

## Purpose

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The National Marine Sanctuary Foundation is requesting proposals for services related to Website Development and Digital Marketing.

## Overview

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### Project Background

The Foundation is a leading voice for U.S. protected waters – national marine sanctuaries and marine national monuments. We work with communities to conserve and expand these treasured places for a healthy ocean, coasts, and Great Lakes. Working together, we safeguard species and the places they call home and preserve America's maritime history. We work closely with the National Oceanic and Atmospheric Administration on projects and activities that advance U.S. ocean conservation and public outreach.

### Need

We seek a consultant to work with us to create and maintain Foundation web presence, including the main website and websites for chapters and other affiliated groups or projects, and consult on digital marketing strategies, including social media and content creation.

### Project Objective

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The Foundation's objectives are to:

1. maintain an impactful and dynamic web presence to engage the public in messaging about its programs, policy and brand, including coordinated sites for its chapters and affiliated projects.
2. communicate with supporters, donors, policymakers and the public through original digital content and effective social media.
3. deploy digital advertising to contribute to the success of events such as Capitol Hill Ocean Week and Blue Beacon Series, projects such as the Save Spectacular campaign and Goal: Clean Seas, and other needs.

### Funding Availability and Matching

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The expected budget for this work is \$8,250/month.

### Eligibility

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By submitting an offer in response to this RFP, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. The Foundation will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

## How to Apply

All proposals must be delivered to the Foundation no later than Friday, December 10 at 11:59pm ET via email at [rfp@marinesanctuary.org](mailto:rfp@marinesanctuary.org). Please include the RFP title and company's name in the subject line. For example, "Website and digital marketing \_ Company Name."

## Period of Performance

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**Start Date** January 1, 2022

**End Date** December 31, 2022

## Scope of Work

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### Desired Outcomes

#### Digital Marketing Consultation & Management

- Manage paid search (through Google AdWords grant)
- New channel strategy & media buying
- Social media strategy, including periodic social listening reports
- Search engine optimization
- Content creation & marketing
- Email marketing consultation

#### Website Hosting, Management, and Optimization

- Monthly hosting of Foundation website and all microsites
- Ongoing UI/UX enhancements and improvements
- Ongoing training consultation of Foundation staff for website administration
- Creation of new microsites/pages

### Budget Requirements

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The expected budget for this work is \$8,250/month.

### Desired Capabilities

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Capabilities consistent with the responsibilities listed in the Scope of Work.

## Review Process

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### Evaluation Criteria

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Please Include the following in the offer:

- Company Name;
- The POC's email address;
- Company Address;
- Company Website;
- Company Phone Number;
- Company DUNS Number; and
- Company Tax ID Number.

All applications will be screened for relevance and completeness, and will then be evaluated based on the extent to which they meet the following criteria and how they are weighted:

#### Technical Criteria - *total of 50 maximum points*

- Eligibility – as noted above
- Technical capacity: can achieve minimum technical specifications outlined
- Past performance: 5 years of experience successfully performing similar work
- Management experience: capacity to manage the SOW, delivery schedule, personnel, company resources, etc.

#### Financial Criteria - *total of 50 maximum points*

- Cost/price reasonableness of service in relation to the quality and procurement specifications

Proposals should include a sample or reference of successful past work.

## Application Logistics

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### Useful Resources

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Main Foundation website: [marinesanctuary.org](http://marinesanctuary.org)

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The RFP will close on Friday, December 10, and review will take place the following week. We envision the contract will begin January of 2022.

## **Notification**

Selected applicant(s) will be contacted for next steps by Wednesday, December 15.

## **Additional Information**

The Foundation reserves the right to reject any or all proposals at any time with no penalty and to waive immaterial defects and minor irregularities in proposals.

Foundation personnel will evaluate proposals.

The Foundation does not discriminate on the basis of race, creed, color, ethnicity, national origin, sex, age, or marital status.