



Request for Proposal
2025 Marketing, Communication, Digital Media Buying Services and
Drupal Website Maintenance and Improvement Services
June 3, 2024

I. INTRODUCTION

The Adirondack Regional Tourism Council (ARTC) is a Tourism Promotion organization that represents seven counties in the Adirondack Region of New York State, they include: Clinton, Essex, Hamilton, Franklin, St Lawrence, Lewis, and Warren.

ARTC is seeking proposals from qualified and experienced firms or individuals to provide a multi-media strategy to include the following:

- Digital media buying services
- Organic social media management
- Content creation, including blogging
- Public Relations
- Ongoing maintenance and improvements for our existing Drupal-based website, www.VisitAdirondacks.com.

Note: The current ARTC website is operating on a Drupal 10 open-source content management system.

II. ARTC GOALS

To introduce visitors, with a focus on first time visitors, to the Visit Adirondacks brand via website, paid and organic media, social media, recreational collateral, seasonal newsletters, public relations and all marketing tactics.

- To expose visitors to activities and experiences that can be enjoyed throughout the Adirondack Region. The goal is to then direct them to the corresponding counties where they can they can experience those activities;
- To reach new and broader markets through intriguing and captivating ARTC content.

III. SCOPE OF SERVICES

Please submit proposals for the following services, **along with individual budget estimates for each item in the Scope**. ARTC retains the right to select all or any portion of the services. The strategy should leverage existing mobile location data and google analytics data to maximize exposure to key market segments. Vendor representatives will be required to attend quarterly ARTC Board meetings to provide updates on program results.

A. DIGITAL MEDIA BUYING SERVICES

Deliver dynamic seasonal paid media initiatives aimed at boosting traffic to VisitAdirondacks.com. These campaigns should entice, captivate, and immerse new visitors while also re-engaging current and repeat web traffic.

- Purchase media according to allocated budget;
- Outline fees associated with media buying services;
- Collaborate closely with ARTC to finalize strategy implementation;
- Continuously assess media buys and adapt strategies as needed;
- Demonstrate expertise in purchasing media in key markets: Metro-NY/NJ, Albany, Quebec, and Ontario;
- Utilize digital media assets and photography provided by ARTC;
- Adhere to ARTC's brand guidelines throughout all campaigns;
- Showcase a track record of successful digital media buys, including proficiency in programmatic buying;
- Furnish comprehensive monthly and year-end performance evaluations and reports.

B. ORGANIC SOCIAL MEDIA MANAGEMENT

Offer comprehensive organic social media management services encompassing content strategy, creation, and execution for Visit Adirondacks across Instagram, Facebook, and X/Twitter.

- Utilize Instagram, Facebook, and X/Twitter to effectively reach and engage with our target audience;
- Actively participate in conversations, fostering meaningful interactions and community engagement;
- Proactively monitor and manage the online reputation of Visit Adirondacks;
- Implement strategies to organically increase followers and enhance brand visibility;
- Assess the viability and potential of integrating new social media platforms into the existing strategy;
- Utilize photography assets provided by ARTC, as well as leverage user-generated content to enrich social media presence;
- Deliver comprehensive monthly and year-end performance evaluations, including measurement, analysis, and reporting of key metrics.

C. CONTENT CREATION

Provide an annual content creation strategy to include the following:

- Monthly content calendar outlining planned posts and themes across platform;
- Engaging blog posts showcasing local culture, events, and experiences to captivate audiences;
- Descriptive and informative content suitable for newsletters, website updates, and other promotional materials;
- High-resolution photos and videos that vividly capture the essence and beauty of the Adirondacks;

- Detailed monthly and year-end assessments, evaluations, and reports to track performance and measure the effectiveness of the content strategy.

D. PUBLIC RELATIONS

Prepare a strategic Public Relations campaign clearly defining objectives and goals.

- Media relations and outreach activities to cultivate relationships with journalists, bloggers, and influencers;
- Proactive pitching of compelling stories to media outlets to secure coverage;
- Securing media placements across various platforms to promote the Adirondacks;
- Coordinating and facilitating media visits to the Adirondacks for journalists and influencers;
- Establishing and nurturing relationships with key media contacts;
- Monitoring media coverage and providing timely responses to media inquiries;
- Attendance at I Love New York Media Nights in New York City to network and promote Adirondack attractions and events (two or three times per year);
- Comprehensive monthly and year-end measurement, evaluation, and reporting to assess the impact and effectiveness of media relations efforts.

