

## **REQUEST FOR PROPOSAL – MARKETING CONSULTING + WEBSITE DESIGN**

DATE: August 5, 2021

PROJECT: **A CREATIVE MARKETING PARTNER TO BUILD AND MAINTAIN WEB PRESENCE AND CONSULT ON MARKETING INITIATIVES**

### **PURPOSE:**

The Serenitee Restaurant Group is requesting proposals for a Marketing Consultant. Using this Request for Proposal, we intend to solicit bids from qualified partners (business, organization or individual) and identify which partner might be the best-qualified to complete the project. Proposals due to the Serenitee Restaurant Group on or before August 25, 2021. Finalist interviews and selection: the week of August 30, 2021.

### **SCOPE OF WORK:**

#### Marketing Consulting

We are looking for a marketing partner to invigorate key initiatives that include restaurant openings, acquiring new and motivating existing customers, and improving general awareness.

#### Websites

Develop an easy-to-use and architecturally sound website template for all eleven Serenitee Restaurant Group restaurant websites. This can include a full rebuild or streamlining the existing websites to maximize user experience, with a specific emphasis on guest mobile experience.

Create a highly beneficial, flexible and user-friendly overarching SereniteeRestaurant.com website that can be used for a multitude of purposes, including Rewards Program awareness, gift card sales and recruitment.

Provide a framework and architecture for all websites that will permit future expansion and the addition of new online content and services.

### **REQUIRED FEATURES, FUNCTIONALITY & DELIVERABLES**

In preparing proposals, respondents should consider the following criteria:

- Easily updated – Once the site has been completed and accepted by the Serenitee Restaurant Group, the site should be simple to maintain. The content management system should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.
- Fast-loading pages – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer or mobile device. Images should be optimized accordingly.

- Effortless to navigate – The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful partner will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
- Future flexibility – The site should include a flexible design template that can easily accommodate the addition of new content and functionality at a later date.
- Lead Generation – All restaurant websites will need to include an easy sign up option for our Rewards Program. Some restaurant websites will also need to include highly visible navigation options to our event managing and waitlist software

#### *Back End*

- Identify and deploy an easy-to-use content management system (CMS) that allows for frequent content publication.
- Optimize content and site structure to improve SEO going forward.
- Tracking setup in Google Analytics, including conversion goals/funnels
- Provide training in use of CMS
- Provide support in uploading content
- Provide or identify a secure hosting environment

#### *Front End*

- Intuitive and SEO-optimized navigational structure that is scalable to accommodate future content
  - Documented sitemap/information architecture
- Clean, easy-to-use design that is mobile-responsive
  - Free template based designs are acceptable warranted there are no recurring license fees for the use of the template
  - Must meet Web Accessibility standards
- Ability to display rich imagery and interactive media content (but optimized for fast page loading)
- Blog functionality (on SereniteeRestaurants.com)

#### *Maintenance Services*

- Periodic updates to themes, plugins or other back end functionality or services
- Content backups
- Updated security measures, including malware and hack detection and associated cleanup
- Website performance and uptime monitoring
- On-call web support services as needed

#### **ABILITY TO PERFORM:**

Partner's ability to perform scope of work based on prior experience with similar projects. We will evaluate the provider's facilities, references and staff experience. A partner who can demonstrate its ability to deliver the project on schedule. Understands the scope of the project through concise methods, procedures with ample time and staff.

**PROJECT MANAGEMENT:**

The partner will work closely with the Marketing Director (Project Manager), who will be the point of contact for all regular communication. The partner will also be responsible to hold occasional meetings with key members of the restaurant group to brainstorm and review deliverables.

**ABOUT THE SERENITEE RESTAURANT GROUP**

The Serenitee Restaurant Group Mission is to create institutions that substantially improve the quality of life in their communities by creating fun places that bring people together and fosters the connections that make life worth living.

We have restaurants across the North Shore - each with its own personality, experience and menu. All our restaurants are designed to provide a fun, warm, and inviting space, where our guests feel most comfortable.

We're committed to being a neighborhood restaurant and strive to weave ourselves into the fabric of the communities where we are located. As a group, we donate to over a hundred local organizations across the North Shore each year.

**PROPOSALS SHOULD INCLUDE:**

- Overview of your company
- Indication of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design and development strategy
- Proposed website timeline from kickoff to launch
- Details about your team – specific assignment(s) to the project
- Experience/ Past Performance; describe three similar projects performed with the last five years, including a client reference for each
- A portfolio or samples of past similar Marketing Consultation projects
- Prior work with the hospitality industry preferred but not required
- Cost Proposal for website build, ongoing maintenance and hosting as well as future website builds
- Cost Structure for Marketing Consulting
- Hourly rate for any changes or adjustments made out of scope
- Method of billing

**PROPOSAL REVIEW:**

The Serenitee Restaurant Group will evaluate all materials submitted and engage in interviews and/or discussions with respondents deemed as most qualified, based on initial responses. After completion of the interview/discussion process, The Serenitee Restaurant Group will select the partner that best represents itself as capable of meeting the needs of this proposal. Discussions will then take place between the Serenitee Restaurant Group and the partner to define a more detailed scope of work. Ultimately, a contract will be executed between the selected partner and Serenitee Restaurant Group.

**SUBMISSION:**

Please submit proposals to:

Samantha Porter, Marketing Director  
Serenitee Restaurant Group  
[samantha@serenitee.com](mailto:samantha@serenitee.com)  
185 Main Street Gloucester, MA 01930

**QUESTIONS:** Please contact Samantha Porter at [samantha@serenitee.com](mailto:samantha@serenitee.com) with questions.

**PLEASE NOTE:** Any questions that arise from candidate responses will be shared among all who submit their interest in this project. Full transparency is important for a fair and professional procedure in getting the information out.