



## Content & Social Media Marketing Services Request for Proposal March 3, 2022

The Monterey County Convention & Visitors Bureau (MCCVB) is seeking a content and social media agency to assist in the strategy and ongoing development of effective content and social media marketing efforts to support the Monterey County brand and promote tourism to the County. The selected agency will assist in the development and execution of effective, integrated content marketing programs that:

- 1) Drive overnight visitation
- 2) Solidify Monterey County as a premier tourism destination
- 3) Reinforce the principles of safe, sustainable and responsible travel

The purpose of this RFP is to seek and retain a qualified agency partner to work with the Marketing Communications team and its current partner agencies in planning, developing and executing content and social media marketing programs that integrate with Paid, Earned and Owned channels to achieve the goals within MCCVB's strategic business plan.

Included below is an RFP for those able to carry out the scope of work. All proposals will be carefully reviewed and evaluated based on the criteria noted. The initial Scope of Work contained within this RFP will be approximately April 1, 2022 to June 30, 2023 (see Budget and Terms section for additional details). The first contract may be pro-rated depending on the date of completion of this RFP.

Any questions you may have to clarify this RFP are due to MCCVB no later than 5:00 p.m. PST on Thursday, March 10. Responses are due to MCCVB no later than 5:00PM PST on Friday, March 25 submitted via email to [marketing@seemonterey.com](mailto:marketing@seemonterey.com).

## **I. MCCVB Introduction**

MCCVB is the Destination Marketing Organization (DMO) for the County of Monterey, made up of nine jurisdictions and a vibrant local industry that includes hundreds of hotels and resorts, major attractions, renowned wineries and restaurants, and a variety of additional businesses that fuel the tourism economy. The Monterey County region includes the Monterey Peninsula, Big Sur, North County, South County and the Salinas Valley. Monterey County boasts major tourism attractions and resorts such as the Monterey Bay Aquarium, Cannery Row and Pebble Beach Resorts. The county offers hundreds of other diverse and engaging tourism offerings and events, as well as one of the most famous roadways in the world – Highway 1. For a full review of all Monterey County has to offer visit [www.SeeMonterey.com](http://www.SeeMonterey.com).

The primary goal of MCCVB's Marketing Communications program is to drive intent to visit amongst leisure, group, and international travelers. We seek responsible travelers – the quality of traveler over the quantity – and tailor messaging throughout our communications. The key to our success is synergizing paid, earned and owned media – including social channels – to develop and distribute compelling, targeted content.

**Our Vision:** Inspire the world to experience our extraordinary destination, responsibly

**Our Mission:** Drive business growth through compelling marketing and targeted business development initiatives that maximize the benefits of tourism to our guests, members and community.

## **Target Markets**

The primary focus of MCCVB's content marketing program is as follows:

1. Leisure travelers by geography:
  - o Drive Markets: San Francisco Bay Area, California's Central Valley, Los Angeles and Southern California – this group makes up 90% of visitors to Monterey County.
  - o Fly Markets (flights directly into MRY): Seattle, San Diego, Phoenix, Denver, Dallas, Las Vegas, Los Angeles, Orange County and San Francisco
  - o Long-haul/National Markets: Midwest, including Chicago and East Coast including New York, Boston.
2. Group/meetings travelers by group type/industry and region:
  - o Group type/industry: corporate and incentive groups, meeting and conference planners, state and regional associations.
  - o Region: similar to leisure markets with direct sales efforts in Northern California, Southern California, Washington, Oregon, Arizona and Nevada, the Midwest and Northeast.

## **MCCVB Owned Media Ecosystem**

MCCVB is currently active on six social channels including Leisure travel focused platforms:

- [Instagram](#)
- [Facebook](#)
- [Twitter](#)

- [Pinterest](#)
- [YouTube](#)

and Group/Meetings focused platforms:

- [LinkedIn](#)

MCCVB also maintains two blogs on its website:

- [Leisure blog](#)
- [Meetings blog](#)

Supporting documents on MCCVB's current social media programs and policies are available upon request. These documents include:

- Branded Content Guidelines
- Community Management Policy
- MCCVB Brand Standards
- [2021-22 Content Calendar](#)

## II. Goals and Measurement

MCCVB's Marketing Communications strategy is measured by a number of KPIs, with the main goal of driving "intent to visit" measured by a twice yearly Marketing Impact Study.

The strategic objectives and KPIs for 2021-22 are outlined in [MCCVB business plan](#), which we request all submitting agencies review carefully.

Some key focus areas in the 2021-22 Fiscal Year include:

- Reinforce responsible travel. MCCVB is known as a pioneer in promoting sustainable travel, so expanding what that means today will continue to be vital to travelers as well as Monterey County residents.
- Increase length of stay among drive and target markets, including those adding our destination to their itinerary as part of a larger trip (i.e., road trip from Los Angeles to San Francisco).
- Encourage overnight stays while using responsible travel messaging in sensitive areas, i.e., Big Sur, to help balance the influx of visitors and social message exposure in those regions.
- Increase awareness of lesser-known regions of the county, such as Salinas Valley, North County, Carmel Valley, Marina, Seaside, etc.
- Establish Monterey County as the most transformative meetings destination on the West Coast. Much work has been done to brand the region as an inspirational meeting and events location but there is a need to expand upon this messaging and build upon industry relationships within the group meetings industry.

## III. Scope of Work

MCCVB is seeking an agency to act as an extension of the MCCVB Marketing Communications team and support an ongoing content and social media strategy in line with overall program and organizational strategies. MCCVB plans to handle the day-to-day execution and community management across social channels that come from the

strategy. The agency is expected to strategize and support content for both leisure and group/meetings initiatives.

