

## REQUEST FOR PROPOSAL: DIGITAL MARKETING SERVICES & DEVELOPMENT

### Purpose – General Scope

The Puerto Rico Destination Marketing Organization, Discover Puerto Rico (“DPR”) seeks to contract with a world-class, innovative and cutting-edge vendor to provide digital marketing services and development to keep Puerto Rico top-of-mind for travelers. We seek a partner to provide the following: 1) Digital media planning and buying, 2) Website development and maintenance, or both. **Agencies may bid on Section 1 only, Section 2 only or both sections of this RFP.**

### About Discover Puerto Rico

Discover Puerto Rico is a newly established private, not-for-profit enterprise whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island’s diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination, working collaboratively with key local governmental and non-governmental stakeholders throughout Puerto Rico’s visitor economy and community at large, while powering economic growth.

### Research

DPR has contracted with Destination Analysts to conduct a comprehensive website experience research study. The website experience research study was specifically designed to evaluate:

- › Key consumer audiences and personas for the website and their likely Puerto Rico dream-to-book journeys, including what points the official tourism website could ideally fit in that process
- › The needs and desires for Puerto Rico’s official tourism website from the perspective of current and potential meeting planner clients and leisure travelers
- › The content and design tactics that will maximize the conversion potential from all of these key audiences and provide an exceptional user experience

Highlights from the research:

- › Puerto Rico is seen as an exciting and appealing leisure destination despite leisure travelers’ moderate level of familiarity with the destination’s activities and attractions
- › Puerto Rico has a relatively strong destination brand, with “beautiful scenery”, “amazing beaches”, and “arts & culture” being common associations of the island
- › The top deterrents keeping leisure travelers from visiting Puerto Rico largely center around negative perceptions due to Hurricane Maria
- › Primary, First Tier Personas – Arts & Culture Lovers, Foodies and Nature Enthusiasts have the highest conversion potential for Puerto Rico and their travel experience desires are strongly aligned with Puerto Rico’s destination brand and tourism assets.
- › Developing one site that integrates leisure and meetings is considered industry standard
- › Robust business listing information detail is needed on both leisure and meeting sections of the website
- › Opportunity for improved functionality and content discovery on website

The complete interim report of findings is included as an addendum to this RFP. It is important that the selected agency can interpret research, mine insights, and apply to digital strategies and owned digital properties.

### **Section 1, Digital Media Planning & Buying – Scope of Work**

Selected agency would work with the internal team at DPR to establish a consumer-centric digital strategy, collaborating with additional vendors and the in-house marketing team to execute the digital marketing strategy.

Agency will be responsible for the following:

- › Provide a comprehensive one-year digital media strategy
  - Identify and recommend specific digital marketing goals
  - Identify key target audiences
  - Assist DPR with establishing year-one benchmarks
  - Identify KPIs to measure digital performance
  - Recommend specific tactics across channels
- › Manage paid search marketing, including PPC and display ads to increase web traffic
  - Optimize paid search campaigns
  - Manage search budget and bids
  - Manage paid search competition among industry partners
  - Identify opportunities for paid search marketing
- › Manage and implement paid Content Distribution campaigns, including video, native content and other third-party content integrations
- › Provide ongoing support and recommendations for in-house content marketing
  - Recommend relevant content topics
  - Recommend best practices
  - Provide feedback to DPR on content calendar that is optimized for future digital marketing campaigns
- › Propose additional strategies to increase web traffic
- › Provide digital marketing recommendations for international markets and assist with execution as necessary
- › Provide digital marketing recommendations for meetings industry and assist with execution as necessary
- › Submit monthly report of KPIs for all digital marketing campaigns and provide recommendations for increased ROI
- › Drive effectiveness of digital marketing strategy by continually monitoring channels and analytics while proactively ensuring in-house marketing efforts align with current strategy
- › Assist DPR in establishing a unified dashboard with measurable results to share with internal and external stakeholders
- › Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc.

### **Section 1, Phase 1 Proposal**

Minimum requirements of the Phase I proposal (no more than 10 page):

- 1) An overview of the dedicated account team including brief bios, and tourism-specific experience if applicable.
- 2) Current client list and three references, one being a past client
- 3) Description of the agency's approach and process to digital marketing strategies and media
- 4) Description of agency's tactical process (for day-to-day digital projects)
- 5) Describe experience working with digital media budgets \$2 million or more
- 6) No more than two case studies featuring relevant assignments

- 7) Campaign samples relevant to this assignment (creative samples can be an appendix to the max 10-page proposal)
- 8) Method of billing for work
- 9) Respondents are required to demonstrate financial viability for maintaining an account of this size, supply audit summaries and bank letters stating financial stability.

