

LAKE LAND COLLEGE

LAKE LAND COLLEGE
5001 LAKE LAND BLVD.
MATTOON, IL 61938
LAKELANDCOLLEGE.EDU

REQUEST FOR PROPOSALS
FOR
COMPREHENSIVE DIGITAL MARKETING SERVICES

PROPOSALS DUE: APRIL 25, 2019

LAKE LAND COLLEGE COMPREHENSIVE DIGITAL MARKETING SERVICES RFP

OVERVIEW

1. Lake Land College implements a comprehensive digital marketing campaign throughout the fiscal year, July 1, 2019 – June 30, 2020. Target audiences include traditional high school students, adults returning to school, parents and the community. Advertising goals range from generating leads and driving registration to branding.
2. Lake Land College seeks Bids from qualified Vendors to provide comprehensive digital advertising, monitoring and reporting services.
3. The purpose of these specifications is to establish a tiered list of required marketing services needed to execute the college's marketing plan.
4. Vendors shall submit bids that indicate minimum pricing and requirements for the provided list of services. Any additional costs not requested in the bid document must be specified. There shall be no hidden costs.
5. Bidders shall provide documentation in sufficient detail for Owner to compare their Bid to Bids by other Prospective Vendors.
6. If a Prospective Vendor is unable to comply with any of the following specifications, the Prospective Vendor shall submit in writing the reason for noncompliance. Noncompliance with any specification is grounds for rejection of the entire Bid. The Owner reserves the right to reject any Bid which does not meet these specifications.

SUBMITTALS

1. Campaign Result Examples
 - a. Vendor shall submit two examples of successful comprehensive digital marketing campaigns from current or past customers. Higher Education parties are preferred.
 - b. Examples should include a list of services, results of the campaign and any adjustments that were made throughout the campaign.
2. Contact information for two references, preferably higher education institutions.
3. Samples of creative services
4. Samples of reports including, but not limited to:
 - a. Functionality/electronic dashboard
 - b. Details
 - c. Visual Elements
 - d. Frequency
 - e. Delivery
5. Pricing
 - a. Vendors shall list pricing for minimum purchase
 - b. Vendors shall list pricing for three-month purchase
 - c. Vendors shall indicate timeframe for minimum purchase

6. Monitoring
Vendor shall provide mechanisms for monitoring the college's ad performance and services that will provide flexibility and adjustments to maximize results within the campaign
7. All Vendors are expected to submit samples. No exceptions.
8. Vendors shall provide a narrative of the benefits of working with their company.
9. Lake Land College manages its social media advertising campaign in house.
Vendors shall provide a narrative addressing the benefits of using their company to manage these campaigns.
10. Vendors shall address the pros and cons of using Google AdWord campaigns specifically for Lake Land College.

DIGITAL SERVICES

Tier One Essential Services Required:

Tier One:

1. Geofencing digital ads
 - a. Specific to a list of individual addresses
 - b. Indicate reporting functions from those taking action
2. Streaming radio ads
3. OTT ads
4. Retargeting and redirecting ads
5. Pre-roll video ads
6. You Tube ads

Tier Two:

1. Amazon targeting ads
2. Ads on gaming platforms
3. Social Media ads

LAKE LAND COLLEGE COMPREHENSIVE DIGITAL MARKETING SERVICES BID DOCUMENT

SERVICES	MINIMUM PRICING	MINIMUM TIMEFRAME	3-MONTH PRICING
TIER ONE			
Geofencing digital ads			
Streaming radio ads			
OTT ads			
Retargeting and Redirecting ads			
Mobile Ad Messenger			
Pre-roll video ads			
You Tube ads			
TIER TWO			
Amazon Targeting ads			
Gaming Platform ads			
Social Media ads - Facebook/Instagram - Twitter - Other			

TIMEFRAME

Proposals are due April 25, 2019 at noon.

Printed copies can be mailed to:

LAKE LAND COLLEGE
 ATTENTION: AUDREY HUFFMASTER
 5001 LAKE LAND BLVD.
 MATTOON, IL 61938

Questions can be directed to:

Kelly Allee
 Director of Marketing & Public Relations
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 217-234-5215

Lake Land College reserves the right to accept or reject any proposal.