

[LOGO]

Company name  
Address  
Telephone number  
Website

Queries and submissions must be sent to: EMAIL

Issue date: DATE

Closing date and time: DATE AND TIME

Request for proposal

Brand name

# Services being asked for

# Background

This section should give agencies all the information they need to know about your company, so that they can decide if you are both a good fit for each other.

* When the company was founded and why
* What products/ services do you sell
* Any USPs that differentiate you from competitors
* Company mission and values.

## Strengths and challenges

Include any company strengths you want to capitalize on, as this can influence the proposed strategy*.* It is also important to note any challenges as some agencies may not be equipped to deal, or prefer to work, with possible problems.

Examples of strengths include awards and certifications, large market share, exclusive offerings, brand partnerships.

Examples of challenges include technical issues, limited development resources, low conversion rates, limited brand awareness.

## International presence

In this section, provide an overview of your brand’s international presence including:

* Which markets you currently operate in
* The site structure and domain of localized sites
* Any market specific KPIs and goals
* Any international expansion plans.

## Target audience

Provide qualitative and quantitative information on who your current and ideal target audiences are. Give as much detail as possible, including audience personas, customer journey maps, demographics, interests and hobbies, purchase behavior.

## Business goals

In this section, you should outline your wider business goals and what you want to achieve from your marketing activity over the next 12 months. Examples of business goals include increased revenue, increased market share, higher customer retention levels.

# Scope of work

This section should contain all the information required to allow agencies to know exactly what you want.

Outline the services required and what you are hoping to achieve with the project, in priority order.

## Service 1 required

### Service 1 scope

### Service 1 considerations

### Service 1 KPIs and goals

## Service 2 required

### Service 2 scope

### Service 2 considerations

### Service 2 KPIs and goals

## Service 3 etc.

## What are you looking for in an agency?

This section should be as specific as possible.

Examples include team size, accreditations, tools used, values, etc.

## Timeline and budget

Schedule including when RFPs sent out, when proposals are due, selection dates, presentation dates, announcement dates, start dates.

RFP issued: date

Proposals due: date

Selection announced: date

Presentations: date

Agency selected: date

Work starts: date

Include submission guidelines, how to ask questions, acknowledgment of RFP deadline, etc.

# Current activity

## Current marketing strategy

## KPIs and success metrics used

## Tools, tech, software

## Analytics data

## Stakeholders

### Project lead/ key point of contact

Name:

Job title:

Responsibilities:

Contact details:

### Core team

Name:

Job title:

Responsibilities:

Contact details:

Name:

Job title:

Responsibilities:

Contact details:

### Extended stakeholders

Name:

Job title:

Responsibilities:

Contact details:

# Digital agency service requirements

In this section, outline each service you require and what you are hoping to achieve from each channel. Include any account restrictions, budgets, objectives and KPIs.

# Scoring/ evaluation

Detail any scoring or weighting systems that will be used to evaluate the RFP.

# Questions

Any questions that allow you to assess suitability of the vendor.

# Submission requirements

This section should outline any required information the agency needs to include but does not have a specific question assigned within the RFP – for example, case studies.

# Agency credentials

Use this section to ask any questions you have on the agency’s credentials, such as client retention rate or annual turnover e.g.:

## How many clients do you currently have and how does this compare to last year?

## What is your overall client retention rate and how does this compare to last year?

## What is your annual turnover and net profit?

# Data protection

Use this section to ask any questions you have regarding the handling and processing of data e.g.:

## What processes do you have in place to ensure that our data will remain secure?

## Do you have a recovery program in place? If so, please provide details

# The team

Use this section to ask any questions you have about the agency account team e.g.:

## Please outline your proposed account team structure

## What is your team size and staff turnover

## What is your approach to training staff

# Servicing

Use this section to ask any questions you have regarding the onboarding process, service level agreement, and project management e.g.:

## Outside of the proposed day to day activity, what additional value can your agency add to our business?

## How do you intend to go above and beyond to help us reach our goals? Please provide case studies and examples

## What is the process in place to get campaigns and activity live once contracts are signed?

## Please outline your project management and service levels

## What frequency of reporting and meetings do you propose

Use this section to ask any channel specific questions you have, including their general approach to XX, any tools used, how they measure success and servicing as well as specific questions regarding how they will service your account.