### **Selection Criteria**

Agencies proceeding to Phase 2 will be selected on the basis of (but not limited to) the following:

- 1) Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business
- 2) Successful digital strategies with other companies and destinations
- 3) Demonstrated ability to develop and execute effective digital advertising campaigns
- 4) Background working with a committee (taking and giving direction as appropriate)
- 5) The quality and clarity of response, demonstrating the agency's ability to communicate clearly and creatively

### **Section 1, Phase 2**

If selected as a finalist, the firm may be asked to meet in San Juan, Puerto Rico to present or interview with the Digital Marketing Director, CMO and selection committee provide the following Phase 2 deliverables:

- 1) Approach to developing digital strategies
- 2) Approach to integrating traditional and digital marketing strategies, including measurement
- 3) Approach to developing campaigns targeted by audience and/or product, activity, etc.
- 4) Planned approach for learning about and becoming familiar with Puerto Rico and the island's tourism product

### **Section 2, Website Development and Maintenance - Scope of Work**

The purpose of this request is to seek a Web Design, Development & Interactive Agency who will help design, develop and maintain an all-new responsive design website, including search engine optimization.

#### **Current Site Information & Third-Party Structure**

- › Current site structure is attached as addendum 1
- › DPR works with SimpleView for our business database which will feed an API for display on the website
- › We work with additional third-party interactive tool providers:
  - Google Analytics
  - SimpleView
  - MailChimp
  - Falcon
  - Stackla

The selected agency is required to work within the brand guidelines set forth by DPR and other creative partners as appropriate, as well as collaborate with SimpleView and other third-party providers to deliver the best possible interactive experience on the all new discoverpuertorico.com website.

#### **Design Requirements/UX**

- › Work with DPR to define user needs and site structure

- › Provide recommendations and strategies on how to best incorporate rich media, dynamic content, enhanced mapping functionality, email capture and social media engagement throughout the site
- › Provide recommendations on itinerary/trip planner feature for implementation on the website
- › Offer solutions and recommendations for how to incorporate industry business information that meets user needs while highlighting business products through business profiles, articles, events and offers
- › Offer recommendations on how to incorporate site sponsors (i.e. Brand USA), affiliate sponsors and a booking widget on the site.
- › Offer recommendations on how to incorporate international localized content and stand-alone international sites
- › Under the brand platform, produce comps and wireframes detailing the design look, feel and functionality for a responsive design website in a variety of environments including desktop, tablet and mobile. Items that must be visualized include, but are not limited to:
  - Homepage
  - Overall site navigation with sample interior page sub navigation – three categories deep (i.e. Things to Do > Outdoor Recreation > Ziplining)
  - Article Page
  - Business Listing
  - Business Grid Page including filter detail
  - Events Page
  - Deals Page
  - Campaign/promotion page
  - Maps
  - Meeting planner landing page
  - Meeting planner navigation
  - RFP form
  - Press room page
  - Advertising placements - display, native, featured listings and others as identified in Part 2.
- › Upon project completion, provide a detailed style guide of templates and layout options including class names, etc. for future implementation design consistency.

## Development

- › Produce comprehensive and detailed functional requirements for the project
- › Develop, improve and add functionality based on current discoverpuertorico.com features as directed by DPR team and completed usability research
- › Provide recommendation on CMS
- › DPR has a strong preference for a widely supported open source CMS that would allow for the site to easily be transferred to another agency if needed in the future
- › Develop a comprehensive search engine optimization (SEO) plan and execute throughout development and launch of the new website. Identify shifting search engine priorities and set KPIs for on-going SEO project evaluation
- › Implement new features/components including but not limited to, dynamic and/or personalized content, content tagging and related content (user experience and/or native advertising), improved rich and multimedia integration and other site features including, trip planner and others as deemed necessary

