

COLLEGE PROMENADE

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Digital Marketing & Social Media Coordination RFP (Request for Proposal)

Company Name: College Promenade BIA (CPBIA)

Address: 794 College St, Toronto M6G 1C6

Procurement Contact Person (PCP): Meg Marshall (Coordinator), Julie Fass (Chair)

Telephone Number of PCP: 416-801-5910

Email Address of PCP: biacollegepromenade@gmail.com

Project Name or Description: Digital Marketing & Social Media Coordination Support

1. Background/Introduction:

The College Promenade BIA is seeking a qualified firm or individual to facilitate aspects of our digital marketing including advertising, content generation, outreach, engagement, social media, online reputation management, and social copywriting, and event support to help boost online traffic, social influence, and potential online sales. The successful candidate will be responsible for community engagements, marketing, and communications for the CPBIA, understand the dynamics of this unique neighborhood, and collaborate effectively with the College Promenade Coordinator and Marketing Committee on overall visioning.

2. Tasks:

- Maintain CPBIA social media platforms
- Manage all social media platforms with assistance from the BIA Coordinator (Instagram, Facebook, Twitter, Tik To (*to be created*), Threads (*to be created*)
 - Includes Resharing of member business content
 - Commenting on business member or applicable community member posts
 - Creation of Reels or videos

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- Integrating any templates or formats for the presentation of content as directed by the Marketing Committee
- Planning, tracking, implementing and reporting on all social media platforms
 - Monthly 1-2 page report presented monthly on performance and key notes
- Respond to general inquiries on social media platforms and forward appropriate concerns or items on to the Coordinator for further action
- Develop, write and edit some content for monthly newsletters
- Attend sub-committee meetings or Board Meetings of the CPBIA as required.
- Assist in creating content for CPBIA branded events, meetings etc. as required
- Collection of CPBIA content and sharing of events/news etc from businesses and associations
- Creating Ad campaigns to help drive more business to the market in consultation with the Marketing Committee
- Maintain communication and a positive relationships with BIA members and other associates of the BIA
- Assist in improving public perception of BIA among business owners, employees and community members
- Estimated # of posts to each social media platform (*the same content can be repurposed or shared amongst the channels for each post*) would be on average 4 a week
- Estimated # of hours engaging with platforms to comment/like/reshare would be on average 4-5 hours spread out over various days throughout the week
- Estimated # of hours per month for all work is 8-10 hours a week (35-40 hours per month)

3. Anticipated Selection Schedule

Upon the Board approval of the selected vendor or individual, work would commence approximately on or around October 1st. All companies are invited to visit our neighbourhood and forward any questions relevant to the RFP to **biacollegepromenade@gmail.com**

4. Time and Place of Submission of Proposals

Proposals should be submitted in **.pdf format** to **biacollegepromenade@gmail.com**

We will be accepting applications until Monday, January 15th at 5pm.

5. Timeline

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Based on review of completed work and communication with the BIA board, the awarded company will hold the contract for 3 months, with the possibility of an additional year extension.

6. Elements of Proposal

- The BIA will only accept monthly fee proposals.
 - Options for additional work can also be listed for special projects or skills
- Sample Report presentation
- Portfolio of Work
- 3 Relevant Client or Professional references
- All proposals will allow for a cancellation of tender with 30 (thirty) days notice.

7. Evaluation Criteria

- Examples of past work and portfolio
- References for past and/or current work
- Cost of services
- Explanation of expertise/technical ability

8. Budget

- Up to \$800-\$1000 a month