



[Your company name]

[Website]

[Address]

[Contact person's name and email/phone number]

[Project Name]

[Date]

Introduction

[Your company name], a [description of your business], is in need of [description of work/project]. We are accepting proposals in response to this request for proposal (RFP) until [deadline date].

Company profile

Our company is a [company background]. We strive to [business goals].

[Include information regarding your target audience and competitors in this section as well]

Social media ecosystem

Our current social media marketing initiatives are as follows:

- [Profile 1]
- [Profile 2]
- [Profile 3]

[include links to all of your social media profiles and, if relevant, briefly explain the purpose of each channel]

Project purpose and description

This project aims to [explain in detail why your company needs the work done].

This project requires [outline the duties and responsibilities associated with the project]. Our goals are to [i.e. build brand awareness, gain new social media followers, etc.; list however many you have]:

Primary objectives:

- [Goal 1]
- [Goal 2]

Secondary objectives:

- [Goal 1]
- [Goal 2]

[Include any budget details that may be relevant]

Challenges

The challenges we've faced in achieving our goals are as follows:

[explain challenges]

Key questions

Please explain how your proposal [i.e. achieves our project goals, addresses our challenges.]

Bidder qualifications

To be considered for [project name], all bidding vendors must [list the criteria that must be met for a proposal to be considered, i.e. experience and history, information on team size, organizational charts, executive background, etc.]:

[Example qualifications:

- Have training in social media marketing and show certification, e.g. Hootsuite's social marketing education and certificate program
- Reference and outline relevant work/project experience in social media marketing
- Provide a list of all personnel who will be working on the project—including resumes for each individual]

Proposal guidelines

To be considered for [project name], all bidding vendors must [list the requirements that each responding proposal must address, i.e. budget, timelines, and submission due date]:

- Include a price proposal for the work, which should be no more than [dollar amount]
- Apply no later than [proposal due date]

Project timelines

[Outline information about the RFP process timeline and the project itself—deadlines, milestones, and potential roadblocks.]

Request for proposal timeline

Proposals in response to this RFP are due by [date]. Intention to submit should be indicated by [date]. Questions may be submitted until [date].

Proposals will be evaluated from [date] until [date]. If any information or discussions are needed during this time, bidders will be notified.

The winning proposal will be chosen no later than [date].

Upon notification, contract negotiations with the winning bidder will begin and be completed by [date].

Notifications to bidders who are not selected will be completed by [date].

Project Timeline

The project initiation phase must be completed by [date].

The project planning phase must be completed by [date]. The project planning phase will determine the timeline/schedule for the project's remaining phases.

Proposal evaluation

[Your company name] will rate each application based on the following factors [in as much detail as possible, list the criteria that will be measured and describe what is suitable for each criterion]:

- Relevant training/work experience [detail minimum requirements
- Samples of past work [explain how you would like this delivered
- Cost vs. value: Bidding agencies will be evaluated on the cost of their proposals based on the outlined scope of work