- › Use latest responsive design technology. Code the site as required upon completion of functional requirements, wireframes and creative design process. Provide clarification on code source and whether it is custom code or pre-built
- › Work with SimpleView to modify the business information data feed for any new or altered functionality as required during the design/build process
- › Provide website integration with third party partner systems such as Stackla, social media properties, newsletter programs, publication request fulfillment and others as required
- › Design and implement a tracking implementation plan and code to tag all pages and interactions to ensure accurate reporting and accountability using Google Analytics
- › Create and implement a detailed migration plan from the existing website to the new responsive design including 301 redirects, etc.
- › Implement an advanced search solution – recommend search tag and filter structure for improved user experience. Allow for modified search results including elevated and excluded content.
- › Develop and implement monetization website strategy, including banners, native and sponsored listings
- › Develop industry-facing section underneath leisure-facing site umbrella
- › Develop a test plan to address usability, functionality, load and performance for the new website, including new features and components. Monitor and repair potential issues that arise during a post-launch “warranty” phase (define time).
- › Ensure that all responsive applications are fully compatible with all major browser environments including Microsoft’s Explorer & Edge, Mozilla’s Firefox, Apple’s Safari, Google’ Chrome, etc.
- › Implement and establish a reliable Content Delivery Network (CDN) to ensure maximized site performance globally
- › Provide documentation, including user manuals, staff training and support on systems developed for this project

#### **Maintenance**

- › Provide hourly costs, by position or blended rate, for ongoing site maintenance. This will be negotiated and billed under a separate contract.

#### **Section 2, Phase 1 Proposal**

Minimum requirements of the Phase I proposal (no more than 10 page):

- 1) An overview of the agency and the dedicated account team including brief bios and relevant experience
- 2) Current client list and confirmation there are no conflicts of interest between any existing contract or client relationship
- 3) Provide at least three client references for projects of equal or greater size developed within the past two years
- 4) Provide three to five live website URLs your agency has designed and developed that best reflect your work and relevancy to this project
- 5) Description of the agency’s approach and process to development and maintenance
- 6) Please provide hourly billing rates by task outlined in the scope of work
- 7) Method of billing for work

### **Selection Criteria**

Agencies proceeding to Phase 2 will be selected on the basis of (but not limited to) the following:

- › Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business
- › Demonstrated ability to develop and execute responsive website design solutions
- › The quality and clarity of response, demonstrating the agency's ability to communicate clearly and creatively
- › Demonstrated ability to approach website development strategically and innovatively, using an audience-based approach

### **Section 2, Phase 2**

If selected as a finalist, the firm may be asked to meet in San Juan, Puerto Rico to present or interview with the Digital Marketing Director, CMO and selection committee provide the following Phase 2 deliverables:

- › Demonstrate innovative thought process behind structure and technology to position DiscoverPuertoRico.com as a world-class website
- › Approach to incorporating content personalization and dynamic content
- › Plan for maintaining and establishing overall site health
- › Planned approach for learning about and becoming familiar with Puerto Rico and the island's tourism product

### **Other considerations**

Once selected, the agency must be prepared to begin work with DPR immediately.

Evaluation of the proposals will be under the jurisdiction of DPR. DPR will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed as most qualified, based on initial responses.

After the completion of the interview/discussion process, DPR will select the firm that best represents itself as capable of meeting the needs of Puerto Rico as a tourism destination. Discussions will then take place between DPR and the agency to define a more detailed scope of work. Ultimately, a contract will be executed between the selected agency and DPR.

If DPR is unable to negotiate a satisfactory contract with the selected agency, negotiations with that agency shall be terminated and the organization shall undertake negotiations with another qualified agency until a satisfactory contract is negotiated. If DPR is unable to negotiate a contract with any of the selected agencies, the organization shall re-evaluate the scope of services and fee requirements.

DPR and the selection committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. DPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.

**Proposals & Timing**

RFP release date: **August 10, 2018**

**Phase 1 proposals must be delivered to DPR office by 5:00pm EST on Tuesday, August 28, 2018. Please mail 10 hard copies. Proposals should be NO more than 10 pages per section or 20 total pages if responding to both sections.**

Liz Mabe, Digital Marketing Director  
Discover Puerto Rico  
500 Calle De La Tanca  
Building Ochoa, Suite 402B  
San Juan, PR 00901, USA

In addition to hard copies, proposals should be sent via email to Liz Mabe ([liz.mabe@discoverpuertorico.com](mailto:liz.mabe@discoverpuertorico.com)).

**Finalists for Phase 2 will be notified by September 14, 2018.**

**Finalists will be asked to present in Puerto Rico during the timeframe of October 1-5, 2018.**

**Final agency selection will be completed before October 12, 2018.**

By submitting either the Phase 1 or Phase 2 proposal, the applicant thereby agrees that DPR's decision concerning any submittal in any respect is final, binding and conclusive upon it for all purposes, and acknowledges that DPR, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timeline outlined.

All materials submitted become the property of DPR and may be made available to the public. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization.

Please direct questions to Liz Mabe: (417) 827-3881 or [liz.mabe@discoverpuertorico.com](mailto:liz.mabe@discoverpuertorico.com).

**Confidentiality**

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to DPR and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.