

Request for Proposal (RFP) Guide

Thank you for considering ID Digital Agency for your upcoming project! To ensure a comprehensive understanding of your needs and expectations, we've put together this Request for Proposal (RFP) guide. Please provide the following information to help us tailor our services to your specific requirements:

Please ensure you copy or download this guide before filling it out. Submit your link to ID Digital Agency through our website, or email ask@iddigital.com.au.

1. Contact Information:

Your company name, address, website, and key contact person.

Contact details including email address and phone number.

2. Project Overview:

A brief description of your project, including its goals, objectives, and desired outcomes.

The scope of work you're looking to accomplish through our services.

3. Services Required:

Please indicate which of our services you're interested in (select all that apply):

- ☐ Strategy (Brand, Digital, Marketing, Strategy)
- ☐ Creative (Brand Design, Web UX/UI, App UX/UI, Digital Marketing, Content Creation)
- ☐ Code (Websites & Microsites, Web & Mobile Apps, Web Portals, Ecommerce & POS, Platforms & Integrations, Hosting & Security)
- ☐ Marketing
- ☐ Digital Ecosystem Solutions

Or provide more details below

4. Specific Requirements:

Provide detailed specifications for each service you're interested in.

Any unique challenges, features, or functionalities you require.

5. Target Audience:

Who is your target audience or customer base?

Any insights into their preferences, behaviours, and demographics.

6. Branding and Design:

If applicable, provide branding guidelines, existing design assets, or preferences for visual style.

7. Timeline:

Desired project start date and expected completion date.

Any critical milestones or deadlines.

8. Budget:

An estimated budget range for the project. This will help us align our proposal with your expectations.

- ☐ \$5K - 10K
- ☐ \$10K - 40K
- ☐ \$40K - 90K
- ☐ \$90K - 200K
- ☐ \$200K+

Or provide more details below

9. Previous Experience:

Have you worked with a digital agency before? If yes, please share your experience.

Any case studies, successful projects, or challenges faced in the past.

10. Communication Preferences:

How would you prefer to communicate throughout the project? (Email, phone, video calls, etc.)

11. Additional Information:

Any other relevant information, preferences, or requirements you'd like us to know.

Submission Process:

Please send your completed RFP to [Email Address] by [Submission Deadline]. Our team will review your proposal and respond within [Response Timeframe] with any clarifications or further questions. We appreciate your interest in ID Digital Agency and look forward to the opportunity to collaborate on your project!

If you have any questions or need assistance while filling out the RFP, please don't hesitate to contact us at [Contact Information]. We're excited to learn more about your project and how we can contribute to its success.

