

# 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 AT NOON SEPTEMBER 21, 2020

# LAKE LAND COLLEGE COMPREHENSIVE DIGITAL MARKETING SERVICES RFP

## OVERVIEW

1. Lake Land College implements a comprehensive digital marketing campaign throughout the year. Target audiences include traditional high school students, adults returning to school, young adults who never went to college immediately following high school graduation, high school students who do not believe they are college material, parents and community members. Advertising goals range from generating leads, scheduling campus visits 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 mix of 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.
7. Contract will be for a 12-month period with the option to renew contract for an additional six-month period.
8. **ALL BIDS MUST BE SUBMITTED IN A PRINTED FORMAT. ELECTRONIC BIDS WILL NOT BE ACCEPTED.**

## B. 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 preferred.
  - b. Examples should include a list of services, results of the campaign, 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. Vendors shall provide samples of invoices including confirmation of the following requirements:
  - a. Digital delivery of invoices
  - b. Itemized invoices
  - c. Vendor's ability to bill the college under a single vendor/outlet
10. Lake Land College manages its social media advertising campaign in house. Vendors shall exclude social media advertising in the mix of services provided.

## PART II MATERIALS

### 2.01 DIGITAL SERVICES

Lake Land College has implemented several tactics including, but not limited to, geofencing by address and geographic boundaries, OTT, pre-roll video, streaming radio ads, retargeting and redirecting ads, local native editorial placement.

Vendor shall submit a comprehensive campaign proposal using the following information. The proposal shall include specific tactics, itemized pricing, timeframes and sample creative. The college's branding guidelines, colors, logos and fonts can be found here: <https://www.lakelandcollege.edu/branding-guidelines/>.

- A. Spring Semester 2020 Campaign
  1. November 1, 2020 to January 8, 2020
  2. Target audiences:
    - a. Recent high school graduates (2016-2020) that went into the workforce immediately after high school
    - b. Adults returning to school
    - c. First-year university students who realized a four-year university is not for them and/or find themselves at home due to the pandemic.
  3. Budget is \$15,000
- B. Current High School Seniors Recruiting for Fall 2021
  1. October 15, 2020 to August 15, 2021
  2. Target audiences:
    - a. Seniors planning to attend college
    - b. Seniors who believe college is not for them
    - c. Seniors who are interested in workforce/technical programs
  3. Budget is \$15,000 through July 1 and \$4,000 through August 15, 2021
- C. Vendor shall also submit a comprehensive list of all digital marketing services that are available, regardless of whether the tactic is included in the specific campaign proposals.

### 3.0 TIMEFRAME AND METHOD OF DELIVERY

Proposals are due September 21, 2020 at noon.

**ALL BIDS MUST BE SUBMITTED IN A PRINTED FORMAT. ELECTRONIC BIDS WILL NOT BE ACCEPTED.**

Mail printed copies to:

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

Questions can be directed to:

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Director of Marketing & Public Relations  
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217-234-5215

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