Discover PUERTO RICO

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REQUEST FOR PROPOSAL: SOCIAL MEDIA STRATEGY

Purpose – General Scope

The Puerto Rico Destination Marketing Organization (DMO), Discover Puerto Rico ("DPR") seeks to contract with a best-in-class, innovative and cutting-edge vendor to develop a social media strategy to keep Puerto Rico top-of-mind for travelers.

About Discover Puerto Rico

Discover Puerto Rico is a newly established private, not-for-profit organization whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination, working collaboratively with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large, while powering economic growth.

Research

DPR has contracted with Destination Analysts to conduct a comprehensive website experience research study. The website experience research study was specifically designed to evaluate:

- Key consumer audiences and personas for the website and their likely Puerto Rico dream-to-book journeys, including points where the official tourism website could ideally fit in that process
- The needs and desires for Puerto Rico's official tourism website from the perspective of current and potential meeting planner clients and leisure travelers
- The content and design tactics that will maximize the conversion potential from all of these key audiences and provide an exceptional user experience

Highlights from the research:

- Puerto Rico is seen as an exciting and appealing leisure destination despite leisure travelers' moderate level of familiarity with the destination's activities and attractions
- Puerto Rico has a relatively neutral destination brand. "Beautiful scenery", "amazing beaches", and "arts & culture" are common associations of the island
- Among top deterrents keeping leisure travelers from visiting Puerto Rico are negative perceptions surrounding to Hurricane Maria
- Primary, First -Tier Personas – Arts & Culture Lovers, Foodies and Nature Enthusiasts have the highest conversion potential for Puerto Rico and their travel experience desires are strongly aligned with Puerto Rico's destination brand and tourism assets.

The complete interim report of findings is included as an addendum to this RFP. It is important that the selected agency can interpret research, mine insights, and apply to social strategies.

Background Information

Discover Puerto Rico currently has a social media presence in two verticals: leisure and meetings & conventions.

Leisure channels are as follows:

• Facebook handle: @discoverpuertorico	URL: www.facebook.com/discoverpuertorico
• Instagram handle: @discoverpuertorico	URL: www.instagram.com/discoverpuertorico
• Pinterest handle: @discoverpuertorico	URL: www.pinterest.com/discoverpuertorico
• YouTube handle: @discoverpuertorico	URL: www.youtube.com/discoverpuertorico
• Twitter handle: @discover_PR	URL: www.twitter.com/discover_pr

Meetings channels are as follows:

• Instagram handle: @meetingsinpr	URL: www.instagram.com/meetingsinpr
• Twitter handle: @meetingsinPR	URL: www.twitter.com/meetingsinpr
• LinkedIn handle: @discoverpuertorico	URL: www.linkedin.com/company/discoverpuertorico

Our social communities make up an ecosystem of over 1 million followers. Our goal is to continue to grow, engage and influence our fans to visit Puerto Rico by connecting with our brand on social media, and driving them down the conversion funnel. The social strategy agency will support us in achieving these goals.

Scope of Work

Selected agency would work with the internal team at DPR to establish a consumer-centric social strategy, collaborating with additional partners and the in-house marketing team to execute the strategy.

Agency will be responsible for the following:

- Build a comprehensive one-year social media strategy in collaboration with the DPR internal team
  - Identify and recommend specific social media goals
  - Identify key target audiences
  - Assist DPR with establishing year-one benchmarks
  - Identify KPIs to measure social performance
  - Recommend specific tactics across channels
- Provide recommendations on paid social media strategies and campaigns
- Assist with social media advertising campaigns as needed
- Provide support and recommendations for in-house content marketing
  - Recommend relevant content topics
  - Recommend best practices
  - Provide feedback to DPR on content calendar that is optimized for social media campaigns
- Propose additional strategies to increase web traffic
- Provide social media marketing recommendations for international markets and assist with execution as necessary
- Provide social media advertising recommendations for meetings industry and assist with execution as necessary
- Submit reports with appropriate KPIs on any assisted media buys
- Recommend new social opportunities as appropriate, such as platforms, tools, trends, etc.

Proposal

Minimum requirements of the proposal (no more than 10 pages):

1) An overview of the account team including brief bios, and tourism-specific experience if applicable.
2) Current client list and three references, one being a past client
3) Description of the agency's approach and process to social strategies and media buying
4) Description of agency's tactical process (for day-to-day projects)
5) Describe experience working with social media budgets $500,000 or more
6) No more than two case studies featuring relevant assignments

7) Campaign samples relevant to this assignment (creative samples can be an appendix to the max 10-page proposal)
8) Method of billing for work

Selection Criteria

Agency will be selected on the following criteria:

1) Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business
2) Successful social strategies with other companies and destinations
3) Demonstrated ability to develop and execute effective social advertising campaigns
4) The quality and clarify of response, demonstrating the agency's ability to communicate clearly and creatively

Other considerations

Once selected, the agency must be prepared to begin work with DPR immediately.
Evaluation of the proposals will be under the jurisdiction of DPR. DPR will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed as most qualified, based on initial responses.

After the completion of the interview/discussion process, DPR will select the firm that best represents itself as capable of meeting the needs of Puerto Rico as a tourism destination. Discussions will then take place between DPR and the agency to define a more detailed scope of work. Ultimately, a contract will be executed between the selected agency and DPR.

If DPR is unable to negotiate a satisfactory contract with the selected agency, negotiations with that agency shall be terminated and the organization shall undertake negotiations with another qualified agency until a satisfactory contract is negotiated. If DPR is unable to negotiate a contract with any of the selected agencies, the organization shall re-evaluate the scope of services and fee requirements.

DPR and the selection committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. DPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.

Proposals & Timing

RFP release date: September 21, 2018

Proposals must be emailed to Liz Mabe at liz.mabe@discoverpuertorico.com by 5:00pm EST on Friday, October 12th. Proposals should be NO more than 5 pages.

Final agency selection will be completed before November 2, 2018.

By submitting a proposal, the applicant thereby agrees that DPR's decision concerning any submittal in any respect is final, binding and conclusive upon it for all purposes, and acknowledges that DPR, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timeline outlined.

All materials submitted become the property of DPR and may be made available to the public. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization.

Please direct questions to Liz Mabe: (417) 827-3881 or liz.mabe@discoverpuertorico.com.

Confidentiality

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to DPR and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.