



REQUEST FOR PROPOSAL: DIGITAL MARKETING SERVICES & WEB DEVELOPMENT

About Discover Puerto Rico

Discover Puerto Rico is a private, not-for-profit enterprise whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination, working collaboratively with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large, while powering economic growth.

Purpose – General Scope

The Puerto Rico Destination Marketing Organization (DMO,) Discover Puerto Rico seeks to contract with a world-class, innovative and cutting-edge vendor to provide digital marketing services and web development to keep Puerto Rico top-of-mind for travelers and drive visitation to the Island. We seek a partner to provide: 1) Digital media planning and buying, 2) Website development and maintenance, or both. Agencies may bid on Section 1 only, Section 2 only or both sections of this RFP.

Section 1, Digital Media Planning & Buying – Scope of Work

Selected agency would work with the internal team at DISCOVER PUERTO RICO to establish a consumer-centric digital strategy, collaborating with additional vendors and the in-house marketing team to execute the digital marketing strategy.

Agency will be responsible for the following:

- Provide a comprehensive research-based digital media strategy
 - Identify key target audiences
 - Assist DISCOVER PUERTO RICO in establishing new benchmarks
 - Measure against established benchmarks
 - Identify KPIs to measure digital performance
 - Recommend specific tactics across channels
- Manage paid search marketing, including PPC and display ads
 - Optimize paid search campaigns
 - Manage search budget and bids
 - Manage paid search competition among industry partners
 - Identify opportunities for paid search marketing

DiscoverPuertoRico.com

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- Manage and implement paid Content Distribution campaigns, including video, native content and other third-party content integrations
- Provide ongoing support and recommendations for in-house content development
 - Recommend relevant content topics
 - Recommend best practices
 - Provide feedback to DISCOVER PUERTO RICO on content calendar that is optimized for future digital marketing campaigns
- Propose additional strategies to increase web traffic
- Provide digital marketing recommendations for meetings, incentive, convention and event (MICE) industry and assist with execution
- Collaboration with multiple agency partners across various disciplines is required, including shared status meetings and joint initiatives
- Submit monthly report of KPIs for all digital marketing campaigns and provide recommendations for increased ROI
- Drive effectiveness of digital marketing strategy by continually monitoring channels and analytics while proactively ensuring in-house marketing efforts align with current strategy
- Data collection and reporting
- Assist DISCOVER PUERTO RICO in maintaining the organization's unified dashboard with measurable results to share with internal and external stakeholders
- Must be able to meet stringent requirements set forth by various federal and local government agencies in relationship to planning, billing, reporting and measurement
- Recommend new digital opportunities as appropriate, such as new platforms, tools, trends, etc.

Section 1 Proposal

Minimum requirements of the proposal (no more than 10 pages):

- 1) An overview of the dedicated account team including brief bios, and tourism-specific experience if applicable.
- 2) Current client list and confirmation there are no conflicts of interest between any existing contract or client relationship
- 3) Description of the agency's approach and process to digital marketing strategies and media
- 4) Description of agency's tactical process (for day-to-day digital projects)
- 5) Describe experience working with digital media budgets \$7 million or more
- 6) Describe experience working with federally funded programs
- 7) No more than two case studies featuring relevant assignments
- 8) Campaign samples relevant to this assignment (creative samples can be an appendix to the max 10-page proposal)
- 9) Method of billing for work
- 10) Approach to Diversity, Equity & Inclusion – both within your agency and in your approach to media buying.

- 11) Respondents are required to demonstrate financial viability for maintaining an account of this size, supply audit summaries and bank letters stating financial stability.

Selection Criteria

Agencies will be selected on the basis of (but not limited to) the following:

- 1) Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business
- 2) Successful digital strategies to scale with other companies and destinations
- 3) Demonstrated ability to develop and execute effective digital advertising campaigns
- 4) Experience working with a committee (taking and giving direction as appropriate)
- 5) The quality and clarity of response, demonstrating the agency's ability to communicate clearly and creatively
- 6) Responsiveness

Section 2. Website Development and Maintenance - Scope of Work

The purpose of this request is to seek a Web Development & Interactive Agency who will help design, develop and maintain DiscoverPuertoRico.com, including search engine optimization.

Agency will be responsible for the following:

- Hosting
- Future Development
 - Content
 - Landing Pages
 - Forms
 - Simpleview CRM compatibility
- Management
 - Listing, events and deals data
- Accessibility
- Maintenance
 - 24/7 support
- SEO reporting and optimizations
- Reporting
 - Google Analytics
 - Google Search Console & Other tools for SEO reports
 - Google Data Studio
 - Artificial Intelligence tools
 - Custom
 - Usability
- Third-party vendor subscriptions and management
- Future development projects

- Enewsletter Program
 - Template buildout
 - Measurement
 - Content recommendations
- Emergency Response
 - Personalization site activations – banners, fly-ins and grid updates

Current Site Information & Third-Party Structure

- Current site structure is attached as addendum 1
- DISCOVER PUERTO RICO works with SimpleView for our business database, which is fed by an API for display on the website
- We work with additional third-party interactive tool providers:
 - Google Analytics
 - SimpleView
 - MailChimp
 - Falcon
 - CrowdRiff
 - Bound
 - Drupal 9.0

The selected agency is required to work within the brand guidelines set forth by DISCOVER PUERTO RICO and other creative partners as appropriate, as well as collaborate with SimpleView and other third-party providers to deliver the best possible interactive experience on DiscoverPuertoRico.com.

