

Project Name Agency Request for Proposal

This agency RFP template was created by [Slam Media Lab](#), an award-winning marketing & creative agency on a mission to help organizations shape the future for good.

Additional resources:

- [Walk-through video](#)

If you have any questions, or would like to send us your RFP, reach out to hello@slammedialab.com.

Project Summary + About the Company

Include the basics: who are you, what you're looking for, history, what do you care about, and add as much context as possible.

Example:

Overview

XXX is an award-winning marketing company helping mission-driven brands get more customers through our influencer marketing platform. We encompass various fields ranging from health, education, climate to immigration, tech, and venture capital. Our HQ is in San Francisco, and we're a global team ready to help companies grow.

The organization seeks to rebrand its image and website to better communicate our mission to build a community of leaders committed to celebrating neurodiversity and mobilizing for disability justice. The new brand design and website should be accessible, user-friendly, and visually appealing

Context

- Our preferred platforms would be Webflow. We do not like WordPress, WooCommerce, or Wix's clunky backend. We are open to other affordable platforms.
- We do not have any design concepts yet, but we want something with a heavy visual impact on the front page ("WOW" factor), such as a full-screen video.

- We will provide all files, images, a product CSV/spreadsheet, and marketing plans.
- We will need built-in SEO and keywords.
- We don't want to be on a retainer. We want a fixed rate.

Point of Contact

- Name, Title, Email

Customers & Audience

Who do you serve? Do you have data on them? What do they care about? Where do they live? What do they like? Do you have competitors who share the same audience?

Primary Audience:

- Prospective Customers: K-12 district and school administrators decision makers

Secondary Audience:

- Prospective and current donors
- Current clients (K-12 educators, students, administrators)
- Community influencers, parents, school boards, elected officials, community leaders

We will share Google Analytics access once we onboard.

Scope of Work + Deliverables

Include what the work entails (features, responsibilities) and what are the final deliverables.

The selected vendor will be responsible for the following tasks:

- Conduct a thorough analysis of the current brand identity, website, social media, and marketing materials of the COMPANY, including strengths, weaknesses, opportunities, and threats
- Develop a new brand strategy that reflects the COMPANY's vision, mission, values, and key messages, and aligns with the best practices of branding in the non-profit sector
- Create a new brand identity, including a new logo, color scheme, typography, and imagery, that represents the COMPANY's identity, values, and services, and is consistent across all channels
- Design and develop a new website that is responsive, accessible, and easy to navigate, and includes the following features: home page, about us page, services page, resources

page, events page, blog page, contact us page, and donation page. The website should be built on a content management system (CMS) that allows for easy updates and integration with social media and analytics tools.

- Develop a marketing strategy that includes a clear value proposition, content strategy, social media strategy, and metrics for success.

Issues to Resolve

- Slow site
- Too complex sitemap, want to simplify
- Brand that stands out from competitors
- Using a better CMS to make edits

Deliverables

- 10-12 page website. Potential sitemap includes:
 - Home, About,....
- SEO keyword research on all pages including metatags
- Migration from WordPress
- New logo, color pairing and fonts
- Brand guidelines for new brand
- Marketing collateral including: social graphics, presentation template, letterhead, business cards

Features

- Product filters
- International translator
- Sales appointment scheduler
- Login/membership feature
- Calculator
- Universal search
- Donation software integration
- CRM integration to [Tools]

Expertise & Experience Required

What do you want this agency to have?

- Experience designing brands and products with a focus on XXX

- Agency must be based in San Francisco
- Experience in working with diverse communities and promoting diversity, equity, and inclusion (DEI) principles in branding and marketing
- A strong portfolio of branding and website design projects, with examples of accessible and user-centered design
- Knowledge of the latest trends and best practices in branding, website design, content strategy, social media, and email marketing
- Ability to work within a tight timeline and budget, without compromising quality and accuracy
- Experience designing brands and products for AUDIENCE (preferred)
- Experience working within fast-paced, iterative design timelines (preferred)
- Experience getting and applying feedback from AUDIENCE (preferred)

Timeline

Looking to start and complete this work by:

- RFP Released: March 1, 2023
- End of RFP submission: March 31, 2023
- Interviews: April 1 – 10, 2023
- Final Decision: April 15, 2023
- References: April 16 – 23, 2023
- Partner Selection: April 25, 2023
- Project Kick-off: May 10, 2023
- Project Wrap-up: November 10, 2023

Budget

Include a range or share the exact amount. Example below:

\$50k max for all deliverables above

- Anticipate max expenses for brand work: \$25k
 - Anticipate max expenses on website: \$25k

Creative References

Include references and examples of websites, brands, content you love and dislike. Share why.

Inspirational Websites We Like:

- XXXX—high visual impact
- XXXXX—high visual impact and translation feature is spot on
- XXXXXX—compare products feature
- XXXXX—Wow factor on featured products and home pages

How to Submit

Include how they should submit the RFP. Some options include:

- *Send us an email to xxx@email.com with the subject line “RFP for XX - Agency Name”*
- *Submit your RFP to this form*
- *Make sure to send it as a PDP*

Slam Media Lab is an award-winning digital agency hyper-focused on SEO, web design, content marketing, and brand design. We help impact organizations shaping the future win online through conversion-driven design.

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