The requested Scope of Work includes the following:

1. Conduct an audit of MCCVB social media channels, audience, tone of voice, policies and imagery.
2. Develop an overarching strategy and ongoing content plan.
3. Generate a steady stream of general content for MCCVB social channels designed to showcase Monterey County's wide range of tourism experiences.
4. Develop content and social tactics that
  - Enhance existing campaigns and promotions
  - Amplify and promote MCCVB partner content
  - Help to push visitation in off-peak and shoulder seasons
  - Promote safe and responsible travel
5. Develop strategies to amplify user generated content and content created by influencers in partnership with MCCVB.
6. Work with the Marketing Communications team to produce original written blog content to be amplified on social media.
7. Work with MCCVB to set relevant owned media KPIs that help reach set goals.
8. Track and report out on ongoing metrics and measurable outcomes
9. Maintain regular communication on all activities and provide an annual summary of all activities.
10. Collaborate with other agencies supporting MCCVB marketing communication efforts. Currently, the MCCVB maintains contracted agency relationships with:
  - 62ABOVE, Advertising and Creative
  - Fahlgren Mortine, Public Relations
  - Simpleview, SEO and Digital Development

Note: the intent of this SOW is for organic content only and does not currently include any paid social media or influencer partnership programs. Integration and collaboration with the teams running those programs is expected.

#### **IV. Agency Selection Criteria**

Agency selection will be based on the following criteria:

1. Established track record of success
2. Superior capabilities in strategic planning, goal setting, client/agency communication and measurable outcomes
3. Demonstration of innovative, proactive thinking and integrated approach with other marketing communications disciplines
4. Ability to develop compelling social media content
5. Company that has a policy of non-discrimination and commitment to diversity, equity, and inclusion.

## **V. Budget & Term**

The budget for the content social agency includes fees for the development of the strategy, any new policies and ongoing content creation. Proposed monthly agency fees should include work as identified in the SOW above in the range of \$8,000 per month.

MCCVB operates on a July – June fiscal year. The initial term of the contract should be through June 30, 2023. The term may be extended in one year increments for a total of 2 years (through June 30, 2025) based on an annual review of accomplishment and subject to approval by MCCVB CEO. Each annual review will allow for consideration of adjustments in agency scope and fees. MCCVB reserves the right to cancel contracted services for any reason with 30-day written notice.

## **VI. Timeline**

The following is the timeline and process for agency solicitation, evaluation, and selection. MCCVB reserves the right to alter this timeline and will provide participating agencies notification of such adjustments.

- RFP distribution – March 3, 2022
- Agency questions deadline (submitted via email) – March 10, 2022
- RFP deadline – March 25, 2022
- First round selection and notifications – March 31, 2022
- Presentations (via Zoom) – week of April 4, 2022
- Final selection and notifications – week of April 11, 2022
- Start Date – immediately upon contract finalization

## **VII. Submissions**

In addition to addressing the SOW outlined above, MCCVB would like to learn more about the submitting agencies. Please include:

### *Agency Overview*

- Overview of agency history and philosophy.
- List primary agency address and any satellite office locations.
- List of agency capabilities.
- Describe how your agency differentiates itself from competitors.
- Current client list and outline any long-term relationships and why they've been successful.
- List any current clients that might pose a conflict to managing MCCVB account.
- Provide a case study of your strategy work that resulted in a social media initiative and the business results achieved.
- Describe your approach to integrating content across social media channels, website and blog.
- Provide initial ideas that demonstrate how your agency's experience can benefit Monterey County.
- Provide an overview of how your agency measures the impact of content and social activities.

#### *Agency Team*

- Describe team structure and how resources would be allocated – provide an overall agency organizational chart
- Provide brief bios for assigned team, describe their relevant experience

All proposals should be submitted in a PDF format to [marketing@SeeMonterey.com](mailto:marketing@SeeMonterey.com). Proposals must be received via email by 5:00 p.m. PST on Friday, March 25. Any proposals received after this time or via any other channels may be disqualified and deleted. MCCVB does not take responsibility for any technical issues related to agency submissions nor receipt confirmation from MCCVB.

Any questions related to the RFP must be sent to [marketing@SeeMonterey.com](mailto:marketing@SeeMonterey.com) and received no later than 5:00 p.m. PST on Thursday, March 10. Questions will be addressed as quickly as possible and in the order received. MCCVB will not take responsibility for the completeness or timeliness of answers.

**Notifications will be made by Thursday, March 31** to let agencies know whether there is a desire to move forward in the selection process with presentations. MCCVB will make best efforts to ensure such emails are received but not take responsibility if for any reason they are not.

Agencies that are selected for presentations will have the opportunity to submit questions prior to presenting and in person during Q&A portion of the presentation.

Submitting agencies signify understanding and agreement with these terms by responding to the RFP and will adhere to the following terms:

- Do not contact any MCCVB Board Member, staff member, or members of the evaluation taskforce. Any contact with these individuals will automatically disqualify the agency. All inquiries must be sent to [marketing@SeeMonterey.com](mailto:marketing@SeeMonterey.com).
- All ideas and concepts shared with MCCVB in this RFP process are submitted in a non-proprietary manner. Presented ideas and concepts are available to use by MCCVB without any liability and do not constitute a formal agreement nor requirement for compensation. Proposals will not be returned to submitting agencies.
- MCCVB reserves the right to change any part of this RFP, the process and/or altogether cancel at any point and for any reason without any liability to submitting parties.
- Agencies understand that any information provided in a proposal that is found to be untruthful or otherwise a misrepresentation will automatically disqualify the submitting agency. In addition, should untruths or misrepresentation be found with the selected agency after contracting, such would be grounds for immediate termination of the contract without any liability from MCCVB.
- All information (written or spoken) shared by MCCVB is deemed confidential and shall not be shared with outside parties.