



Request for Information: Digital Advertising Services

Overview

ShelbyKY Tourism is seeking an experienced, innovative partner for its digital marketing efforts for fiscal year 2024-2025. We do not have an existing agency partnership, and have previously handled all digital advertising in-house. ShelbyKY Tourism is the destination marketing organization for Shelbyville, Simpsonville, and Shelby County, Kentucky. Our mission is to promote Shelby County as a unique year-round destination driving sustainable economic growth and quality of life. In pursuit of our mission statement, we generate visitor spending, support hospitality and tourism jobs, local tax receipts, and lower residents' property taxes.

ShelbyKY is [Your Bourbon Destination](#). Home to two distilleries — [Bulleit Distillery](#) and [Jeptha Creed Distillery](#) — and located on the Kentucky Bourbon Trail®, ShelbyKY offers an array of bourbon-centric lodging, shopping, and dining. ShelbyKY is perfectly positioned for easy access to Louisville, Lexington, and Northern Kentucky. Pair dining at classic favorites like [Claudia Sanders Restaurant](#) and local staple [Bell House Restaurant](#) with Kentucky's only designer [outlet mall](#), and there's much to see, do, and taste in ShelbyKY. Home to 90-plus Saddlebred horse farms, ShelbyKY offers a rare peek into the world of the Saddlebred show horse and is known as the Saddlebred Horse Capital of the World. Outdoor adventures await those who enjoy fishing, canoeing, horseback riding, and golf. More information about ShelbyKY Tourism, our staff, and our mission is available on our [website](#).

Scope of Work

The selected agency will be tasked with:

- 1) **Strategic Planning:** Develop a digital advertising strategy aligned with ShelbyKY Tourism's goals and target audience demographics.
- 2) **Campaign Management:** Create and manage digital advertising campaigns using the strategy developed in item 1 across various platforms such as Google Ads, social media channels, display networks, and other platforms the agency deems necessary.
- 3) **Content Creation:** Produce compelling ad creatives, copywriting, and multimedia content to engage the target audience and drive website traffic, overnight bookings, and visitor guide requests, all in support of our mission to drive economic impact through tourism.
- 4) **Performance Monitoring and Optimization:** Regularly analyze campaign performance metrics, adjust strategies as needed, and provide detailed reports on key performance indicators.
- 5) **Budget Management:** Efficiently allocate and manage advertising budget to maximize ROI and achieve campaign objectives within budgetary constraints.

Questions for your agency

We invite your agency to provide us with information regarding your capabilities, experience, and approach to digital advertising. Please include the following details in your response:

- 1) A brief overview of your agency, including relevant experience working with clients in the travel and tourism industry.
- 2) A brief description of your digital advertising services and methodologies.
- 3) Examples or case studies of successful digital advertising campaigns you have executed for similar clients.
- 4) Three current clients in similar verticals.
- 5) Your approach to audience targeting, campaign optimization, and performance tracking.
- 6) Pricing structure and any additional fees or expenses associated with your services.
- 7) Availability and timeline for initiating a partnership with ShelbyKY Tourism.

Budget

The digital advertising budget for fiscal year 2024-2025 is set at \$225,000.00, inclusive of any agency fees or expenses.

Timeline

The selected agency will work with ShelbyKY Tourism during its 2024-2025 fiscal year, which begins on ~~June 1, 2024 and ends on July 31, 2025~~ July 1, 2024 and ends on June 30, 2025 [corrected].

Responses & Questions

We kindly request that all responses be submitted no later than the close of business on **Wednesday, May 15, 2024**. Should you have any questions or require further information, please do not hesitate to contact Mason Warren at mason@visitshelbyky.com.

Thank you for considering this opportunity to collaborate with ShelbyKY Tourism. We look forward to reviewing your response and potentially partnering with your agency to elevate our digital advertising efforts.

Sincerely,



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