

## REQUEST FOR PROPOSAL: MARKETING CAMPAIGN 2022

### Background:

The Halifax Chamber of Commerce is a membership organization representing 1,800 members in Halifax.

Together, our team, our members and their over 68,000 employees, act as a single powerful voice to promote local business interests. The volunteer board of directors and chamber staff undertake initiatives by request of, and on behalf of our diverse membership.

Our membership is made up of 83% small businesses, meaning 25 employees or less. Our top industries include: Business and Professional Services, Not-for-Profit's and Real Estate and Construction companies.

### Project Goals:

The Halifax Chamber of Commerce is seeking the services of a Member company to provide a comprehensive integrated one-page plan for marketing campaign 2022. The marketing campaign aims at both attracting new Members and increasing the retention rates of current Members. We want to remind or refresh business owners on the importance of joining our community and how it can benefit the growth of their own business.

The successful agency will collaborate with the Halifax Chamber of Commerce to develop our key messages and effectively communicate the value of the chamber membership. Further detailed goals are as following:

- Increase Membership growth to 2,000 businesses by 2024
- Sustain or increase our retention rate of 92%
- Increase followers on each social media platform 10% by 2023
- Consistently high attendance rate for our 100+ annual events
- Maximize sponsor and partnership opportunities

### Scope of Services:

The selected firm will be responsible for the development of a marketing campaign that can be used in both digital and print media platforms. We are looking for a variety of options to use in each media platform, including our Business Voice magazine, local news outlets, billboards, and social media platforms.

Additionally, we would be interested in:

- A media buying strategy, to fit within this budget
- Google analytics and ad words campaign setup
- Billboards/digital screens
- Newspaper ads

Selection Criteria:

To comparatively evaluate the offers available from different companies, the Chamber is interested in receiving a one-page document outlining the following information:

- Competitive pricing and able to work within our budget
- Timeline in which your company could present your plan to the Chamber's Marketing / Communications team
- Experience working on similar project/clients
- You will need to be a member (or become a member) in good standing of the Halifax Chamber to provide these products or services to our organization.

Budget:

The Halifax Chamber of Commerce's complete budget for this marketing campaign is \$50,000 +HST, which includes your organization's development of campaign as well as any media buys you would like to include.

Timeline:

Deadline: All proposals must be received no later than **4PM on Thursday, May 19**. We will meet with several organizations to discuss their proposals from May 24 – May 26. The successful organization will be informed on May 27 and we will begin preliminary meetings the following week.

Launch date for the campaign is early September 2022.

Contact: Completed proposals and questions should be directed to:

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