Current website: DiscoverPuertoRico.com

Design Requirements/UX

- Work with DISCOVER PUERTO RICO to define user needs
- Provide recommendations and strategies on how to best incorporate rich media, dynamic content, enhanced mapping functionality, email capture and social media engagement throughout the site
- Provide recommendations on itinerary/trip planner feature for implementation on the website
- Offer recommendations for how to incorporate industry business information that meets user needs while highlighting business products through business profiles, articles, events and offers
- Offer recommendations on how to incorporate international localized content and stand-alone international sites
- Under the brand platform, produce comps and wireframes detailing the design look, feel and functionality as needed

Development

- Produce comprehensive and detailed functional requirements
- Develop, improve and add functionality based on current DiscoverPuertoRico.com features as directed by DISCOVER PUERTO RICO team and completed usability research
- Maintain existing CMS structure

- Develop a comprehensive search engine optimization (SEO) plan and execute throughout the website. Identify shifting search engine priorities and set KPIs for on-going SEO project evaluation
- Implement new features/components including but not limited to, dynamic and/or personalized content, content tagging and related content (user experience and/or native advertising), improved rich and multimedia integration and other site features including trip planner and others as deemed necessary
- Use the latest responsive design technology. Code the site as needed to complete functional requirements, wireframes and creative design.
- Provide clarification on code source and whether it is custom code or pre-built
- Work with SimpleView to modify the business information data feed for any new or altered functionality as required during the design/build process
- Provide and maintain website integration with third party partner systems such as CrowdRiff, social media properties, newsletter programs, and others as required
- Design and implement a tracking implementation plan and code to tag all new pages and interactions to ensure accurate reporting and accountability using Google Analytics
- Maintain industry-facing section underneath leisure-facing site umbrella
- Ensure that all responsive applications are fully compatible with all major browser environments including Microsoft's Explorer & Edge, Mozilla's Firefox, Apple's Safari, Google' Chrome, etc.
- Maintain a reliable Content Delivery Network (CDN) to ensure maximized site performance globally
- Provide documentation, including user manuals, staff training and support on future systems developed

Maintenance

- Provide hourly costs, by position or blended rate, for ongoing site maintenance. This will be negotiated and billed under a separate contract.

Section 2 Proposal

Minimum requirements of the proposal (no more than 10 pages):

- 1) An overview of the agency and the dedicated account team including brief bios and relevant experience
- 2) Current client list and confirmation there are no conflicts of interest between any existing contract or client relationship
- 3) Provide three to five live website URLs your agency has designed and developed that best reflect your work and relevancy to this project
- 4) Description of the agency's approach and process to development and maintenance
- 5) Please provide hourly billing rates by task outlined in the scope of work
- 6) Method of billing for work
- 7) Approach to Diversity, Equity & Inclusion within your agency

Selection Criteria

Agencies will be selected on the basis of (but not limited to) the following:

- Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business
- Demonstrated ability to develop and execute responsive website design solutions
- The quality and clarity of response, demonstrating the agency's ability to communicate clearly and creatively
- Demonstrated ability to approach website development and maintenance strategically and innovatively, using an audience-based approach
- Responsiveness

Other considerations

Once selected, the agency must be prepared to begin work with DISCOVER PUERTO RICO July 1, 2022.

Evaluation of the proposals will be under the jurisdiction of DISCOVER PUERTO RICO. DISCOVER PUERTO RICO will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed as most qualified, based on initial responses.

DISCOVER PUERTO RICO will select the firm that best represents itself as capable of meeting the needs of Puerto Rico as a tourism destination. Discussions will then take place between DISCOVER PUERTO RICO and the agency to define a more detailed scope of work. Ultimately, a contract will be executed between the selected agency and DISCOVER PUERTO RICO.

If DISCOVER PUERTO RICO is unable to negotiate a satisfactory contract with the selected agency, negotiations with that agency shall be terminated and the organization shall undertake negotiations with another qualified agency until a satisfactory contract is negotiated. If DISCOVER PUERTO RICO is unable to negotiate a contract with any of the selected agencies, the organization shall re-evaluate the scope of services and fee requirements.

DISCOVER PUERTO RICO and the selection committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. DISCOVER PUERTO RICO further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.

Proposals & Timing

RFP release date: October 1, 2021.

Ten (10) hard copies of proposals must be delivered to the Discover Puerto Rico office by 5:00pm AST on Friday, November 5, 2021 (address below.) Additionally, an electronic copy must be submitted by 5:00pm AST on Friday November 5, 2021, delivered to digitalRFP@discoverpuertorico.com.

Leah Chandler
Chief Marketing Officer
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Final agency selection will be completed before January 14, 2022.

By submitting a proposal, the applicant thereby agrees that DISCOVER PUERTO RICO's decision concerning any submittal in any respect is final, binding and conclusive upon it for all purposes, and acknowledges that DISCOVER PUERTO RICO, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timeline outlined at any time.

All materials submitted become the property of DISCOVER PUERTO RICO and may be made available to the public. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization.

Please direct questions to digitalRFP@discoverpuertorico.com.

Confidentiality

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to DISCOVER PUERTO RICO and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.