

**PROFESSIONAL SERVICES CONTRACT FOR A PR/DIGITAL
MARKETING AGENCY TO BE AWARDED BY CRITERIA ESTABLISHED
PURSUANT TO A FAIR AND OPEN PROCESS PER STATE LAW**

The Township of Haddon solicits statements of qualification for a PR/Digital Marketing Agency. Responses should address the general criteria and mandatory minimum criteria for the position sought. All responses will be treated as confidential and reviewed only by the Board of Commissioners, unless otherwise required by law. Responses (4 copies) must be received in the Office of the Township Clerk, Township of Haddon Municipal Building, 135 Haddon Avenue, Westmont, NJ 08108 no later than 10:00 AM, February 29, 2024. All submissions MUST be properly marked “Request for Qualifications” noting the professional service for PR/Digital Marketing Agency. Responses will be opened and announced publicly, immediately thereafter by the Township Clerk or her representative. Please note submissions will only be accepted if received at the Municipal Building during normal business hours which are between 8:30 AM to 4:30 PM, Monday through Thursday, not including holidays. In the event, a Proposal is attempted to be delivered at a time when the Municipal Building is closed, the Township reserves the right to reject said Proposal.

Responses must comply with the regulations set forth at N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27 “Affirmative Action Regulations”, and evidence of compliance must be included. A copy of the New Jersey Business Registration Certificate and a contract document along with a fee schedule, must accompany each submission.

Responses will be reviewed by the Board of Commissioners. All appointments will be announced at a public meeting. Unless otherwise noted appointment shall be for the calendar year of 2024 and subject to the execution of an appropriate contract.

Proposals sent by electronic, telegraphic or facsimile devices are not acceptable and will be rejected upon receipt. Proposing firms will be expected to allow adequate time for delivery of their proposal either by express courier, postal service or hand-delivery. The Township shall not be responsible for premature opening or late delivery of proposals not properly marked or addressed, or for late delivery by mail or delivery service.

The Township reserves the right to accept or reject any or all Proposals when deemed to be in the best interest of the Township.

DIGITAL MARKETING AGENCY

GENERAL CRITERIA: The Township of Haddon (hereinafter “Haddon Township”) desires to hire a PR/Digital Marketing Agency to be responsible for Public Relations/Event Media, Social Media Campaigns, Strategies and Postings and development of a monthly Township E-Newsletter.

SCOPE OF WORK:

1. Develop and execute a comprehensive digital marketing strategy to promote Haddon Township and the Haddon Township Business Improvement District, community events and senior citizen events and trips.
2. Conduct research and analysis to identify the target audience, business competitors and key trends
3. Develop and implement effective search engine optimization strategies to improve the visibility and ranking of Township businesses and community events in search engine results pages.
4. Create and Execute target social media marketing campaigns on platforms such as Facebook, Instagram, Twitter, TikTok, YouTube and LinkedIn to promote Township Businesses and Community events. Retain all Digital Media as required by the Open Public Records Act.
5. Develop and distribute high-quality content, such as blog posts, articles, and videos to engage with the target audience and to promote Haddon Township businesses, community events, senior citizens trips and events.
6. Design and implement effective email marketing campaigns to promote Haddon Township businesses and community events and increase engagement with the target audience.
7. Provide regular analytics and reporting to track the performance of the digital marketing campaigns and identify areas for improvement.
8. Work Closely with the Haddon Township Business Improvement District and the Haddon Township Mayor and Communications Director to the target audience and attract new businesses to Haddon Township.
9. Attend Township events and grand openings

DELIVERABLES:

A digital marketing agency will be expected to deliver the following:

1. A comprehensive digital marketing strategy document outlining the proposed approach and tactics to promote Haddon Township businesses, community events and senior citizen trips/events.
2. A monthly report on the performance of the digital marketing campaigns, including key metrics such as website traffic, engagement and leads generated.
3. High-quality content, such as blog posts, articles and videos for the Haddon Township business district, community events and senior citizen events and trips.

4. Social media marketing campaigns and advertising creatives for Haddon Township Business Improvement District, community events and senior citizen events and trips.
5. Email marketing campaigns and creatives for Haddon Township Business Improvement District, community events and senior citizen events and trips.

PROPOSAL SUBMISSION:

1. Digital marketing agencies interested in providing services to Haddon Township should submit a proposal that includes the following:
 - A brief overview of the agency and its experience in providing digital marketing services and overall knowledge of Haddon Township.
 - A proposed approach and tactics for promoting the Haddon Township Business Improvement District, community events and senior citizen trips and events.
 - A proposed timeline for the project, including key milestones and deliverables.
 - An estimated budget for the project, including a breakdown of costs for each deliverable---social media postings, e-newsletter, press releases, staff representation at events, and new branding/partnership campaign ideas.
 - A list of references from previous clients.

PROPOSAL EVALUATION:

Proposals will be evaluated based on the following criteria:

1. The proposed approach and tactics for promoting the Haddon Township Business Improvement District, community events and senior citizens trips and events.
2. The agencies experience in providing digital marketing services and its ability to deliver high-quality results.
3. The proposed timeline and budget for the project.
4. The agency’s references from previous clients.

DEADLINE FOR PROPOSAL SUBMISSION:

All proposals must be submitted by 10 am on Thursday, February 29, 2024.

CONTACT INFORMATION:

Please send all inquiries to dpennock@haddontwp.com and all sealed proposals to:

Dawn M. Pennock, Municipal Clerk
Township of Haddon
135 Haddon Avenue
Westmont, NJ 08108

Haddon Township reserves the right to reject any and all proposals and to negotiate further with any vendor submitting a proposal. The town also reserves the right to cancel this RFP at any time without penalty or obligation.

This RFP is subject to a Fair and Open Process as defined in New Jersey State Law.

