

Marketing Request for Proposal

Project Overview & Goals

Adrienne Nicole Productions (ANP) is seeking a consultant or company to create and implement an organized and purposeful marketing strategy to increase our pharmaceutical and healthcare clients. The role can be virtual or in-person, however, virtual is preferred. We expect the project to cover an initial time frame of 3 months, including implementation. Project deliverables include:

- Identifying at least 20 potential clients for ANP
- A strategy involving traditional and non-traditional tactics, of which your company will implement at least 4 tactics.

Qualifications

- Experience in the healthcare and pharmaceutical marketing space
- Has current contacts in the healthcare and pharmaceutical industry (marketing agencies, direct clients, etc.)
- Experience developing marketing strategies for small businesses preferred
- Experience with marketing for a production company is a plus

Candidates MUST have healthcare marketing agency and/or pharmaceutical marketing experience. Experience marketing only to local physician practices or brands does not qualify.

Submission Requirements

Please include the following in your submission:

- Description of your company (200 words max)
- Description of your company's work style, including what level of implementation can be provided (200 words max)
- Portfolio and/or case studies of relevant work
- 3 relevant references
- Your pricing model or fee structure, including if you have pre-determined packages for strategy and implementation
- An estimate for this project (hours and/or rates), including details on:
 - The typical timeframe it takes your company to complete a marketing strategy
 - A proposed number of hours for desired meeting time

Proposal Due Date: 09/20/2022 at 4pm EST

Questions Due Date: 08/30/2022 at 4pm EST

Questions Response Date: 09/06/2022

Contact: Please submit questions and proposals to Work4ANP@ProducedbyANP.com