



STATE OF ARKANSAS  
Arkansas Economic Development Commission  
900 West Capitol Ave., Suite 400  
Little Rock, Arkansas 72201

# ***RESPONSE PACKET***

## ***RFQ AED-16-0016***

### Digital Marketing

#### **CAUTION TO VENDOR**

Vendor's failure to submit required items and/or information as specified in the *RFQ Solicitation Document* **shall** result in disqualification.



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**RESPONSE SIGNATURE PAGE**

Type or Print the following information.

RESPONDENT'S INFORMATION				
Company:				
Address:				
City:		State:		Zip Code:
Business Designation:	<input type="checkbox"/> Individual <input type="checkbox"/> Partnership	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation	<input type="checkbox"/> Public Service Corp <input type="checkbox"/> Nonprofit	
Minority Designation: <i>See Minority Business Policy</i>	<input type="checkbox"/> Not Applicable <input type="checkbox"/> African American <input type="checkbox"/> American Indian	<input type="checkbox"/> Hispanic American <input type="checkbox"/> Asian American	<input type="checkbox"/> Pacific Islander American <input type="checkbox"/> Service Disabled Veteran	
	AR Minority Certification #: _____	Service Disabled Veteran Certification #: _____		

VENDOR CONTACT INFORMATION			
<i>Provide contact information to be used for bid solicitation related matters.</i>			
Contact Person:		Title:	
Phone:		Alternate Phone:	
Email:			

CONFIRMATION OF REDACTED COPY
<input type="checkbox"/> YES, a redacted copy of submission documents is enclosed. <input type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested.
<i>Note: If a redacted copy of the submission documents is not provided with vendor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), <b>shall</b> be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See bid solicitation for additional information.</i>

**An official authorized to bind the vendor to a resultant contract must sign below (page 3).**

The signature below signifies agreement that either of the following shall cause the vendor's response to be disqualified:

- Additional terms or conditions submitted in their response, whether submitted intentionally or inadvertently.
- Any exception that conflicts with a Requirement of this *Bid Solicitation*.

*Use Ink Only.*

**Authorized Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Printed/Typed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**SECTION 1 - VENDOR AGREEMENT AND COMPLIANCE**

- Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

**Authorized Signature:** \_\_\_\_\_

*Use Ink Only.*

**Printed/Typed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**SECTION 2 - VENDOR AGREEMENT AND COMPLIANCE**

- Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: \_\_\_\_\_

*Use Ink Only.*

Printed/Typed Name: \_\_\_\_\_

Date: \_\_\_\_\_

**SECTIONS 3, 4, 5 - VENDOR AGREEMENT AND COMPLIANCE**

- *Exceptions to Requirements **shall** cause the vendor's response to be disqualified.*

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

**Authorized Signature:** \_\_\_\_\_

*Use Ink Only.*

**Printed/Typed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**INFORMATION FOR EVALUATION**

- Provide a response to each item/question in this section. Vendor may expand the space under each item/question to provide a complete response. Continued on next page.
- Fully respond to these questions in conjunction with the sample work described on the last page of this document to guarantee a complete evaluation.

QUESTIONS FOR VENDOR EVALUATION: DIGITAL MARKETING		MAX POSSIBLE SCORE
1	Describe your company's B2B digital marketing experience and capabilities.	20
2	Describe your company's content marketing experience and capabilities.	20
3	Describe your company's inbound marketing experience and capabilities.	20
4	Describe your company's lead generation and customer relationship management (CRM) experience and capabilities.	20
5	Describe your company's data onboarding and marketing intelligence experience and capabilities.	20
6	Describe your company's experience with metrics, analytics, and comprehensive reporting.	20
7	Describe your company's outbound marketing, pay-per-impression (PPI), dynamic display and programmatic media experience and capabilities.	20
8	Describe your company's search engine optimization (SEO) experience and capabilities.	15
9	Describe your company's search engine marketing (SEM), paid search and keyword experience and capabilities.	20
10	Describe your company's social media and niche network experience and capabilities.	20
11	Describe your experience with digital video content for Web and mobile platforms.	20
12	Describe your company's mobile and multi-platform application development experience and capabilities.	20
13	Describe your company's email marketing and campaign automation experience and capabilities.	20
14	Describe your company's mobile rendering and optimization experience and capabilities.	20
15	Describe your company's competitive analysis capabilities.	5
16	Describe your company's testing and optimization (for example A/B testing) capabilities.	5
17	Describe your company's web and mobile user interface (UI/UX) capabilities.	5
18	Describe your company's inbound marketing methodology and capabilities, as well as how this process influences your digital marketing efforts.	5
19	Describe your company's publishing management capabilities.	5
Sample work submission (next page)		100
TOTAL POSSIBLE POINTS		400

**Sample Work Submission**

The maximum possible score for this component is 100 points.

Provide one to three client case studies reflecting your best and most recent work, including all of the requested information and relevant support materials listed below:

- A. Provide a comprehensive **strategic digital marketing plan**, including client challenges and/or opportunities and goals.
- B. Describe the **analysis and research** of your client's situation before your digital marketing efforts were executed.
- C. Was the **Inbound** methodology used as part of the plan, and if so, please describe.
- D. Provide the **digital creative** executions developed for the plan (e.g., website, paid search, display, email, social, mobile, etc.)
- E. Provide the total annual **budget** and budgetary breakdown for the digital marketing plan and campaign (e.g., digital media, analytics, design, development, video, etc.).
- F. Provide an overview of the **media and search** (SEM, SEO) strategy and plan, including spend summary by digital channel. Explain any efforts to optimize media spend.
- G. List and describe the metrics/**analytics** that were established and measured to demonstrate results. What measurement tools were used?
- H. Describe any **testing** that was executed and measured (e.g., email subject lines, A/B, etc.).
- I. Describe the goals or conversion metrics (e.g., sales, leads, etc.). Explain the success of the digital marketing plan in terms of **goal achievement/conversion growth**.
- J. Organize the presentation of your samples in the following order:
  - 1. Strategic Digital Marketing Plan
  - 2. Situation Analysis and Research
  - 3. Inbound
  - 4. Creative
  - 5. Budget
  - 6. Media and Search
  - 7. Analytics
  - 8. Testing
  - 9. Goal Achievement/Conversion Growth