



Visit 29 Palms Tourism Business Improvement District

Request for Proposal

January 9, 2024.

To All Prospective Bidders:

Visit 29 Palms, established in October 2017 as the City of Twentynine Palms Tourism Business Improvement District, operates under the brand Visit 29 Palms with the objective of positioning Twentynine Palms as a premier travel destination. To achieve this goal, they are seeking a dynamic social media specialist or agency to join their team and lead comprehensive social media services.

The selected specialist/agency will be responsible for analyzing and enhancing the current social media presence, crafting a cohesive strategy aligned with brand objectives, creating engaging content, managing community interactions, executing targeted advertising campaigns, providing regular performance reports, utilizing analytics tools for insights, and optimizing profiles on major social media platforms.

Please www.visit29.org/about-us for more information. The ideal candidate should possess a minimum of two years of professional experience in digital marketing and social media, with a preference for expertise in the travel and tourism industry.

ABOUT VISIT 29 PALMS

Established in October 2017 and branded as Visit 29 Palms, the City of Twentynine Palms Tourism Business Improvement District's goal and objective is to promote Twentynine Palms as a premier travel destination and drive overnight room demand in the city through creative marketing activities and initiatives. To learn more, please visit www.visit29.org/about-us

SOCIAL MEDIA SPECIALIST JOB SUMMARY

Visit 29 Palms is seeking a creative, forward-thinking social media specialist/agency to join our growing team and provide comprehensive social media services. The social media specialist will be responsible for developing and executing a social media strategy that aligns with and supports our tourism marketing goals and objectives.

SCOPE OF WORK

The social media specialist/agency will be expected to perform the following tasks:

- 1. Social Media Strategy Development:**
 - Conduct an analysis of our current social media presence.
 - Develop a comprehensive social media strategy that aligns with our brand and objectives.
- 2. Content Creation:**
 - Create engaging and relevant content for various social media platforms.
 - Ensure consistency in brand messaging across all platforms.
- 3. Community Management:**
 - Monitor and respond to comments and messages on social media platforms.
 - Engage with our audience to build and maintain a positive online community.
- 4. Social Media Advertising:**
 - Develop and execute targeted social media advertising campaigns.
 - Provide regular reports on campaign performance.
- 5. Analytics and Reporting:**
 - Utilize analytics tools to track and report on social media performance.
 - Provide insights and recommendations based on analytics data.
- 6. Platform Management:**
 - Manage and optimize profiles on major social media platforms, including but not limited to TikTok, Instagram, Facebook, Twitter, and YouTube.

REQUIREMENTS & QUALIFICATIONS

Visit 29 Palms is seeking a creative social media specialist/agency with a minimum of two years of professional experience in digital marketing and social media, with experience in the travel and tourism industry preferred.

- Bachelor's degree in marketing, communication, or related field
- 2+ years' professional experience in digital marketing and social media
- Strong familiarity with the business applications of social media platforms
- Knowledge of project management and web design best practices
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
- Strong written and verbal communication skills

CONTENT OF PROPOSAL

Proposals must include the following:

- Company Overview: Brief description of the agency/specialist's professional background, including experience in providing social media services.
- Previous Work: Examples of previous social media campaigns and results achieved.
- Methodology: Approach to social media strategy development and execution.
- Team Expertise: Profiles of key team members involved in the project.
- Budget: Detailed breakdown of costs, including fees and any additional expenses.

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Experience and track record in social media management.
- Quality and creativity of proposed social media strategy.
- Cost-effectiveness of the proposed services.
- Team expertise and qualifications.

COMMUNICATION AND PROJECT MANAGEMENT

The social media specialist/agency will work with, and report directly to Visit 29 Palms' Director of Marketing. The social media specialist/agency will prepare a minimum of two weeks of content at a time, to be reviewed with and approved by the Director of Marketing during bi-weekly calls. Analytics and reporting will be reviewed together once a month.

PROPOSAL SUBMISSION

Proposals are to be submitted in digital PDF format and sent electronically to Visit 29 Palms' Director of Marketing, Breanne Dusastre, by email to bdusastre@29palms.org.

CONTACT INFORMATION

Breanne Dusastre
Director of Marketing
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