

Request for Proposal

ITSMF

Digital Marketing Services

Queries and submissions must be sent to: Marketing@Itsmfleaders.org

Issue date: October 5, 2023

Closing date and time: October 20, 2023

Background

The Information Technology Senior Management Forum (ITSMF), formed in 1996, began with a conversation between a few prominent technology executives who discovered that only 3% of information technology management roles were held by Black professionals. Studies suggested that not enough Black professionals were positioned for senior-level technology positions. This discussion sparked those executives, most of whom were CIOs of major corporations, to action as they were compelled to reach, teach, and nurture aspiring technology professionals.

Under the leadership of Carl Williams, this 501c(3) organization began recruiting Black professionals who ranked among the Who's Who in technology, along with companies and individuals that boldly dared to disrupt the status quo and seek more diversity, equity, and inclusion among technology executives.

For over 25 years, ITSMF has remained the premier national organization dedicated exclusively to cultivating executive talent among Black technology professionals. We are extremely proud of our history, encouraged by today's progress and excited about the work still needed to fulfill tomorrow's promise.

Our organization has three main pillars for generating income: our memberships, our partner sponsorships, and our Global Institute for Professional Development academies.

Strengths and Challenges

Our organization's strength – our secret sauce – is our membership and lies wholly within how we relate to each other. Once you are a member or even encounter a member of ITSMF, you are family. Our organization operates like a family when someone needs something, another member is there to help. Our members pull each other along in their pursuit of success and leaves no one behind.

Our challenge is that we were considered a 'Best Kept Secret' but have moved toward a 'Best Shared Secret.' Our organization as it focuses only on Black senior level technology professionals and tech founders/entrepreneurs, is sometimes challenged to find these unicorns, and share our organization with them. Our goal is to get our organization in front of these individuals and bring them into the fold.

Another obvious challenge is that we are a non-profit organization and have a very small management team. Our marketing budget is small, so we must rely on organic marketing to reach the masses.

National presence

99% of our organization's membership resides in the continental United States with 1% being international. Our regional make is shown below:

- Northwest 3%
- West 5%
- Southwest 13%

- Great Plains 2%
- Great Lakes 19%
- Southeast 39%
- Northeast 19%

Target Audience

Our target audience is Black senior level technology professionals and technology entrepreneurs. Our members are typically director level and above in their field. We also embrace individuals whose organizations are ‘tech adjacent.’

Business goals

Our organization goal is to increase our membership and our partners. The goal for the brand and communications department, is to increase our reach and engagement on social media and our website. We strive to increase our engagement 10% YOY. We want to educate our current and future members, Global Institute for Professional Development participants (current and past), partners and stakeholders about our initiatives and events.

Scope of work

Project Management

- Scope is to project manage all major event marketing (symposiums, graduation, in-person events, etc.)
- Considerations include marketing plan and timeline for each event, execution of the plan with weekly updates.
- KPIs and Goals include completion of all tasks within deadlines and successful execution of the plan.

Social Media Management

- Scope is to create and execute a social media strategy for the coming year (2024).
- Considerations include a monthly social media calendar, schedule social media outreach, respond to social media engagement (within 48 hours). Also provide monthly social media metric reporting.
- Key Performance Indicators (KPIs) and Goals include: 1) increase 10% year-over-year in engagement, 2) 100% response rate to engagement and 3) removal of any distasteful comments (At the discretion based on our community standards to be removed)

Social Media Design

- Scope is to create social media graphics for postings to keep our social media pages engaging and interactive. We host various virtual and in-person events as well as recognize national holidays so the number of graphics per month will vary based on the calendar.

- Considerations include monthly social media graphics to accompany our events (virtual and in-person) and refresh our old social media graphics.
- Key Performance Indicators (KPIs) and Goals is to have a fresh approach (meaning cutting edge that resonates with our target audiences) to all social media that reflects our style and appeals to our members and partners. All design must fit within the ITSMF Brand Standards.

Content Writing

- Scope is to provide content writing to reflect our style and appeal to our members and partners.
- Considerations include all social media posts, email marketing, letters, and other projects assigned to marketing (i.e., annual report, website updates, annual appeal letters, etc.)
- Key Performance Indicators (KPIs) and Goals include achieving the ITSMF voice in all marketing communication and assets.

What are we looking for in a digital marketing services organization?

We are looking for a partner who exemplifies professionalism and can speak to our audience as well as we can. We are looking for an organization who can deliver quickly on turnaround times with quality work and style.

We need a team to be proficient in the following platforms:

- Photoshop
- InDesign
- Illustrator
- Canva
- Publer
- Google G4
- Asana
- Others as needed

There are times when we are extremely busy with multiple events being marketed at the same time. We will need a team that can execute quality work with short turnaround times.

