



EXPLORERS'
EDGE

Naturally Adventurous

REQUEST FOR SERVICES

Digital Marketing Campaign Specialist

Winter Travel in Muskoka

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Introduction

The Ontario Ministry of Tourism and Culture created 13 Regional Tourism Organizations (RTOs) in the province to identify and implement regional priorities, allowing for more consistent marketing of Ontario's tourism regions. The RTO12 area includes Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka and Parry Sound.

RTO12 is a not-for-profit agency that is governed by a volunteer board of directors. The mandate for RTO12 includes: providing industry leadership and strategic planning, developing strong, collaborative partnerships and packages, marketing, developing the workforce and skills training.

RTO12 is the administrative name for the region that is known in the consumer marketplace as Explorers' Edge www.explorersedge.ca.

Explorers' Edge programs will fuel the new brand with meaning, create awareness, and have measurable components while driving retail sales to our stakeholders.

For more information on Ontario's 13 Regional Tourism Organizations, visit <http://www.mtc.gov.on.ca/en/regions/regions.shtml>.

The RFS Process

1. The RFS process will take place as follows:
2. Potential bidders will be e-mailed a copy of the RFS.
3. The bidders prepare their formal response and send their document in an electronic format to Explorers' Edge by the specified RFS close date.

Project Timetable

Request for Services Issued	November 20, 2015
RFs Due	December 4, 2015

Proposal Submission Guidelines

Restrictions on Communications with Staff

If you wish to seek clarification on any of the information presented here, please contact James Murphy, Executive Director, by email to james@explorersedge.ca until the due date.

Information Submission Format

All responses to the questions in this document must be submitted in a Microsoft Office Windows compatible format or PDF format.

Submit Information to:

Explorers' Edge
3 Taylor Road Bracebridge, ON
Bracebridge, Ontario P1L 1S6
Attention: James Murphy, Executive Director

Number of Copies Required / Format of Copies

- Word document - Electronic copy by e-mail

Confidentiality

During the RFS process, the bidder may obtain confidential information in regards to Explorers' Edge businesses and / or its members and employees. The Bidder agrees to keep such information strictly confidential at all times. The bidder may disclose confidential information only when necessary for the submission of a response to the RFS. This does not apply to information known and available to the public.

The Bidder acknowledges that Explorers' Edge will receive many responses to the RFS that might contain information considered confidential by the bidder. The bidder will allow Explorers' Edge to use such information for the purpose of the RFS process.

All information and the responses provided to Explorers' Edge about the RFS will become property of Explorers' Edge and will not be returned to the Bidder.

Executive Summary

Explorers' Edge is seeking the expertise of a **Digital Marketing Campaign Specialist** to manage, administer and provide strategic advice as it relates to a winter consumer ad campaign. The digital ad campaign will make use of pre-developed content and packages to promote, communicate, market and convert winter travel in Muskoka.

The Opportunity

The **Digital Marketing Campaign Specialist** will work closely with a steering committee to manage, administer and provide strategic advice related to the winter consumer ad campaign.

The successful candidate will deliver the following:

Social Media

- Ad development and posting
- Audience Identification – finding and targeting RTO 12's target audience on the various social media platforms, including niche opportunities and custom audiences
- Daily optimization to ensure ads are delivering at the lowest possible CPV
- Conversion optimization and landing page testing (especially important once the booking engine is live)
- 7/365 campaign monitoring/management – we ensure ads are placed and run on weekends and on holidays
- Budget management including tracking spend against budgets (monthly reporting)
- Weekly/monthly reporting including a bi monthly analysis to determine which content is most effective in driving the lowest
- CPV and high quality traffic. We will report social media reach, engagement, and viral impact, and integrate our reporting with
- Identify new social media advertising opportunities and make recommendations

Search Engine

- Search Engine Marketing/Online Marketing - Pay Per Click campaign development and administration
- Conduct keyword search term research and online ad research to build competitive compelling winter SEM campaign
- Campaign(s) will be focussed on the following:
 - Snowmobile vacations
 - Snowmobile vacation packages
 - Snowmobile trips
 - Snowmobile resorts
 - Top snowmobile destinations
 - Best Places to snowmobile

- Ontario snowmobile trails
- Ontario snowmobile trail conditions
- Ongoing campaign refinements - keyword and ad testing and enhancements to improve the quality of traffic throughout the period.
- Landing page recommendations and testing to increase visit conversions.
- Bi-monthly reporting of campaign progress, results and recommendations
- Recommendations - Search Engine Optimization of the Muskoka Tourism website based on the results of the campaign

The proposal, at a minimum, will break out the administration costs for a \$29,247.64 (before HST) project budget. Your proposal will form an integral part of the contract and will be considered the Scope of Work for the Initial Term.

Reports to: Campaign Steering Committee

Corporate Information:

Please provide a synopsis of your qualifications, including a detailed summary of previous successful planning and training for comparable clients. Also include:

- A description of the respondent’s company, including location(s), business operations, financial security, and corporate history
- A standard contract proposal

Note: Proponents shall identify, within their submission, all excluded items.

Assumptions: The entire project will be fully implemented no later than March 17, 2016 and is estimated to be in market by December 11, 2015.

Selection Process

The following aspects of your proposal will be used to evaluate the proposals:

1. Demonstrated experience of key personnel in a project of similar scope and nature
2. Demonstrated strong corporate history and presence, financial standing, and capacity to perform;
3. Implementation approach and methodology, including project timing, scheduling, staff training, and transition from the existing application;
4. Proposed business relationship with Explorers’ Edge throughout the lifecycle of the agreement;
5. References (minimum of three).

