

VISITHATTIESBURG REQUEST FOR BIDS: EMAIL MARKETING PLATFORM

Tourism Industry Recovery, II



Proposals are due on or before 5:00 p.m. CST on WEDNESDAY, JAN. 24, 2024.

OVERVIEW

VisitHATTIESBURG is seeking bids for an email and newsletter marketing tool to assist with its internal marketing efforts.

SCOPE OF SERVICES

The selected agency will provide VisitHATTIESBURG with:

- Marketing CRM
 - Ability to create customer profiles and target using segments.
 - Ability to create segments through tracking engagement.
 - Ability to hold approximately 12,000 contacts.
- Creating and editing emails
 - Drag and drop campaign builder capabilities with the ability to customize HTML in blocks.
 - Ability to create and send surveys through the platform.
 - AI-assisted writing.
 - Scheduled email sends and time optimization.
 - Ability to put dynamic content into email campaigns.
- Automation and personalization
 - Automatically send a welcome email.
 - Both automated and customizable paths.
- Delivery
 - Multi-channel marketing across email, SMS.
 - Increase deliverability by detecting suspicious activity, fake subscribers, bots.
- Reporting and analytics
 - A/B testing.
 - Detailed, real-time reporting and analytics.
 - Clicks, opens, bounces, and opt-out information.
 - Ability to track user interaction through an engagement heatmap.
- Accessible customer support.
 - Onboarding, best practices, and dashboard set-up should be included with the initial contract.

BILLING

VisitHATTIESBURG limits invoicing to once per year. Each invoice should be on letterhead from the selected agency. Funding will come from federal ARPA dollars for Mississippi Tourism Recovery, II.

SUBMITTAL REQUIREMENTS & DELIVERABLES

Your response to this RFQ must include the following components, in this order and labeled accordingly:

- A. Statement of Qualifications** – Provide a written statement of your firm’s ability to meet the Scope of Work.
- B. Tourism Experience** – Detail your involvement in the tourism sector, particularly with DMO clients and industry affiliations.
- C. Organization, Ownership, and Management**
 - 1. Entity details and all trade names.
 - 2. Name of the organization’s principal officers and other owners.
- D. Organization’s Structure and Experience**
 - 1. An organizational chart.
 - 2. Brief history of the company, especially as it relates to work in the tourism sector.
- E. Project Approach / Methodology** – Provide a short narrative describing agency’s approach/methodology to media monitoring.
- G. References** – Three current account references with contact names, email, and phone numbers.
- H. Conflict(s) of Interest** – Declare and provide details of any actual, potential, or perceived conflict(s) of interest. If there are none, clearly state this in the proposal.
- I. Budget** – Provide the agency’s annual fee and any opportunities to customize VisitHATTIESBURG’s subscription. If there is a multi-year discount, please note that here.

EVALUATION & SELECTION

VisitHATTIESBURG will establish a committee to evaluate and rate all proposals.

SELECTION PROCESS

Proposals meeting all requirements will be evaluated by a committee and ranked based on the following criteria.

- Qualifications to Deliver Scope of Services [70%]
 - Marketing CRM
 - Creating and editing emails
 - Automation and personalization
 - Delivery
 - Reporting and analytics
 - Accessible customer support.
- Cost of Services [15%]
- References from Past Clients [15%]

VisitHATTIESBURG will notify the winning proposer and all other proposers who were not selected. VisitHATTIESBURG's evaluations of proposals are confidential and as such, VisitHATTIESBURG is unable to respond to any questions and/or requests for information as to why a company was not selected.

After awarding the contract, the schedule will include a period of collaboration between VisitHATTIESBURG and the selected agency to better define, elaborate upon, and update the agency's final Scope of Work.

DELIVERY REQUIREMENTS

All proposals should include a clear, concise narrative. Proposal format is open to presentation style but must include the aforementioned items. Links to work samples may be included, if needed, for size limitations. Submissions must be provided **electronically in PDF format** and sent to Paige Robertson, Director of Communication and Digital Strategies, at menglese@visithburg.org with the **subject: "BID: Email Marketing Tool"** **by Wednesday, Jan. 24, 2024, at 5:00 p.m. CST.**

Submittals received in any manner not specifically set forth above will not be accepted. Submittals received after the deadline will not be considered. It is the responsibility of the respondent to ensure that the submittal is received by the specified deadline. The delivery date and time will be recorded upon receipt.

QUESTIONS

Email questions to Maddie Englese at menglese@visithburg.org. No phone calls, please.