

## **Request For Proposals: Digital Marketing Assistance Program**

July 27, 2020

### **REQUEST FOR PROPOSALS**

The Georgetown Business Improvement District (BID) is seeking proposals from experienced firms/professionals to provide website, digital marketing, e-commerce, and/or social media services to BID members who need a strong online presence to survive the impacts of the COVID-19 pandemic to brick-and-mortar business.

### **ABOUT THE GEORGETOWN BID**

The Georgetown BID is a 501(c)(6) organization chartered by the District of Columbia 1999, and is the fourth largest BID in the Washington metropolitan region. Its 1,000+ members include all owners of commercial property within the BID boundaries and their tenants, such as restaurants, hotels, retail and service establishments, as well as corporations and their employees working in office buildings. The mission of the BID in serving its members and the community is in making and keeping Georgetown a world-class neighborhood that is safe, clean, accessible and top-of-mind. The BID's program areas include streetscape, street services, public safety, marketing, economic development, transportation, and public space management.

### **GOAL OF PROGRAM**

Many Georgetown businesses do not have websites, e-commerce integration, or expertise in digital marketing, and many others need assistance improving their existing website or digital marketing efforts. The world has quickly changed due to COVID-19, and it is even more important for our businesses to adapt to this new normal and reach their customers digitally. Our goal is to provide Georgetown businesses with assistance to create or enhance their digital presence so they can survive the COVID-19 pandemic and adapt to the changing retail landscape.

### **SCOPE OF WORK**

Businesses will require a range of assistance and expertise. The following represents the types of assistance businesses may require and that we anticipate offering through this technical assistance program. Through this program, the Georgetown BID will pay for a designated amount of services for each business, and the business may choose to procure additional services directly from the firm at its sole cost and discretion. Firms that respond to this RFP should demonstrate their ability to offer some or all of these services.

- Individual Consultations with Businesses
  - Advise on website platforms, UX design, SEO, content strategy, etc.
  - Advise on e-commerce platform integration and best practices
  - Advise on social media best practices, content strategy, and digital marketing/advertising
- Design and development work for individual businesses to include any of the above
- Webinars to address common questions and broad areas of need for groups of members

## **PROPOSAL REQUIREMENTS**

Proposals must include the following items by the proposal due date. Please keep proposals as short as possible to allow for a quick evaluation process.

- One page cover letter stating the proposer's understanding of the work to be performed and why they believe they are well suited
- Qualifications and related experience of staff assigned to project
- Demonstrated experience and expertise in SEO, and website platforms including Squarespace
- Demonstrated experience and understanding of available e-commerce platforms, including Shopify, and e-commerce website integration
- Demonstrated expertise with online order fulfillment, shipping, and inventory management
- Demonstrated expertise with digital marketing and social media, including Instagram, Facebook, and Google Ads
- A representative listing of current clients that we may use as references

## **BILLING AND FEES**

The proposer should provide a fee proposal. This can take the form of an hourly rate sheet with a not-to-exceed contract amount, a monthly retainer, or other suitable format that will provide the BID with a sense of cost, given the uncertainty of how many businesses will seek consultations and design/development work, and to what extent. Invoices will be paid on a monthly basis. Any adjustments to monthly cost cap would have to be pre-approved by the BID.

## **EVALUATION**

When evaluating the proposals, we will use the following factors (in no particular order):

- Qualifications and experience of proposer working with small businesses
- Demonstrated current capability to perform the kind of work requested
- References for the individuals who will be assigned to this project

During the short evaluation process, the BID may request additional information or clarifications from proposers. The most qualified proposer(s) may be interviewed by video conference. There is no expressed or implied obligation for the BID to reimburse responding firms and individuals for any expenses incurred in preparing proposals in response to this request. The BID, in its sole discretion, reserves the right to select one, several, or none, of the firms that respond to this RFP.

As a courtesy, we would appreciate a response even if you decline to submit a proposal.

## **SUBMISSION**

Proposals are due by 11:59 pm on Wednesday, August 5, 2020. Proposals should be submitted via email to [lboston@georgetowndc.com](mailto:lboston@georgetowndc.com) with the subject line "Digital Marketing Technical Assistance RFP."

Questions about this RFP should be directed to Lauren Boston, Georgetown BID Communications Director, at [lboston@georgetowndc.com](mailto:lboston@georgetowndc.com).