Timeline and Budget

The schedule including when RFPs were sent out, when proposals are due, selection dates, presentation dates, announcement dates, start dates.

- RFP issued: October 5, 2023
- Proposals due: October 20, 2023 (11:59 pm ET)
- Agency selected: December 1, 2023
- Work starts: January 1, 2024

Current activity

Current marketing strategy

- Our current marketing strategy includes utilizing 4 social media platforms (LinkedIn, Facebook, Instagram, and Twitter/X), our email marketing platform (Cvent) and our website.

KPIs and Success Metrics Used

- We use the metrics from social media platforms for reach, engagement, page visits and new followers.

Tools, tech, software:

- Photoshop
- InDesign
- Illustrator
- Canva
- Publer
- Google G4
- Asana
- SharePoint

Analytics data

- LinkedIn Analytics
- Meta Analytics
- Twitter Analytics
- G4
- Cvent Reporting

Stakeholders

Project Lead/ Key Point of Contact

Name: Dawn Jordan Jones

Job title: Brand and Communications Manager

Responsibilities: Key responsibility is to coordinate and/or executive the marketing strategy for the organization including social media, website, content, and onsite event marketing. Another key responsibility it to protect the brand of ITSMF and make sure that all marketing is congruent with the brand, so it remains easily recognizable in public and online spaces.

Contact details: Dawn.Jones@itsmfleaders.org

Core team

Name: Michael Whitley

Job title: VP, Development and Advancement

Responsibilities: Oversees the entire development department and brand and communications.

Contact details: Michael.Whitley@itsmfleaders.org

Extended stakeholders

Name: Johanna Jones

Job title: President and CEO

Responsibilities: Provide vision and day to day management of the ITSMF team, supports the board and its endeavours and works with local, statewide, and nationwide members and partners to ensure that the mission of ITSMF is achieved.

Contact details: Johanna.Jones@itsmfleaders.org

Submission Requirements

With your submission, please share the following information:

- Sample of your most recent work (graphic design, content)
- Provide three references.

Agency Credentials

- Describe the makeup of your client base? What percentage of clients includes nonprofits in a typical year?
- How many years have you been in business?
- Why should we hire and your agency team?

Data protection

- What processes do you have in place to ensure that all data with your company will remain secure?
- Do you have a recovery program in place? If so, please provide details.

The Team

- Please outline your proposed account team structure. Will you be working alone or bring in other expertise to support?
- Describe the skills, credentials, and expertise of your team? What roles will they play?
- What is your team size?
- How would you approach changes in the composition of your team and avoid it impacting our deliverables?
- How would you incorporate best practices in executing this agreement if you are selected? Such as AI, videos, etc.

Servicing

- How do you intend to go above and beyond to help us reach our goals? What is your superpower? Please provide case studies and examples.
- What is the process in place to get campaigns and activity live once contracts are signed?
- Please outline your project management and service levels.
- What frequency of reporting and meetings do you propose?
- What is your strategy for providing excellent customer service?
- Describe how communication would work with the ITSMF team? Provide the org chart.
- How would you gather content from key members of the team?

Pricing

- Please provide details of the pricing for all proposed service lines.
- Please provide details of the contract length and any associated break clauses.

Tools and Tech

- What tools and software does your agency use to manage and report on accounts?
- Do you have in-house development resources or access to bespoke solutions?
- Do you use the Google Marketing Platform (GMP)? What are the main differentiators to Google's free products?
- What support can you offer with the implementation and service of GMP?

Digital Strategy and Integration

- Please outline your approach to creating strategies for each of the proposed channels mentioned previously. Is this asking too much?
- What is your approach to creating an integrated multi-channel strategy?
- How will you ensure that the strategy you propose is in line with our overall business objectives?
- How do you measure and report on attribution?
- How would you use Google Analytics to provide further insights into our activity?
- What data do you need from us to build an effective digital strategy?

SEO

- What makes your approach to SEO stand out from other agencies?
- What is your approach to SEO strategy?
- How do you measure and report on SEO campaigns?
- What tools and software do you use for SEO accounts?
- Please outline your SEO strategy process.

Content

- What is your approach to content marketing?
- What makes your approach to content stand out from other organizations?
- What tools and software do you use to manage content and how do these benefit the account?
- What are your favorite social media pages that deliver content a high calibre consistently and speak to desired audiences flawlessly to achieve business objectives?

Social Media

- What is your approach to social media?
- What makes your approach to social media stand out from other organizations?
- What tools and software do you use to manage social media and how do these benefit the account?
- How do you integrate social media with the overall marketing strategy?
- How do you measure and report on social media campaigns?
- Outline a sample monthly report, quarterly report, and annual report?