



International Management District

Request for Proposal - Digital Marketing Services

RFP Issue Date: February 25, 2019

RFP Due Date: March 11, 2019 - 5:00 p.m.

International Management District – Request for Digital Marketing Services

INTRODUCTION

The International Management District (IMD) is seeking responses to a Request for Proposals from firms or individuals that have an expertise in providing digital marketing services.

About the District

The District is empowered to undertake projects and programs that are consistent with their adopted Service, Improvement and Assessment Plan. The plan includes the ability to fund projects and programs related to Public Safety, Mobility and Transportation, Environmental and Urban Design and Business and Economic Development. In its leadership role the District is instrumental in forging alliances between businesses and the community (residents and visitors); partnering with businesses and strategic partners in collaborative ventures; and in encouraging entrepreneurship.

Intent

The District desires seeking the services of a qualified firm or individuals with substantial experience in development and implementation of digital marketing services ***defined as daily/weekly posts via the District Facebook and Twitter Feeds, boosts and ads as needed for campaigns, and the creation of two feature articles per month on the work of the district, area businesses, or community partners.*** The firm/individuals selected will:

1. Work with the Marketing Director on messaging and brand consistency, and
2. Make budgetary recommendations in support of the services to be provided.

Proposal Guidelines

In order to provide each firm an equal opportunity for consideration, adherence to a standardized proposal format is requested. Completed proposals submitted must contain the following elements, organized into separate headings or sections, as listed below:

1. **Professional experience** – including examples of previous work done for clients.
2. **Work proposal and plan** – identify generally (a range is acceptable) how many posts, boosts, ads and articles will be created each month as a part of the fees proposed. Include a summary of who will be assigned to work with the Marketing Director and any other relevant information you would like the team to consider.
3. **Price Proposal** – include a detailed, itemized price list for services. **Note: the District is tax-exempt.**
4. **References** – 3 references from persons or companies that your firm has created plans for and their complete contact information.

Project schedule and task completion date

RFPs Returned: Monday, March 11, 2019
Selection: NLT Thursday, March 14, 2019
Board Approval: Thursday, March 28, 2019
Contract start date: April 1, 2019

Proposal Submission

Delivery and quantity of submissions

Vendors are required to submit an electronic copy of the proposal via email to Gretchen Larson, GLarson@IMDHouston.org.

Closing date and time

All submissions must be submitted by **Monday, March 11, 2019 at 5:00 pm**. Submissions received later than the specified closing time may be rejected at the sole discretion of the District.

Questions and inquiries

Questions concerning this RFP are to be directed by email to: The Director of Marketing, Gretchen Larson at GLarson@IMDHouston.org. **Questions regarding this RFP must not be directed to the board members of the District.**

Clarification requests will **not** be accepted by telephone. All responses to clarification requests will be provided to all requestors in writing by email. Questions pertaining to this RFP must be received no later than 72 hours prior to closing.

Agreement and Terms

The successful company shall be required to complete a two-party standard form of agreement. Contractor shall begin work on April 1, 2019 and all services agreements of the District are subject to 30 days termination in writing by either party.

Limitation of Liability

The District shall not be liable for any expenses respondents incur in connection with providing a response to this solicitation or for any costs, fees or lost or forgone profits of unsuccessful submittals.