

MISSOURI WESTERN STATE UNIVERSITY

REQUEST FOR PROPOSAL 18-064

FOR

Marketing for the Craig School of Business

Submission Deadline: December 8, 2017, 2:00 p.m. Central Time

Questions and/or requests for clarification of this RFP should be submitted via email to the Purchasing Manager, Kelly Sloan at [purchase@missouriwestern.edu](mailto:purchase@missouriwestern.edu). All questions and/or clarifications can be sent at any time regarding this RFP to the Purchasing Department until the end of business on November 30, 2017. Questions received after this date may not be answered. Please reference the RFP# on all correspondence. Answers to the submitted questions will be emailed to each vendor as an addendum to this solicitation. It is the responsibility of all interested parties to read this information and return it as part of the RFP confirming receipt.

TABLE OF CONTENTS

introduction 3

Introduction 3

School overview 3

Scope of work 3

bidder instructions 4

Bidder instructions 4

Submission materials 4

proposal 4

proposal inclusions 4

proposal term 5

timeline 5

**optional services** **5**

Evaluation & selection 5

evaluation factors 5

minimum qualifications 5

references 6

on campus interview 6

pricing page 7

Introduction

Missouri Western State University (MWSU), a public higher education institution, is seeking proposals from marketing firm to support the Steven L. Craig School of Business in attracting and converting new student prospects into matriculated students.

School Overview

Detailed information regarding Missouri Western State University can be found at <http://www.missouriwestern.edu/about/>

Scope of Work

The selected agency will:

1. Create an integrated strategy that encompasses social media, marketing automation, email campaigns, lead monitoring and ongoing communications instruction between interested prospects and the Craig School of Business.
2. Define a clear communication strategy for taking leads through the pipeline structure, nurturing them through pre-defined campaigns and then handing a “hot” lead over to the right individual within the Craig School of Business to get the prospect enrolled as a business student.
3. Execute on that strategy with clearly-defined tactics for identifying leads through a working relationship with the Admissions Office, Facebook ads and other identified sources to grow the number of individuals interested in pursuing a business degree through the Craig School of Business.
4. Facilitate the implementation of a marketing automation tool that leverages analytics, behavioral scoring, branded content and more to engage leads through nurture campaigns and generate conversions. This includes the creation of a branded email template and the management of 300 leads in the platform.
5. Be responsible for the creation of landing pages to support the identified campaigns, matching the branding guidelines of the Craig School of Business, as well as Missouri Western State University.
6. Create a follow-up package that includes up to four branded postcards and proper messaging to carry on the nurture process.
7. Provide monthly analytics as to the progress of the campaign, with plans to suggest changes when performance is falling short of expectations.
8. Provide support in the development of 15- and/or 30-second TV/video commercials for the undergraduate program.
9. Propose a budget for implementing the marketing campaign by strategy/phases, including Digital ad buys via Facebook and needed collateral materials. The budget should address:
   1. Preparing an overall strategic plan
   2. Cost estimates for plan implementation
   3. Phasing plan for implementation including cost estimates for each tactic/creative
10. All proposals should include:
    1. A recommended implementation timeline
    2. Bios on the individuals who will be working on the account and their role in the project
    3. 3 references, including contact name and phone number
    4. 3 examples of similar projects

Bidder Instructions

* Proposals may not be accepted if the RFP number is not on the outside of the envelope.
* Proposal must be prepared in accordance with Submission Material (described below). Those proposals, which are not in compliance, may be deemed non-responsive.
* The last day for questions regarding this RFP is 2:00 p.m. Central Time Thursday, November 30, 2017 . These should be submitted to [purchase@misssouriwestern.edu](mailto:purchase@misssouriwestern.edu).
* RFP should be submitted no later than Friday, December 8, 2017, 2:00 p.m. Central Time to:

**Purchasing**

**Missouri Western State University**

**Popplewell Hall 221**

**4525 Downs Drive**

**Saint Joseph, Missouri 64507**

Submission Materials

ELECTRONIC AND/OR FAXED COPIES WILL NOT BE ACCEPTED. Responses must be signed and sealed in mailing envelopes with the Respondent’s name and address clearly written on the outside. The Request for Proposals RFP18-064 shall also be clearly marked on the outside of the envelope or package. The following items should be mailed to MWSU by December 8, 2017, 2:00 p.m. Central Time.

* Invitation to Bid Page: Complete the required vendor contact information for RFP18-064.
* Introduction: Briefly introduce your company, indicating whether the company is local, regional, national or international. Provide a profile of the company including, but not limited to, the approximate number of professional staff employed. Indicate the name of the person(s) who will be authorized to make representation for and to bind the company, their titles, addresses and phone numbers.
* References (3) specifications found on page 6.
* Pricing: Include the pricing page to provide a brief overview of your proposal pricing. Specifications found on page 7.
* Addendum: Include any addendums for verification of receipt.
* Include one (1) original plus four (4) copies of all proposal submission materials for a total of five (5) hard copy documents.

Proposal

Proposal inclusions

Key items for vendors to respond to are noted below. Proposals must include:

Base cost, broken down by separate initiative.

Services included in cost and estimates for related costs, such as media buys and placement, production of collateral, etc.

Vendor will provide a cost proposal with enough detail to give the Selection Review Committee a clear understanding of all costs involved. Any and all costs must be fully disclosed and described within the proposal.

Proposal Term

MWSU is seeking a six-month contract beginning January 1, 2018 until June 30, 2018 for this project and possible future projects. MWSU shall have an option to renew in one-year increments for a maximum of three (3) years if both parties agree (until June 2021).

Timeline

RFP Issued November 16, 2017

Deadline for Submission of Questions November 30, 2017

RFP Open Date December 8, 2017

RFP Awarded December 15, 2017

Optional Services

Vendor should provide MWSU with any related services, enhancements or features that it feels would be beneficial to MWSU as well as related costs. Such optional services may be included in the agreement with a detailed description.

Evaluation and Selection

evaluation factors

For vendors who meet the minimum qualifications their proposals shall be evaluated by the Selection Review Committee.

Responses to this RFP will be evaluated upon the features and functionality stated in the proposal and the related costs as well as the responses provided.

Factors that will be considered during the assessment and decision process include:

1. bids for services added by the vendors if the added services are judged to be desired by MWSU for this marketing campaign
2. references provided by prior and current customers of the vendors
3. proven results for other campaigns conducted by the vendors

MINIMUM QUALIFICATIONS

As past performance is the best predictor of future success, MWSU has established minimum experience qualifications in order for a vendor to be considered.

* The vendor must have experience in providing social media marketing and engagement marketing programs to comparable clients.

REFERENCES

Every vendor must provide at least three (3) references, which reflect a successful implementation of similar scope and size. References should include the following information:

* Customer name and address
* Contact person and telephone number
* Description of the Project
* Audience size

On campus interviews

On campus interviews may be required of the top bidders at the University’s discretion.



**Pricing Page**

**Total Costs for period Jan 2018 – June 2018 (6 months)**

Detail line item costs here

**First Full year pricing for period July 1, 2018 – June 30, 2019**

Detail line item costs here

**Second Full year pricing for period July 1, 2019 – June 30, 2020**

Detail line item costs here

**Third Full year pricing for period July 1, 2020 – June 30, 2021**

Detail line item costs here

CONDITIONS OF BID AND SALE:

The vendor must comply with all Federal, State and Local regulations and laws.

Proposals received after the deadline will not be accepted or considered.

Missouri Western State University reserves the right to reject any and all proposals received in response to this RFP and to waive any minor irregularity or informality.

Pricing must be FOB Missouri Western State University

Authorized Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_\_