# Pricing

Use this section to ask any questions you have on the proposed pricing e.g.:

## Please provide details of the pricing for all proposed service lines

## Please provide details of the contract length and any associated break clauses

## How will our paid media budget be spent? Please provide a breakdown of what goes to media, technology, tracking and fees

# Tools and tech

Use this section to ask any questions you have regarding the tools and technology the agency will use to manage the account e.g.:

## What tools and software does your agency use to manage and report on accounts?

## Do you have in-house development resources or access to bespoke solutions?

## Do you use the Google Marketing Platform? What are the main differentiators to Google’s free products?

## What support can you offer with the implementation and service of GMP?

# Digital strategy and integration

Use this section to ask any questions you have regarding how the agency approaches multi-channel marketing, data science and digital strategy e.g.:

## Please outline your approach to creating strategies for each of the proposed channels you are applying for

## What is your approach to creating an integrated multi-channel strategy?

## What are the core aspects of your approach to SEO and PPC as an integrated search strategy?

## How would you combine different sets of keywords to create an integrated search strategy?

## How will you ensure that the strategy you propose is in line with our overall business objectives?

## How do you measure and report on attribution?

## What reporting tool would you use to report on attribution modeling and cross device targeting?

## How would you use Google Analytics to provide further insights into our activity?

## What data do you need from us in order to build an effective digital strategy?

## How will you support our goal of aligning paid and organic strategies?

# International

Use this section to ask any questions you have regarding the agency’s experience and ability to scale campaigns internationally e.g.:

## We have plans to expand internationally. How can you help us with this?

## How do you service international accounts and campaigns?

## How does your strategy differ on international campaigns?

## Please outline your ability to support multiple language and cultural translations for international campaigns

# SEO

Use this section to ask any questions you have about the agency’s approach to SEO and how they plan and manage SEO accounts e.g.:

## What is your approach to SEO?

## What makes your approach to SEO stand out from other agencies?

## How would you audit [www.site.com] from an SEO point of view?

## What is your approach to technical SEO?

## What is your approach to SEO strategy?

## What is the SEO team structure?

## How do you measure and report on SEO campaigns?

## What tools and software do you use for SEO accounts?

## Please outline your SEO strategy process

# Content and online PR

Use this section to ask any questions you have on how the agency will handle any content and online PR campaigns e.g.:

## What is your approach to content marketing and online PR for SEO objectives?

## What makes your approach to content and online PR for SEO objectives stand out from other agencies?

## What tools and software do you use to manage content and online PR and how do these benefit the account?

## What measures do you have in place to ensure collaboration with our internal PR team and avoid campaigns crossing over?

## How do you measure and report on content and online PR for SEO objectives?

# PPC

Use this section to ask any questions you have regarding how the agency handles PPC accounts e.g.:

## What is your approach to PPC?

## What makes your approach to PPC stand out from other agencies?

## What is the PPC team structure?

## What tools and software do you use to manage PPC and how do these benefit the account?

## What quality control processes do you have in place to ensure things don’t go wrong?

## What approach do you take to localizing a PPC strategy for other markets?

## How do you attribute and track the value of PPC as part of the overall marketing strategy?

## How do you report on media spend and platform agency fees?

## Please demonstrate your understanding of the impact of paid media on consumer behaviour and how it drives engagement through to acquisition and retention

## Please outline your experience and understanding of managing digital advertising and paid media campaigns

## What is your approach to localizing a PPC strategy for other markets

# Programmatic/ Display

Use this section to ask any questions you have about how the agency manages programmatic campaigns e.g.:

## What is your approach to programmatic?

## What makes your approach to programmatic stand out from other agencies?

## What tools and software do you use to manage programmatic and how do they benefit the account?

## What quality control processes do you have in place to ensure things don’t go wrong?

## How do you attribute and track the value of programmatic as part of the overall marketing strategy?

## How do you measure and report on programmatic campaigns?

## How do you report on media spend and platform agency fees?

## Please outline your approach for setting up a strategy which utilizes prospecting to drive leads up the funnel and retargeting to convert leads into sales

## What data will you use to inform display targeting

# Paid Social

Use this section to ask any questions you have on how the agency approaches paid social activity e.g.:

## What is your approach to paid social?

## What makes your approach to paid social stand out from other agencies?

## What tools and software do you use to manage paid social and how do these benefit the account?

## How do you attribute and track the value of paid social as part of the overall marketing strategy?

## How do you measure ROI on paid social?

## Please outline how you plan to reduce CPA for our paid social campaigns

## Please outline your ability to support multiple language and cultural translations for international paid social campaigns

# Social media

Use this section to ask any questions you have about how the agency plans and manages social media activity e.g.:

## What is your approach to social media?

## What makes your approach to social media stand out from other agencies?

## What tools and software do you use to manage social media and how do these benefit the account?

## How do you integrate social media with the overall marketing strategy?

## How do you measure and report on social media campaigns?

# CRO

Use this section to ask any questions you regarding the agency’s approach to CRO e.g.:

## What is your approach to CRO?

## What makes your approach to CRO stand out from other agencies?

## What tools and software do you use to manage CRO and how do these benefit the account?

## How do you measure and report on CRO?