

Request for Proposal Social Media Campaign

Project Goal: The City of Sequim develops and manages the marketing plan for the Sequim-Dungeness Valley. The City has Facebook and Twitter accounts that are specifically targeted to be of interest to tourists. Both accounts have been increasing in followers, but without a specific promotion or campaign, the numbers are likely to remain small. The City of Sequim would like to hire a social media marketing agency to develop and implement a strategy to increase social media followers.

Initial Concept: Many people know Sequim for the lavender farms that are prevalent throughout the valley. Sequim Lavender Weekend, held in July, is an international draw for tourists to visit local farms, experience the world-class street fair, and enjoy community organized events. The City's tourism website www.visitsunnysequim.com shows a strong peak in traffic leading up to and during this weekend. Because this is such a strong draw to the area, this may be a good subject to orient a campaign to draw followers who will then have the chance to learn more about Sequim and the Dungeness Valley.

Submittal:

Each submittal should include the following:

- Company background
- A description of the process you would go through to develop a social media campaign
- Three examples of successful social media campaigns you have developed and implemented with results of those campaigns
- Contact information for three references
- A quote for the cost to develop and implement a social media campaign
- Confirmation that you could create a plan for implementation in July 2017

Submittals should be sent digitally via email to: bhanna@sequimwa.gov

The City of Sequim reserves the right to reject any responses submitted and to decline to proceed with this process at any time without liability to the City of Sequim. The City of Sequim reserves the right to negotiate specific requirements and costs. This Request for Proposal for the Social Media Campaign for the City of Sequim is not to be construed as a contract or commitment of any kind.

The deadline for submittals is 5:00 p.m. on **Friday, February 24, 2017**. Late submittals will not be accepted or considered.

Final Deliverables and Requirements:

- A social media campaign designed to significantly increase the followers and engagement on the City of Sequim Tourism Facebook and Twitter accounts.
- Management and implementation of social media campaign

Evaluation Process:

All submittals will be evaluated in accordance with the following factors:

- Experience in social media marketing campaigns
- Creative solutions to social media audience development
- Customer references
- Ability to meet the project timeline

Project Timeline:

- February 24, 2017 – Deadline to receive submittals
- March 10, 2017 – Notifications sent to applicants, contract awarded
- March 24, 2017 – Contract completed
- April 14, 2017 – Initial campaign concepts submitted
- May 5, 2017 – Final campaign selected
- July 2017 – Campaign implemented

How to submit proposals:

Send complete proposals to Communications and Marketing Director Barbara Hanna at bhanna@sequimwa.gov.

General questions can be directed to Barbara Hanna at bhanna@sequimwa.gov or 360-681-3422.