The budget for hosting journalists, bloggers, and influencers will cover accommodations, meals, transportation, and activities. We'll seek in-kind services from local attractions and businesses to maximize resources. Administrative fees for coordination should also be accounted for.

E. WEBSITE

Provide ongoing maintenance and improvements for our existing Drupal-based website, www.VisitAdirondacks.com

a. Discovery

- Meet with ARTC Board members to establish project expectations;
- Provide an analysis of the current website.

b. Maintenance Services

- Provide regular security updates;
- Monitoring and optimization of website performance;
- Backup and recovery procedures;
- User account management and access control.

c. Functional Improvements:

- Evaluation and enhancement of existing features and design elements;
- Development of new features to improve user experience;
- Integration of third-party tools or modules as needed;
- Recommendations for best practices and improvements;
- Design and User Interface (UI/UX) Enhancements;
- Implementation of design improvements for a modern and responsive UI/UX;
- Accessibility improvements to ensure compliance with web standards.

d. SEO Management

- Plan, implement and oversee strategies to improve website visibility and ranking in search engine result pages, including keyword research, on-page optimization, content creation, link building, and algorithm updates.

e. Content Management:

- Review and optimization of content structure;
- Administrative access and training for content administrators;
- Workflow optimization for content updates.

f. Testing and Quality Assurance

- Comprehensive testing of new features and improvements;
- Identification and resolution of bugs and issues;
- Compatibility testing across browsers and devices;

g. Documentation

- Documentation of the website's architecture, features, and configurations;
- Instructions for administrators and content contributors.

h. Google Analytics

- Provide Google Analytics configuration and reporting;
- Provide GA4 credentials for ARTC access.

i. Hosting

- Provide website hosting for www.visitadirondacks.com (annual approx. 745K users/745K sessions), and domain redirects for three URLs (adirondacks.org; adk.com; discoveradkpark.com)

j. User Permissions

- Allow access for ARTC Coordinator to have the ability to edit/update the website.

k. Migration/Transition from current vendor, if applicable

- Work with the current vendor for a smooth transition.

l. Project Management

- Day-to-day communication between ARTC and the selected vendor will be through the ARTC Coordinator, although other members may participate;
- Vendor representatives will be expected to attend quarterly ARTC Board meetings to report on program results.

m. Simpleview Listing Feed API

- Facilitate and manage Simpleview API in order to import listings from www.ILoveNY.com to www.VisitAdirondacks.com

IV. ELIGIBILITY CRITERIA

To be considered, respondents must demonstrate:

- An excellent understanding of the Adirondack Region, its seven distinctly different counties, and its tourism-related assets;
- Previous experience in each of the service areas outlined in this RFP;
- Proven track record of successful projects.

V. PROPOSAL SUBMISSION

Interested parties are invited to submit their proposals by August 1, 2024. **If sending a hard copy proposal, also send a digital copy.** Proposals should include the following:

- Company/individual background and experience;
- Approach and methodology;
- Detailed breakdown of costs;
- Identify any third party vendors that will be used;
- Samples of work with similar clients.

VI. PROPOSAL EVALUATION

Proposals will be evaluated based on:

- Demonstrated understanding of the destination and its unique assets;
- Proposed methodology and approach;
- Cost-effectiveness;
- Samples of work with similar clients.

VII. BUDGET

Proposals should clearly outline all costs associated **for each individual component in III. Scope of Services, A-E**, including account service fees and commission fees, as applicable.

Proposals should clearly outline all costs associated with the maintenance and improvement services, including **web hosting fees and domain renewals, as outlined in III) E.i.**

Budget allocation for **Digital Media Buying Services III.A.** is currently \$40,000.

VIII. DURATION OF SERVICES

The project is expected to begin on January 1, 2025 and will terminate on December 31, 2025. Upon agreement with ARTC and the vendor, the agreement may be extended on an annual basis.

IX. TIMELINE

August 1, 2024:	Proposals due (Proposals received after this date will not be considered.)
Aug - Sept	Bid evaluations
October	Vendor selection and notification
Jan 1, 2025	Agreement commences

X. CONTACT INFORMATION

For inquiries or to submit proposals, please contact:

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Queensbury NY 12804
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XI. ADDITIONAL

Questions will be accepted until June 30, 2024, after which time all questions will be answered in one single addendum.