

Request for Proposal: Digital Strategy Overhaul

RFP Issued By: GlobalGadget Co. (Marketing Dept.)

Date of Issuance: November 8, 2025

Proposal Submission Deadline: December 5, 2025 (No extensions granted)

Primary Contact for Inquiries: Mr. Jerry Flinch, VP of Sales

Contact Email: jerry.flinch@globalgadgetco.biz

1. Introduction & Background

GlobalGadget Co. sells electronics online. We've been around for about five years. Our **website traffic is okay**, but our **conversion rate isn't great**. We need someone to look at our whole digital setup and tell us how to make it better so we can sell more stuff.

- **Project Goal:** Improve our overall digital presence and make more money online. We want a strategy that sticks.

2. Scope of Work

We need a comprehensive review of our current digital setup. This includes looking at our website, our social media accounts, and maybe our email marketing.

- **What We Need:**
 - A **"deep dive"** analysis into why people aren't buying.
 - Suggestions for what to fix **immediately** (the quick wins).
 - A **long-term plan** for growth over the next year or two.
- **Deliverables:** Send us a **big report** and maybe a presentation. We expect the report to explain everything clearly.

3. Target Audience & Constraints

- **Audience:** Our customers are generally **tech-savvy adults aged 25-55**, but this part isn't strictly defined yet.
- **Timeline:** We'd like to see the main ideas by **January 15, 2026**, if possible. The vendor needs to manage their own schedule to meet this, but we can't really move the date.
- **Budget:** We have a budget set aside, but it's **flexible depending on the vendor's reputation**. Please propose a pricing structure that makes sense for the value you bring. **No fixed price bids.**

4. Submission Requirements and Evaluation

Vendors must submit a proposal that includes:

1. **Who You Are:** A brief history of your company.
2. **What You've Done:** Examples of past work. **Please only send work related to e-commerce.**
3. **Your Plan:** How you will approach making us sell more.
4. **Your Price:** Your suggested billing rate (hourly or monthly retainer).

Evaluation Criteria (Unweighted & Unclear)

We will look at the proposals and select the one that seems the **most professional** and the **best fit**.

- **Price:** Important, but hard to quantify right now.
- **Past Experience:** Did you work with similar companies?
- **Proposal Clarity:** How easy was it to read your document?

Note: We will be making the final decision based on "gut feeling" after reviewing the top three proposals.

5. Process Schedule and Contact

- **Questions:** Send all questions to **Mr. Jerry Flinch** via email only. We will answer major questions collectively, perhaps by **November 20, 2025**.
- **Submission:** Email the proposal as a Word document or PDF to the contact email listed above.
- **Contract:** The winning vendor will sign our standard two-page service agreement which covers confidentiality but **does not explicitly define IP ownership** upfront.