



*Request for Bids*

**SOCIAL STRATEGY  
&  
CONTENT CREATION  
SERVICES**





April 23, 2018

To All Prospective Bidders:

Visit California, a privately funded nonprofit corporation, is seeking Social Strategy & Content Creation Services to support our mission of promoting California as a premier travel destination.

The California Travel and Tourism Commission D.b.a. Visit California is a private non-profit 501(C) 6 funded by assessed businesses that have an interest in promoting tourism to California. California Tourism is marketed exclusively by Visit California. You can learn more about us here: <https://industry.visitcalifornia.com>

***Please provide your bid by May 25, 2018.***

## **1. PURPOSE**

The purpose of this request is to seek bids for a qualified company to provide Social Strategy & Content Creation Services.

## **2. CONTRACT TERM**

Visit California generally contracts for these services annually.

## **3. SCOPE OF WORK**

Please base your bids on the following Scope of Work and key activities.

### Social Strategy

- Provide overall guidance and recommendations on social strategy:
  - POVs on new and emerging platforms, changes in social sphere, recommendations and best practices for advancement;
  - Ideation of social campaigns: collaboration with other agency partners for developing, executing, and reporting on campaign initiatives;
  - In-depth analysis and recommendations on and best practices for next step on results from reporting;
  - Optimizing real-time content opportunities;

- Providing guidance and strategy for moderation as it pertains to the VCA brand voice and tone; and
- Identify latest social media trends and insights to best adapt and position VCA as a key leader.
- Account Management:
  - Attend VCA meetings in-person on average of 2 days per week or 8 hours.

#### Content Creation

- Curating content for publishing on social media;
- Optimizing content for social publishing;
- Identify key influencers working with VCA and cultivate those relationships as VCA brand;
- Identify latest social media trends and insights to best adapt and position VCA as a key leader; and
- Create at least nine posts per day.

#### Reporting

- Social listening tool to meet objectives;
- Channel analytics and optimizations, and market-specific research reports generated monthly, and four reports generated as per Visit California Specifications:
  - Social update in International Markets (Weekly).
  - Detailed report on all US social channels (Monthly).
  - Board Meeting Reports (Quarterly).
  - Campaign reports (Quarterly).
- Provide in-depth analysis on current status or performance of markets and social channels; and
- Provide recommendations on key learnings, improvements, and best practices moving forward.

#### **4. CONTENT OF BID / PROPOSAL**

Company Description: Please provide a brief description of your company including years in business, experience, location, number of employees, and any other information that you believe would help us in our decision. (E.g. case studies, client lists, etc.)



Scope of Work: Please clearly indicate the Scope of Work that you propose as it relates to your bid, including whether your bid excludes any activities or deliverables in the provided Scope of Work, or whether your bid includes any activities in addition to the Scope of Work. Please also discuss your systems and processes that you will use to deliver the Scope of Work and report results to Visit California.

Bid Amount: Please provide your total bid amount for a one-year period of work, along with additional budget / cost details that may help with our bids analysis. Details may include retainer, hourly rates, estimated out of pocket expenses, labor costs, fixed costs, etc. that make up your total bid amount.

Contact Information: Please provide a contact name and number that we may use should we have any additional questions.

## 5. QUESTIONS

If you have any questions about this Request for Bids, please email us at [rfps@visitcalifornia.com](mailto:rfps@visitcalifornia.com).

## 6. TENTATIVE SCHEDULE

<b>April 23, 2018</b>	RFB public announcement
<b>May 25, 2018</b>	<b>Deadline for bids</b>
<b>June 15, 2018</b>	Estimated date of vendor selection
<b>July 1, 2018</b>	Estimated date for services to begin

## 7. DELIVERY OF BIDS

Bids may be delivered by hard copy, electronically, or both. Electronic versions must be in PDF format and sent to [rfps@visitcalifornia.com](mailto:rfps@visitcalifornia.com). Hard copies must be sent by courier such as FedEx or UPS to:

Visit California  
Request for Bids: Social Strategy & Content Creation Services  
Attn: RFB Submissions  
555 Capitol Mall, Suite 1100  
Sacramento, CA 95814 USA



All proposals submitted shall become the property of Visit California and shall not be returned to the Proposer. Visit California also reserves the right to:

- Reject any and all bids;
- Waive any or all mandatory requirements;
- Cancel this RFB;
- Revise the amount of funds available under this RFB;
- Amend this RFB as needed; and
- Not select a vendor and award a contract from this RFB.

All proposers agree that budget costs submitted with their proposals are valid for 90 days from the date Visit California receives your proposal.