

MMS Strategies
520 Capitol Mall
Suite 280
Sacramento, CA 95864

November 28, 2023

Subject: Request for Proposal (RFP) - Social Media Marketing Services

R Street Partnership (RSSP) is seeking a qualified and experienced social media marketing agency or freelancer to collaborate on enhancing our online presence, engaging with our target audience, and driving brand awareness. We invite you or your company to submit a proposal in response to this Request for Proposal (RFP).

I. Project Overview

RSSP is a non-profit organization that was established to improve the R and S Street Corridors. We are looking to strengthen our social media presence across various platforms, including but not limited to Facebook and Instagram. The primary goals of this social media marketing initiative include:

1. Increasing brand visibility and awareness.
2. Driving engagement and interaction with our target audience.
3. Showcase businesses and services to drive foot traffic and online purchases.
4. Monitoring and analyzing social media performance metrics.

II. Scope of Work

The selected social media marketing agency will be responsible for, but not limited to, the following:

1. Developing a comprehensive social media strategy aligned with RSSP business objectives.
2. Creating and curating engaging, and shareable content tailored for each social media platform. Minimum 1-2 posts per week.
3. Find area influencers, media outlets and other opportunities to amplify the messaging by targeting posts towards them.
4. Quarterly Media Spotlights – More in-depth posts focusing on new businesses, events or to share a larger message about the district.
5. Implementing social media contests, giveaways, and other engagement activities.
6. Monitoring social media channels for brand mentions and responding to inquiries or comments and/or reposting.
7. Tenant/Business Relations – Stay up to date on tenant happenings to highlight all business equally.
8. Conducting regular analytics and reporting on key performance indicators (KPIs) to be provided prior to the first Wednesday of the month.
9. Staying updated on industry trends and emerging social media platforms.
10. Average 20 -30 hours per month

III. Proposal Submission

Interested parties should submit a detailed proposal that includes the following:

1. Overview of the agency, including relevant experience and success stories.
2. Proposed social media strategy, including target audience analysis and content calendar.
3. Breakdown of services and deliverables, including frequency and types of reports.
4. Proposed timeline for the execution of the social media marketing plan.
5. Budget estimate, including any potential additional costs.

IV. Proposal Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Experience and expertise in social media marketing.
2. Creativity and innovation in developing engaging content.
3. Effectiveness of proposed strategy in achieving stated objectives.
4. Budget feasibility and transparency.
5. References from previous clients.

V. Submission Deadline

All proposals must be submitted by December 21, 2023, via email to ask@mmsstrategies.com.

VI. Contact Information

Sincerely,

MMS Strategies
ask@mmsstrategies.com