

WEB SITE OBJECTIVES

- Enable the website to effectively represent our company and our diverse abilities
- Rebuild the current website with the goal that our site will be adaptable for future marketing, branding and advertising - serving as our marketing keystone
- The site will have static HTML content that can be updated periodically by our staff
- Desires include having a “ease of use” navigation, visual portfolio, a storefront with purchase options (need to have the option of transactional storefront), contact page with images, about us, press-release and news page (media page), case-studies and testimonials, interaction with Facebook & Twitter

BUDGET

- Amount of spend will be determined on recommendations made to achieve our objectives
- Work can begin immediately with a full launch date ASAP, April at the latest
- Initial spend is 1,000-3,000 dollars, additional funds can be dedicated after plan-presentation

TERMS AND CONDITIONS

- Flottman must own, have full access to and have the right to customize site code and all deliverables, including but not limited to design, content and creative.
- Terms for proposal:
 - Relevant dates (see complete timeline below)
 - Proposals are to be delivered to Ed McMasters at the Flottman Company
 - Three copies of the proposal need postmarked by January 12, 2012

Bidder Status:

- Bidder must disclose any relevant conflicts of interest and/or pending lawsuits
 - All proposals must include a statement of authorization to bid, signed by a principal of the responding company
 - All proposals must use the proposal format outlined in this RFP

BACKGROUND OF THE FLOTTMAN COMPANY

- The Flottman Company was founded in 1921 and remains family owned
- We have 49 employees both office and plant staff
- We provide all printing, folding and variable-data, personalized communication
- Additional we in-house Graphic Design, SOPs for Pharmaceutical Vendors, web-to-print and have earned FSC Certification
- www.FlottmanCo.com – visit our current website for a compilation of our services

AUDIENCE – STAKEHOLDERS

- Website will be used by current clients looking for new opportunities
- New clients seeking a new printer, folder and/or personalized marketing strategies
- Sales team will use the portfolio pages to demonstrate our work to perspective clients and current clients we are cross-marketing
- Targets: Pharmaceutical Market (Term Specific Content), Current Printing Clients (Product Enhancement – Cross-Sell, Cross Promote) and Prospective Clients looking for more than “*ink on paper*”
- Entire site will be accessible to the general public

TOOLS AND FUNCTIONALITIES

- Strong, Impressive home page that introduces the Company
- Focus on our three core marketing – Pharmaceutical-Folding of Inserts/Outserts, Printing-Web-to-print, Design, Large and Small Formats and Cross Media, Multi-Channel Marketing incorporating personalized Direct Mail, pURLs and email
- “Ease of use” navigation – simple, directive and informative
- Portfolio - highly visual with captivating images of a variety of products
- Storefront with samples to generate Ideas – price the option for the store to be transactional, drive calls to sales staff, key is to make clients more aware of our abilities
- Create a Personalization Specialty Vertical Page(s) (sample: www.casinodirectmail.com)
- Contact Page – Incorporate Individual Sales Staff
- Sign-Up Page for our newsletter and for additional product information
- About Us – Define Flottman’s 90 years of Industry Leadership
- Awards Page with entry and award
- Media Page – Posting of Press Releases, News and recent publications
- Marketing Advisor – PDF Newsletter
- Case-studies both industry wise and company specific
- Testimonials
- Interaction with our Social Medias - Facebook & Twitter
- Sustainable Printing – Define our FSC Certification
- Have the website SEM and SEO effective
- Recommend visiting multiple competitor sites for best practices

REPORTING NEEDS

- Desire to calculate unique visits, return visits and page views
- Numbers completing the Contact Form
- Notification of visits to specific pages or focuses
- Google Analytics is an option once site traffic increases

SITE SPECIFICATIONS *Need Assistance Answering These Questions

- Design parameters – Make the site engaging

- Simplistic for our Team to make edits, updates and additions
- Site must have Accessibility built in – see www.w3.org/WAI
- Who certified section 508 compliance? Which factors, define, describe?
- Usability testing prior to start and mid-stream will validate navigation choices
- Platform – currently running Microsoft Internet Information Server
- This is a redesign of a current site, but primarily a rebuild
- Language is the current (ex: cold fusion, ASP, PHP, Dreamweaver) – Not Certain
- Current site hosted on Windows 2003 server running Microsoft Internet Information Server
- Discuss ecommerce – select system for continuity with current work

INTEGRATION ISSUES

- Content and Copy from the current site can be repurposed
- Connect to Social Media components
- Connect to Survey Advantage for current clients for posting reviews
- Connect to Great Reach for Newsletter Content and PDF Version for the site
- Host and post our enewsletter
- Build with ecommerce site in mind

STAFF RESOURCES

- Point of contact-project manager: Ed McMasters
- "Web/Marketing Team" that will be reviewing proposals:

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|---------------|-----------------|
| Ed McMasters | Nicole Bradford |
| Sue Steller | Peter Flottman |
| Steve Puckett | Steve Casto |
| Steve Imholt | |

PROPOSED TIMELINE

- Develop RFP process 12/13-22, 2011
- RFP release date 01/02, 2012
- Submission of questions on RFP 01/03-12, 2012
- Notification of Intention to bid 01/13, 2012
- Questions and Answers will be emailed to all bidders
- **Proposals due 01/20, 2012**
- Finalist interviews 01/25-27, 2012
Interview dates and times; finalized based on number of proposals selected
- **Proposal award date 02/03, 2012**

- Initial meetings 02/06, 2012
- Quarantine begins (no new concepts/functionality added) TBD
- Beta Site Plan for April 20th Soft Launch
- Proposed site launch Plan for April 30th
April 30th is the drop-dead date, goal would be to have the site up sooner – ASAP!

FORMAT FOR PROPOSALS PRESENTED

- Executive Summary/Proposal Brief
- Technical Communication
 - Web development process: explain the process you will follow to build the web site, including major milestones and evaluations
 - Address usability standards and testing
 - Address any important technology information and specifications used in your solution (languages, platform, etc.)
- Management Volume
 - Organizational structure: communication process; core representative team, include lines of reporting and any special tools to be used or needed
 - Schedule of deliverables; include major milestones and testing proposal
 - Include competitive analysis of those companies replicating our fields
 - Prioritized list of recommended must haves and our industry best practices
- Budget Volume
 - Break down cost by production hours, tools purchased and functionalities included
 - Generate a “shopping list” to allow us to prioritize activities based on need and cost
 - Maintenance and Support: ID any known costs that should be assumed as part of the site and ongoing costs for maintenance and support we should need in the future
 - License fees: ID the costs we will need to pay to develop the site
 - Hosting: ID whether we must or are highly encouraged to host with your company. We currently host on our site and can continue to do so
 - Training and Style Guide: ID costs to train our staff to use site tools and provide a style guide – potentially two or three individuals.
 - Additional charge areas: Please ID whether there will be other expenses, consulting fees, future work, etc., needed to complete this project.

ATTACHMENTS

- Qualifications and Experience - including relevant performance history, information on accessing online demos, completed and current projects
- Biographies of the core team that will work on the project
- Professional references – at least three for companies you have previously created for