

Subject: Request for Media Advertising Program - Otsego Now

PROPOSAL:

Otsego Now is seeking an experienced creative internet marketing consultant to develop a marketing program and website single page to advertise Otsego County as a destination for lifestyle and business.

Please reply with an electronic letter proposal to Meaghan Marino, Director of Finance and Administration, at MMarino@otsegonow.com by Tuesday, June 30, 2020.

ORGANIZATIONAL SUMMARY:

Otsego Now is a county Industrial Development Agency that assists in the enhancement and diversity of the economy of the County of Otsego (the "County") by acting in support of projects in the County that create and/or retain jobs and/or promote private sector investment utilizing the statutory powers of the Agency as set forth under the provisions of the laws of the State of New York.

PROJECT GOALS:

The main goal of this project is to market the region's economic development assets and promote the area as a great option for work and lifestyle. Otsego Now is hoping to make urban areas aware of Otsego County. We hope to generate inquiries through our website. Campaign success will be judged by website traffic site inquiries.

DELIVERABLES

Specific deliverables include an Online marketing plan which outlines targets, media choices and messaging. Creative should include advertising design, tagline writing and photography. Video, if possible, using existing footage or stock may also be considered. We would also like a page added to our existing website with updated graphics/messaging and calls to action as the landing page for the campaign.

PROJECT TIMEFRAME:

Otsego Now would like to have a draft regional portal developed by July 31, 2020 and retain assistance with campaign small adjustments for 1 year. Notice of selection will be delivered by electronic response. Details of a suggested timeframe should be included in the proposal letter.

PROJECT BUDGET:

The creative budget for the project is \$5,000.00 - \$10,000.00 depending on what is proposed. The media budget for the project is \$40,000.00. Media should consist of online resources ie: Facebook, Youtube, Instagram advertising.

CONSULTANT SELECTION:

Otsego Now's criteria will include the consultant's ability to share their enthusiasm and relevant experience in pursuing this effort. Consultant must have a short list of references and former campaigns should be included in the proposal letter and an understanding of Otsego County should also be expressed. The selection committee will review related experience, the proposed timeline, budget, and approach to this regional branding effort to promote economic development area.