

Request for Proposal for Public Relations Services

November 1, 2016

# Table of Contents

The Opportunity …………………………………………………………………………… 3

Requirements ……………………………………………………………………………… 4

Company Overview and Background …………………………………………………… 5

PR Program Goals ………………………………………………………………………… 6

Scope of Work ……………………………………………………………………………... 7

Proposal Elements ………………………………………………………………………… 8

RFP Timeline and Next Steps ……………………………………………………………. 9

# The Opportunity

Write a brief summary note inviting agencies to complete and submit a proposal.

*Information to include: High-level overview of what type of agency partner you’re looking for, start and duration of engagement, what you want PR program to achieve.*

Example:

[Company] seeks a technology-focused public relations partner with strong experience in
B2B communications, tech and startups. Initial engagement with PR partner will
commence in [Month] [Year] and last 12 months, with the intent being to find a long-term partner to scale with.

While this engagement will focus on increasing awareness of both our company and our core products, ultimately we’re trying to generate hype to influence our Series C raise
that is currently in progress. It is important to drive favorable coverage of the company, key executives and products in this timeframe.

# Requirements

To encourage a strong pool of responses, limit the elements you include here to “must-haves” rather than “nice-to-haves.” If you do include “desired qualities,” make sure you specify them as such.

Example:

* Required:
	+ Strong experience in both technology and B2B
	+ Experience serving startups, especially fast-growing companies near Series B/C stage
	+ Deep relationships with national tech media
* Nice-to-haves:
	+ Team based in Chicago or San Francisco
	+ Strong understanding of data-driven PR
	+ Experience partnering with Tier 1 OEMs for product launches
* Desired working relationship:
	+ Collaborative. We want an agency to operate as an extension of our marketing team. We use Google Drive and Slack to communicate regularly.
	+ Proactive. We want an agency to bring us ideas and participate in the development of strategy -- not wait for us to tell them what to do.
	+ Accountable, with transparency in reporting.

# Company Overview & Background

Share an overview of the company’s purpose and main activities. Provide some insight into existing or previous PR efforts, or lack thereof. To what extent have you focused on PR so far? Why are you now seeking an agency?

*Information to include: Company evolution, product(s) overview, key messages, competitors, differentiators, previous experience with PR/past PR results.*

#

# PR Program Goals

What are you hoping a PR agency will help you accomplish? Share some of the goals you want to achieve through PR. Take this opportunity to outline company priorities.

Example:

* Grow brand awareness and increase [Company’s] national profile in major industry publications to reach eCommerce solutions decision makers.
* Drive local attendance to [Company’s event] through media awareness campaigns.
* Position [Company] as a thought leader in the eCommerce solutions space.

# Scope of Work

Outline the budget, timeline and desired activities. If you have internal resources such as content, graphic design, video, etc., make that clear in this section as well.

Example:

* In-house
	+ Graphic design
	+ Video production
	+ Social media
* PR agency
	+ Media relations
	+ Press releases
	+ Content marketing

# Proposal Elements

Provide guidance to participating agencies about what you want to see in their proposals.

Example:

* Brief description of your agency
* List of the proposed team members who would be assigned, including biographies and level of participation in the account
* Description of recommended program elements and evaluation criteria
* Your billing/contract structure/detailed budget
* List of current and former clients in related field or for whom you have worked in a similar capacity

# RFP Timeline & Next Steps

Include deadlines for proposal deliverables and indicate the progress of the selection process so agencies know when to expect to hear from you and where they stand in the process.

Which of your team members will be the main point of contact for this RFP? Include his/her name, email and phone number so agencies know who to connect with questions.

Example:

[Week of Month XX]: Available to set up calls to discuss RFP

[Month XX]: Submissions due by 5 p.m. via email

[Month XX]: Finalist agencies notified

[Week of Month XX]: Meetings for agencies to present their plans and approaches

[Month XX]: Partner agency identified

[Week of Month XX]: Program approval and execution