

Request for Proposals for Marketing Services

Proposal Deadline: 2:00pm EST, Wednesday, November 22, 2017

- “FSC First” is the trading as name for the Prince George’s Financial Services Corporation. FSC First requests proposals for comprehensive marketing services.
- Questions regarding this RFP should be directed to smgross-wade@fscfirst.com no later than 5:00pm EST on Monday, November 6, 2017. Responses to all questions will be sent via email within 3 business days.
- Electronic submissions of the proposals are required and must be submitted to smgross-wade@fscfirst.com with “RFP Submission for Marketing Services” in the subject line.

Summary

With this Request for Proposal (RFP), FSC First seeks to acquire the services of a qualified local marketing firm to support its marketing initiatives. FSC First invites proposals from interested marketing agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; website design and development; and market research. Preference will be given to agencies providing a broad range of services; subcontracts with local providers are acceptable.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder’s responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The work to be performed will support FSC First’s primary revenue generating business lines, which include SBA 504, SBA 7(a) Community Advantage Guaranteed Loans, micro-enterprise loans, and other public-private financing programs. The contract period will be from December 15, 2017, through June 30, 2018. Based on performance, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.

Background

A statewide, mission-driven 501(c) 3 nonprofit economic development finance organization, FSC First is a flexible, risk-tolerant direct lender that provides innovative and creative business financing solutions; and loan administration services to strategic financing programs, that benefit small and emerging businesses. We align our partners’ goals with our extensive industry expertise to achieve economic impact while providing access to capital through direct loans. We thrive on bringing innovative and creative deal structures to meet the diverse and unique needs of the historically disadvantaged small and minority-owned businesses.

FSC First is a Community Development Financial Institutions (“CDFI” as designated by the U. S. Treasury Department), a Certified Development Company and Community Advantage Lender (“CDC” as designated by the U.S. Small Business Administration). These designations and our extensive industry expertise allows us to serve as Fund Managers for the Prince George’s County \$50 Million Economic Development Incentive (EDI) Fund, State of Maryland Department of Housing and Community Development Micro-Enterprise Loan



Fund, the State of Maryland Department of Commerce Video Lottery Terminal Fund, the City of Bowie Revolving Loan Fund; and similar initiatives.

FSC First Statistics

Year of Incorporation 1978

Number of Employees 10

Annual Revenue ~\$1.5 million

FSC First Marketing Goals

Working in collaboration with the Executive Team at FSC First, the marketing contractor will work towards and measure efforts against the following goals:

- Drive measureable traffic and leads to FSC First both through direct digital channels and through qualified sales lead targeting by using a marketing mix that spans digital, PR, event support and targeted offline communications.
- Build greater industry awareness of FSC First's programs and custom solutions and position FSC First as an innovator and thought leader in the space.
- Build a direct sales channel for our core loan programs.
- Create and implement a customer engagement plan that significantly increases customer referrals.

Scope of Work

The scope of work will include the following:

Strategy

- Serve as FSC First's expert advisor for the development and implementation of **non-obvious** marketing strategies for its primary revenue generating business lines.
- Develop an integrated marketing plan focused on achieving FSC First's Marketing Goals.
- Create quarterly planning objectives and reporting for ensuring tactics are managed on brand and on budget, and accountable to measurement.

Marketing and Public Relations

- Provide graphic design and content development for digital, print, and collateral material, as requested.
- Manage public relations resources to accomplish the objectives as described in the marketing plan.
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development.
- Support FSC First's internal marketing needs by providing integrated collateral templates.
- Creation and publishing of the monthly e-Newsletter to highlight the relevancy and impact of FSC First.

Digital

- Provide website design, development, and content services, as needed.
- Incorporate & Maintain Google Analytics to drive interest to FSC First and its website. Track and report monthly number of website hits and ensure FSC First shows up in Google Searches as applicable.
- Provide social media strategy development, content, and execution. Track and report monthly statistics on the increase in Followers, Likes, Friends added, and postings (internally and externally).
- Restructure and maintain Constant Contact.

Market Research

- Conduct market research to identify target industry segments with the highest revenue generating probability, as needed.
- Conduct customer surveys, as needed.

Promotional

- Development of monthly and/or quarterly promotional campaigns to stimulate interest in potential funding for business development follow-up.
- Identify and procure promotions items for event usage.

Event Management

- Partner in the establishment of company calendar of events and effectively provide event management support for facilities, advertising, catering and set-up.

Outreach Support

- Restructure and manage the Constant Contact database.

Branding

- Advising FSC First on maintaining brand consistency.
- Making recommendations on brand advancement.

Response Requirements (minimum requirements)

For ease and efficiency of review, FSC First has specified the numbering protocol below for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Company profile

- a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
- b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.
- d. Note any specific certifications and by who (e.g. State of Maryland Women-owned Business Enterprise (WBE), etc.)

2. Qualifications

- a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.
- b. Provide a description of your work process.
- c. Special consideration: Describe the experience with and knowledge of the corporate sustainability space among your firm's personnel, in the context of their careers.
- d. Special consideration: Describe the experience with and knowledge of the economic development finance industry among your firm's personnel, in the context of their careers.
- e. Special consideration: Describe the experience with and knowledge of the financial services – commercial lending industry among your firm's personnel, in the context of their careers.
- f. Special consideration: Describe why and how your firm is uniquely positioned to serve as FSC First's lead marketing strategist, implementer, and advisor.

3. Experience and ability to perform this work

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.
- b. Provide examples of relevant work and / or case studies.
- c. Provide a minimum of three (3) client references.
- d. Provide a list of personnel who would be assigned to FSC First work, along with their credentials and experience.

4. Pricing

- a. Provide a schedule of fees for all relevant services described in the Scope of Work including cost of Ongoing Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Content Development and Website Maintenance; Public Relations; and, Paid Media.
- b. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.



Please follow exactly the requirements for the responses noted above. It is the responsibility of the bidders to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

Questions

Individual questions regarding this RFP will be responded to only as follows: Questions regarding requirements and scope of work will be accepted up to 5:00pm EST Monday, November 6, 2017 via email only, at **smgross-wade@fscfirst.com**. Answers to all questions received by this deadline will be sent via email. Telephone calls, faxes and/or requests for a solicitation will not be accepted or acknowledged.

Award

FSC First reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. FSC First reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.

Anticipated Selection Schedule

- RFP Distributed via electronic mail only November 1, 2017
- All written questions will be accepted up to 5:00pm EST Monday, November 6, 2017
- Question & Answer Period November 6 - 10, 2017
- **Proposal Time and Due Date 2:00PM November 22, 2017**
- Interview Period November 27 – 30, 2017
- Contractor Selection December 1, 2017
- Commencement of Contract December 15, 2017

Protocols for Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered electronically to FSC First by **2:00pm EST on Wednesday, November 22, 2017**. Responses submitted after 2:00 pm EST will not be accepted. Responses must be submitted electronically via email to: **smgross-wade@fscfirst.com** with **"RFP Submission for Marketing Services"** in the subject line.

Submissions should consist of one (1) PDF document containing all of the requested information in the same order as the numbered Response Requirements listed above.