Initial Request for Information (RFI) Template

To confirm interest and to ensure no competitive conflict exists among prospective agencies.

<u>Request for Information (RFI)</u> for PR & Digital Content Services for COMPANY NAME

ATTENTION AGENCY NAME: Based on AGENCY NAME's accomplishments in our industry to date, we have identified your agency as a potential media relations partner, and are emailing this Request for Information to invite your consideration in our RFP process. Of those agencies that respond to this Request for Information, three agencies will be asked to submit a proposal for comprehensive media relations services to demonstrate their qualifications for a two-year engagement. Additional detail on the program objectives, competitive landscape and industry, go-to-market strategy will be provided to all three finalists. The annual budget for media relations services that will be provided by the new agency of record is estimated at: $_annually.

IMPORTANT NOTE: All costs related to the submission of this RFI and the subsequent RFP must be assumed by the submitting agency. No expenses will be reimbursed.

Information Due: Time, Date

Questions Regarding RFI: All inquiries concerning this RFI should be submitted by TIME, DATE to EMAIL ADDRESS using the subject line, "RFI INQUIRY."

<u>ACTION REQUIRED</u>: Please return the following information via e-mail to CONTACT EMAIL ADDRESS using the subject line, "PUBLIC RELATIONS RFI."

- Name of firm
- Address
- Contact person
- Title
- Telephone #
- Email address
- Website URL
- List of clients (name only) that your agency has served in YOUR INDUSTRY/VERTICAL MARKETS
- Conflict of interest (prospective agencies are asked to certify that they have no conflicts of interest in serving COMPANY). Principal competitors are: LIST YOUR COMPETITORS HERE.

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- **(If multiple markets need to be served)** Locations where your agency has offices, partners and/or affiliates)
- Three one-paragraph success stories (not more than 150 words each), overviewing how you helped clients achieve the following objectives: LIST NO MORE THAN THREE OBJECTIVES YOU HOPED TO ACCOMPLISH
- A 100-word explanation of why your agency is a good fit for our company.

Digital PR Best Practices: Please provide one paragraph (not more than 250 words) about how you integrate and leverage the following digital PR best practices:

- ✓ Keyword research to optimize content and how it improved organic search results for targeted keywords related to your client's news.
- ✓ Digital influencer research that identified persons who may not be traditional journalists who have a large following online. Describe how you do this research and the impact it's had on client success.
- ✓ Describe how you use social media to promote client news and how it complements traditional media outreach

- The proliferation of digital media channels requires a consistent and relevant strategic positioning to succeed across channels. In 250 words or less, describe your strategic message process to help define your client's strategic differentiation.
- Three one-paragraph success stories (not more than 250 words each), overviewing how you helped clients achieve the following objectives using the techniques outlined in the previous paragraphs:
    - LIST NO MORE THAN THREE OBJECTIVES YOU HOPED TO ACCOMPLISH THAT ARE MOST RELEVANT TO YOU.
- A 150-word explanation of why your agency is a good fit for our company.

All agencies that wish to be considered for the RFP process should return this complete information no later than TIME, DATE. The two finalists will be notified of their selection no later than DATE, and will have four weeks to prepare a proposal, which will be presented in person at our headquarters in CITY, STATE.

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