



## **Request for Quotes**

**RFQ#: BCWBC105**

**Deadline: June 30, 2022 – 5:00 p.m. (second solicitation)**

### **BCWBC Marketing & Digital Advertising Consultant**

#### **OBJECTIVE AND SCOPE OF SERVICES**

##### **A. BACKGROUND INFORMATION**

Benedict College Women's Business Center (BCWBC) creates a gateway out of poverty for socially and economically disadvantaged women entrepreneurs by starting, growing, and expanding their businesses. Through a statewide ecosystem the BCWBC works with minority women-owned businesses to create jobs, increase revenue and the achieve of economic independence. While the BCWBC provides assistance to all businesses, efforts are primarily focused on women, particularly minority women that have historically experienced more social and economic disparities in comparison to their counterparts.

##### **B. OBJECTIVE**

BCWBC seeks a qualified company with expertise and demonstrated experience in planning and developing proactive/responsive marketing and promotional strategies/tactics that target minority-owned women and women in rural communities. Familiarity with best practices in targeted small business marketing strategies and digital advertising, giving detail to the ability to serve as a consultant and assist in the development of a comprehensive marketing strategy and plan, ensuring the BCWBC reaches its full potential as a small business development center.

##### **C. SCOPE OF WORK**

The selected firm must have at minimum three (3) years professional expertise and demonstrated experience in advertising, marketing, promotion, market research, strategy development, creative design and direction, focus group research, guerilla marketing, e-mail campaign development and experience developing and placing creative advertising content for print, broadcast, electronic, outdoor

and/or social media in women in business, small business development and/or supplier diversity industry.

The BCWBC currently uses limited platforms (*bcwbc.org website, social media, technical assistance training programs and earned media*) for marketing and advertising services to the target audience.

#### **1. SPECIFIED TASKS AFTER CONTRACT AWARD:**

**i. MARKETING & DIGITAL ADVERTISING STRATEGY** - The selected firm will develop and implement a marketing and digital advertising strategy including social media, using data analytics to ensure that target audiences are reached effectively in a cost-efficient manner. The initiatives must have outcomes that are measurable and quantifiable. The objective is to educate the BCWBC's primary and secondary catchment-area audience about BCWBC program offering, ultimately increasing clients to the BCWBC from across South Carolina.

**ii. ON-CALL** - As-needed creative advertising, marketing, and promotional services including but not limited to the following:

- a) Design/produce content, write copy, create editorial concepts, extend advertising slogans or themes, create specialty items and promotional campaigns, illustrations, original artwork and publications.
- b) Develop custom video production for promotional presentations and programs.
- c) Management of a variety of public image and communication related projects.
- d) Graphic design
- e) Works with the Benedict College Communications Department and independently to increase public awareness of the BCWBC through various media platforms.
- f) Draft press releases for BCWBC director and Benedict College PR approval.
- g) Additional services as may be necessary and requested.

#### **E. QUARTERLY REPORTING**

Consultant will be required to submit quarterly reports to the BCWBC director and/or her designee indicating performance and quantifying marketing impact. Digital goals and strategies to be used to measure performance should be included in proposal. All BCWBC social media platforms and other marketing services provided should also be included in the quarterly report indicating changes in engagement, followers, etc...

The contents of the submission of the successful proposer may become part of the contractual agreement if a contract ensues. **All designed creative elements will become the property of BCWBC at the completion of each task of the project and shall be supplied to BCWBC in an agreed upon format.**

#### **D. EVALUATION PROCESS/NOTICE OF AWARD**

All properly submitted Proposals will be reviewed and evaluated. By submitting a Proposal in response to this RFP, Proposer accepts the evaluation process as outlined below. Further, the Owner may elect to reject all Proposals and/or elect not to select any.

**Step 1 – Proposal Submission** - This RFP is the first step in the process for selecting a Firm. This RFP provides the information necessary to prepare and submit proposals for consideration by the BCWBC.

**Step 2 – Notice of Award** –The proposal will be evaluated based upon each Proposer’s stated qualifications. Interviews with Proposers may be conducted at the BCWBC’s sole discretion and the BCWBC reserves the right to make a selection based solely on the proposals received.

**Step 3 – Professional Services Agreement Executed**

All quotes should include BCWBC RFQ number and emailed to Ms. Cheryl Salley at [csalley@bcwbc.org](mailto:csalley@bcwbc.org) by 5:00 p.m. on June 30th. For questions or inquires, please contact Ms. Salley at 803-705-4441.