

Request for Proposal
Social Media Development and Management
The Outer Banks of North Carolina®
June 9, 2016

PURPOSE – GENERAL SCOPE OF PROJECT

The Outer Banks Visitors Bureau is interested in contracting with a qualified vendor to provide social media development and management including: social media planning and strategy, daily maintenance/postings, creative, social events, paid social advertising, and analytics/measurement.

The Visitors Bureau is not interested in other online services at this time, such as, media planning and placement or online advertising design.

A. BASIC COMPANY INFORMATION REQUESTED

- a. Business Basics: physical address, years in operation, size of staff, billings
- b. Please provide bios and qualifications for key staff that would have involvement on this project. Please include how long these individuals have been with your company.
- c. If you are not located on the Outer Banks, how do you typically work with clients located in different cities, particularly in terms of account management?
- d. How long have you been providing social media marketing services for clients? Who was your first client with social media marketing in the scope and when did that work begin?
- e. How many of your agency staff are 100% dedicated to social media marketing?
- f. List your active clients for whom you provide only social media marketing services. Do not list clients for whom you provide social media marketing as part of a larger scope.
- g. List initiatives that allow your agency to stay at the forefront of technology and emerging social media. Please explain how this knowledge and thought leadership is passed on to us.
- h. Describe your company's previous travel industry experience; if none, describe your qualifications and most relevant experience.
- i. Please provide a budget range for the services and scope of services outlined, understanding that cost estimates will become more precise with client interaction.
- j. Please provide references.

B. Philosophy

- a. Please describe your agency's philosophy and approach to Social Media Marketing.
- b. Tell us what you think it takes to succeed in social marketing?

C. Strategy

- a. Please discuss your agency's POV on the three biggest challenges advertisers/marketers face in the digital marketing space and how your agency is equipped to meet these challenges.
- b. How do you mix paid and earned in a unique way to further your social goals?
- c. Do you have examples of partnerships with existing social media teams? How do you work to team with and extend an existing, experienced social media team? How would your process integrate with the Bureau's in-house staff?
- d. Present a critique of a campaign including creative examples that your firm developed and executed that you feel is a good example of your firm's capabilities.
- e. Present a critique of a campaign including creative examples that your firm developed and executed that you feel is perhaps less than stellar and explain what you would do differently today.

D. Community Management

- a. How does your agency approach the development of content (video, mobile, branded content, gaming, etc.) and how does that approach vary, if at all, for a client in a different market?
- b. What are the capabilities of the agency's community management practices, and effective media placement strategies?

E. Monitoring

- a. Explain what tools your agency has available for social media monitoring, reporting and analysis.
- b. How do you work with clients on tracking their ROI and analytics results?

ABOUT US

The Outer Banks Visitors Bureau, a public authority, is the lead marketing and promotional agency for Dare County's Outer Banks and is funded by a countywide 1% occupancy tax and 1% prepared meals tax.

The Tourism Board and Visitors Bureau envision a premier travel destination and year-round tourism economy that enhances the quality of life for visitors and residents while celebrating and sustaining the Outer Banks' vibrant natural, historic, and cultural offerings.

The Visitors Bureau's marketing efforts are largely directed at non-peak season visitation; however, the vast majority of the Outer Banks' business (and web traffic) occurs during the summer season (June, July and August). Other important marketing considerations are as follows:

- 80% of our occupancy collections come from vacation rental homes.
- (Dare County's) Outer Banks include three National Park Service sites: Wright Brothers National Memorial, Fort Raleigh National Historic Site, and Cape Hatteras National Seashore.
- 80% of the Outer Banks cannot be developed because it is water, NPS property, National Wildlife Refuge or State Park land.
- The Outer Banks enjoys higher than 60% repeat visitation and consistently high satisfaction scores across age demos.
- The Visitors Bureau's social audiences have grown significantly in recent years and are in excess of 750,000 people.
- In general, the followers of the Outer Banks, like the visitors to the Outer Banks, are an extremely loyal and passionate group who identify strongly with the place.

RFP TIMING

RFP Issued	June 9, 2016
Proposals received/deadline for response	July 8, 2016
Finalists selected	July 22, 2016
Finalists' interviews, if needed	Early August, 2016
Company selected	Mid August, 2016

This is an intended timeline; actual timing may vary. The Visitors Bureau reserves the right to rebid the project, forego the project, or select a company without interviewing finalists.

Please provide 3 printed copies of your submission. These should be mailed to the Outer Banks Visitors Bureau
c/o Amy Wood
One Visitors Center Circle
Manteo, NC 27954

Digital submissions may also be sent to Amy Wood, at Wood@OuterBanks.org. Please note proposal submissions are due by 5 p.m. EST on July 8, 2016. Proposals received after this date will not be considered.

Thank you for your consideration.