.
- Monitor performance and refine strategies based on engagement metrics.

#### **7. Map & Guide Design**

- Design and finalize updated town maps and local business guides.
- Print and distribute physical copies and upload digital versions.

#### **8. Final Reporting & Review**

- Compile project outcomes, performance data, and recommendations.
- Present final report and discuss future marketing strategies.



## **6. Evaluation Criteria**

### **6.1 Firm's Experience and Qualification**

The assessment of the firm's experience and relevant qualifications will be a crucial part of the proposal evaluation process. This section should provide a comprehensive overview of the firm's history, key areas of expertise, and the specific skills that make it well-suited for the project. Key aspects to assess include:

#### **1. Experience:**

- A detailed overview of the firm's experience in managing marketing projects similar in scope and complexity, particularly in the areas of community marketing, tourism promotion, and local business support.
- Case studies or examples of past campaigns that demonstrate measurable success, including specific outcomes such as increased visibility, engagement, or economic impact.
- Experience working with municipalities, small towns, or local businesses, showcasing a deep understanding of community-based marketing.

#### **2. Relevant Qualifications:**

- Information about the firm's team, including qualifications, certifications, and specializations in areas like digital marketing, branding, content creation, SEO, design, and advertising.
- The firm's expertise in implementing multi-channel marketing campaigns (online, print, radio, TV, social media) and integrating them into cohesive strategies.
- Demonstrated knowledge of best practices for web design, user experience, and SEO, particularly in the context of municipal and tourism-based websites.

#### **3. Industry Recognition:**

- Any awards, accolades, or industry certifications that showcase the firm's standing and reputation in the marketing field.
- Testimonials or references from previous clients that reflect the firm's reliability, quality of work, and ability to deliver on time and within budget.

By evaluating these factors, the Town of Placentia can ensure the selected marketing firm has the right blend of experience, skills, and proven results to effectively execute the marketing strategy and achieve the project's objectives.

## 6.2 Creativity and Innovation

The evaluation of the firm's proposed strategies and creativity in approach will focus on how well the marketing firm's ideas align with the Town of Placentia's goals, as well as the originality and innovation demonstrated in their proposed tactics. This assessment will include the following key components:

### 1. Alignment with Project Goals:

- **Relevance:** Evaluate how well the firm's strategies address the primary objectives of the project—enhancing visibility, attracting visitors, and supporting local businesses.
- **Targeting:** Assess the firm's ability to define and reach the intended audience (residents, tourists, and local businesses) through effective, tailored marketing tactics.
- **Integration:** Consider how well the strategies integrate various marketing channels (social media, website, print materials, advertising campaigns) into a cohesive plan that delivers consistent messaging.

### 2. Creativity and Innovation:

- **Originality:** Examine how unique and innovative the proposed strategies are. Does the firm offer creative, fresh ideas that set Placentia apart from other communities? This could include inventive use of digital content, community engagement tactics, or experiential marketing.
- **Visual Appeal:** Evaluate the proposed design concepts for marketing materials (brochures, posters, websites, etc.). Are they visually engaging, on-brand, and capable of capturing the essence of the town's identity?
- **Creative Campaign Ideas:** Review the firm's proposed advertising and promotional campaigns (online, TV, print, radio). Do they offer compelling, memorable messaging that resonates with both locals and tourists? Are they utilizing innovative formats or emerging trends in digital marketing, such as influencer partnerships or interactive content?

### 3. Practicality and Feasibility:

- **Implementation:** Assess whether the proposed strategies are practical and achievable within the project's timeline and budget. Are the firm's creative ideas backed by realistic execution plans?
- **Measurable Outcomes:** Evaluate the firm's approach to tracking and measuring success. Are the proposed strategies equipped with clear metrics and performance indicators to monitor effectiveness and adapt as needed?

### 4. Differentiation and Community Engagement:

- **Town-Specific Approach:** Does the firm show an understanding of Placentia's unique characteristics, culture, and community? The strategies should reflect a deep knowledge of the local landscape, businesses, and what makes the town attractive to visitors.
- **Community-Centered Ideas:** Assess the firm's plans for community involvement and local business participation in the marketing efforts. Creative campaigns that engage local residents, businesses, or organizations will help foster a stronger sense of community and create more authentic marketing content.





### **6.3 Cost-effectiveness**

The consideration of the budget's clarity, feasibility, and value for money will play a crucial role in the decision-making process, ensuring that the Town of Placentia receives high-quality marketing services while maintaining financial responsibility.

### **6.4 Timeliness**

The ability of the marketing firm to meet deadlines and deliver on time is a critical factor in ensuring the success of the marketing project for the Town of Placentia.

### **6.5 References**

The quality of the provided references and their experiences with the marketing firm will play a significant role in assessing the firm's reliability, performance, and overall suitability for the Town of Placentia's marketing project.

## **7. Submission Instructions**

### **7.1 Proposal Submission Details**

Be sure to submit all materials on time to ensure consideration for the project.

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### **7.2 Deadline Information**

Deadline: January 10th 2024. Late submissions will not be considered.

## **8. Conclusion**

### **8.1 Call for Proposals**

The Town of Placentia encourages creative and innovative proposals that align with our vision of enhancing community engagement, attracting visitors, and supporting local businesses. We are looking for fresh, unique ideas that reflect the town's character and will help us achieve our marketing goals in a dynamic and impactful way.



## **8.2 Vision for Marketing Partnership**

The goal is to collaborate with a marketing partner who shares our vision for enhancing the town's visibility and appeal. We are seeking a partner who can bring innovative ideas and strategies that will not only showcase Placentia's unique attractions but also foster community pride and drive sustainable growth for local businesses. Together, we aim to create impactful marketing campaigns that resonate with both residents and visitors.

## **9. Contact Information**

### **9.1 Contact Details for Submission**

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### **9.2 Contact for Queries**

For questions regarding the proposal process, please contact Jennifer Bennett.