As part of the selection process, respondents may be asked to present their proposal to an Explorers’ Edge staff representative.

Proponent Qualifications

Proponents considered for this project must be able to demonstrate the following credentials/expertise:

1. Extensive experience in marketing strategy development with ongoing proven, successful results that met business objectives of the related projects
2. Clear understanding of the RTO model in Ontario, the business objectives of RTO12 in particular and the ability to differentiate RTO12 in the marketing place by increasing consumer visits significantly
3. Experienced, professional in-house project team (including Project Manager) to meet all project deadlines
4. Proven use of current technologies, standards, and best practices
5. Demonstrated ability to become familiar with a brand and as a result, be able to recommend appropriate strategies to increase key performance metrics specifically capture rate and conversions.

Evaluation Criteria

A total of 100 points will be allocated to each proposal, as follows:

Category	Available Points
Technical	
Qualifications and Experience of Company	10
Qualifications and Relevant Experience of Project Team	10
Understanding of Objectives	20
Quality of Approach and Methodology	20
Proposed Work Plan and Schedule	20
Sub Total	80
Financial	
Fees and Disbursements (including sub-consultants)	20
Total	100

Financial points will only be awarded to submissions that have achieved a minimum score of 60 out of 80 points on the technical evaluation criteria. Proposals that do not meet this minimum score will be deemed non-compliant and will be given no further consideration.

Bidder Certification

(Bidder must sign and return.)

I certify that this information is complete and correct to the best of my understanding and that I am authorized to submit this information on behalf of the company.

Authorized

Signature _____ Date _____

Title _____

Print/Type

Name _____

Print/Type Company Name

Here _____ 10

Proposal Preparation and Format

The Bidder must ensure that the proposal meets the following mandatory requirements.

- A complete bid is received by email “before the “Closing Date and Time” as outlined in RFS Process and Timeline
- Includes a cover letter including Bidder’s name, address, telephone, e-mail address and primary contact person with a note of date and time of submission. The letter should be submitted by a person authorized to sign on behalf of and to bid the Bidder to its Proposal and the terms of the RFS.
- Includes a statement that the Project Conditions outlined in the RFS have been reviewed and understood.

Pricing

Bidders must provide a detailed/line-itemed breakdown and summary of costs to provide the proposed services with total price shown. Prices must be quoted in Canadian dollars, including freight and delivery charges, and taxes.

Notes: Be advised that taxes are considered within the project budget. Prices must remain valid for at least 120 days. Bidders are required to provide their payment terms as part of their proposal.

Bidder Qualifications and References

Bidders shall provide the following information:

- Company profile outlining history, capabilities, qualifications, and experience as well as other information you deem relevant
- Summary of prior experience (within last 3 years) in providing the goods or services similar to those described in this RFS.
- Identification of all key personnel, including sub-contractors, who will be assigned to this project. Please include their relevant experience and qualifications and their roles and responsibilities in the project, as well as their level of efforts
- References including names, position, telephone numbers and e-mail addresses for which the Bidder has performed similar work. These references might be contacted during the proposal evaluation phase to determine their satisfaction with the work carried out.

Cost of Proposal Submissions

- The Bidder is responsible for all and any costs associated with the preparation and submission of the Proposal. Explorers’ Edge will not be liable to pay any such costs or reimburse the Bidders in the event Explorers’ Edge decides to reject all Proposals.

Information Indicative Only

- The information that is provided in this RFS is indicative only. Through the review of the proposals and subsequent finalization of an agreement with the successful Bidder Explorers' Edge reserves the right to request further information or clarification of information. Explorers' Edge reserves the right to request new or additional information regarding a Bidder and any individuals or other persons associated with a response.

Confidentiality

- If the Bidder does not want the documents that are submitted in response to this RFS to be made available to the public, the Bidder must indicate that the documents are submitted in confidence. The documents contain trade secrets, technical, commercial, financial or labor relations information that disclosure of the documents could reasonably be expected to result in harm, as specified in Section 10 of the Municipal Freedom of Information and Privacy Protection Act. While Explorers' Edge will endeavor to maintain the confidentiality of all such information, the Bidder must realize that such information may well become public or be disclosed.

Other Considerations

- Explorers' Edge in its sole and absolute discretion, may discuss or negotiate with any Bidder, the terms and conditions of its response without any obligation to other Bidders and without giving rise to any rights of other Bidders to amend or negotiate their response.
- Explorers' Edge shall not have any obligation to notify any of the Bidders of discussions or negotiations with any other Bidder, to invite amended responses from any other Bidders, to disseminate other information disclosed to any one Bidder, or to approve a further submission made as a result of such information.
- Conflict of Interest.
 - The bidder must declare any actual or potential conflict of interest including situations or circumstances that could give a bidder an unfair advantage during a procurement process or compromise their ability to perform
 - Explorers' Edge reserves the right to disqualify a vendor's quote due to a conflict of interest
 - The bidder must avoid and disclose any actual or potential conflict of interest during the performance of their contractual obligations
 - Explorers' Edge reserves the right to terminate an agreement where a vendor fails to disclose an actual or potential conflict or where such a conflict cannot be resolved.
- In the event of any discrepancies appearing, or differences of opinion, misunderstanding or dispute arising between the Bidder and Explorers' Edge respecting the intent or meaning of this RFS, or accompanying documents, or as to any omission there from or misstatements therein, the decision and interpretation of Explorers' Edge shall be final and binding upon all parties. There shall be no review or appeal of such decision.

End of RFS. Thank you for your time.