



REQUEST FOR PROPOSAL AND QUALIFICATIONS

Marketing and Social Media Services

Issuer: Berkeley County Development Authority (BCDA)

Date: April 9, 2022 Submissions must be confirmed received via email or in-person by **noon EST on Monday, May 2, 2022.**

Solicitation: Request for proposal and qualifications for marketing and social media services for the BCDA.

Marketing and social media services shall include the following:

Assist the Executive Director and the Marketing Committee in developing a marketing plan, executing marketing activities, and communication strategies. Ensures all marketing communications are coordinated, support the marketing plan objectives, and are an effective expenditure of resources.

Gathering, developing, and posting for media outlets including Facebook, Instagram, Twitter, LinkedIn, Facebook Ads, and others as necessary.

Maintains and updates the Authority's website using WordPress, to include creation and coordination of Blog announcements, maintenance of real estate listings, and other regular maintenance to ensure and optimized experience.

Search Engine Optimization (SEO) management.

Setting and tracking of goals for effectiveness and reach of online marketing, SEO, campaigns, and return on investment (ROI).

Coordination and optimization of paid marketing campaigns, such as Google, AdWords, Facebook ads, etc. as needed.

Database creation for effective email, snail mail, etc. campaign deployment utilizing creative targeted advertising strategies such as lookalike audiences, geotagging, geofencing, etc.

Coordination of timely filming and editing for monthly production of multimedia materials for Development Authority projects, including drone footage, interviews, b-roll, photography, etc.

Marketing and social media services shall include monthly reports for review by the BCDA Board of Directors and staff. A representative may be required to attend the monthly Board of Directors meeting, as well as occasional committee meetings.

Term of Contract: Contract will be for a three (3) year period beginning July 1, 2022 through June 30, 2025.

Qualifications: The following information shall be submitted with the proposal:

- an outline of applicable marketing and social media experience
- the name, professional qualifications, and specific, relevant experience of the individual (s) assigned to our website and social media accounts
- the marketing and social media service providers' professional affiliations
- the cost or fees associated with the required services

Awarding: Awards for marketing and social media services shall be made based on professional qualifications, performance, and cost. The cost is one criterion utilized; however, the award is NOT determined solely by cost.

Termination: The BCDA reserves the right, by written notice, to terminate, in whole or part, any such bid award when (1) necessary or convenient, due to legal, financial, or operational conditions within the BCDA or county or (2) because of failure of the successful bidder to fulfill contract obligations in regard to quality of work, timeliness of deliverables, or other conditions found to be unsatisfactory by the BCDA.

Physical Address:

Berkeley County Development Authority- 300 Foxcroft Avenue, Suite 201, Martinsburg, WV 25401

Phone: 304-267-4144

Website: www.developmentauthority.com

Email address: shamilton@developmentauthority.com

The Berkeley County Development Authority is an equal opportunity employer.

Berkeley County Development Authority – 300 Foxcroft Avenue, Suite 201, Martinsburg, WV 25401
304-267-4144 – www.developmentauthority.com