



Institute of Certified
Professional Managers

Request for Proposal (RFP) for Marketing Services

1. Background information

The Institute of Certified Professional Managers (ICPM) is seeking an experienced marketing consultant with a proven record of helping organizations to generate leads, increase sales, and raise brand awareness.

The Institute of Certified Professional Managers (ICPM) is a private, nonprofit organization (501c3) based at James Madison University in Harrisonburg, Virginia. ICPM was founded in 1974 by two trade associations, the National Management Association and the International Management Council. Our mission is to advance managerial excellence internationally by identifying and validating core competencies through professional development and certification. ICPM achieves its mission through the sale and administration of two management certification products: the Certified Manager® (CM®) and the Certified Supervisor™ (CS™).

ICPM has offered the CM certification for over 40 years. The CM is a general management certification that is suitable for managers in any industry or organization. The CM provides skills and knowledge that are essential for effectively performing the job of a mid- or higher-level manager. A typical CM applicant is between the ages of 35 and 55, has 10 or more years of experience, and has one or more degrees, typically in a field other than business or management. Notable customers for the CM include Lockheed Martin, United Space Alliance, General Dynamics, Gulfstream Aerospace, Nokia, AstraZeneca, Merck, Save the Children, Johns Hopkins University, PepsiCo, Blue Cross Blue Shield, and all branches of the US Military.

CS is a new certification that was launched in March 2019. The CS provides skills and knowledge that are essential for effectively performing the job of a supervisor or first-line manager. The target audience for the CS is younger, less experienced, and less educated individuals who do not qualify for the CM. The CS credential is earned by meeting eligibility requirements and passing one examination.

ICPM currently practices digital marketing (social media, forms, landing pages, blog, CTAs, targeted workflow emails, and use of Wishpond for lead tracking) and attends trade shows. Personal referrals and website traffic drive a significant percentage of our sales.

ICPM also partners with a number of training organizations and colleges to offer our certification products. Partners are in the US and several other countries. Partners purchase ICPM products at a discount and add value through their instructional services. Historically, partners have accounted for up to half of ICPM's annual sales.

2. Project Goals

The goals of this project include:

1. Generate reliable data and metrics on which to base, execute and adjust marketing strategies.
2. Increase paid applications by 20%.
3. Attract 5 additional corporate clients.
4. Create a comprehensive marketing strategy with defined execution stages for US and International Customers.
5. Increase brand awareness of ICPM, CM and CS.

To reach these goals, ICPM is now accepting bids in response to this Request for Proposal.

The project details are as follows:

3. Scope of Work

ICPM requires an overall marketing strategy, based on extensive research into both US and International markets. This strategy should identify the best markets for ICPM's products, and the best ways to reach potential customers in each market. A large portion of ICPM's current international business comes from the Middle East and North Africa (MENA). Therefore, a targeted strategy for the MENA region is essential. Additional required elements are as follows.

1. Two campaign strategies, one each for the CS and CM certifications, with specific recommendations for US and international markets.
2. A content strategy that includes copywriting and editing for all branded content, communications and the ICPM website, www.icpm.biz.
3. A social media strategy.
4. Analytics to optimize marketing performance.
5. Strategies for generating quality leads.
6. A sales strategy.
7. Maximize use of SEO & Google AdWords.
8. Create a corporate client retention plan.
9. Assist ICPM in implanting proposed recommendations and evaluating their effectiveness.

4. Target Deliverables Schedule

The desired project completion date is **1 September 2019**. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

5. Existing Roadblocks

Bidders should be aware that ICPM is a small organization with 5 employees. All strategies and recommendations must be reasonably implementable by our staff.

6. Budget Constraints

The budget for this project is flexible, depending upon the quality and extent of proposed services.

7. Evaluation Metrics

ICPM will evaluate bidders and proposals based on the following criteria:

1. Previous experience/past performance history
2. Samples and/or case studies from previous projects
3. Projected costs. ICPM will only consider fixed-fee proposals.
4. Experience and technical expertise
5. Responsiveness and answers to questions in the next section

8. Questions Bidders Must Answer To Be Considered

1. Can you support processes specific to our company or industry?
2. Can you deliver successful operations on a continuing basis?
3. Can you deliver predictive and actionable business answers based on data?

9. Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all 5 metrics in section 7 should submit a proposal.
- Bidders who are interested in submitting a proposal should inform Trent Johnson by 15 May 2019.
- Proposals must be submitted by 22 May 2019.
- Include samples and references with your proposal.
- Proposals should be no more than 20 pages, plus samples and references.
- A proposed schedule must also be included and clearly expressed.

10. Contact Information

Please address all questions regarding this request to:

Primary Contact

Trent Johnson, Marketing Coordinator

johnsotd@jmu.edu

540-568-5676 (direct)

540-568-3247 (ICPM offices)

Secondary Contact

Drew Koch, Executive Director

kochas@jmu.edu

540-568-3245 (direct)

540-568-3247 (ICPM offices)