

Request for Proposal (RFP)

Strategic Digital Marketing Services for Evergreen State University

Executive Summary

Evergreen State University seeks proposals from qualified agencies to develop and implement a comprehensive digital marketing strategy to increase graduate program enrollment and enhance the university's online presence. This document outlines the requirements, submission guidelines, and evaluation criteria for potential partners.

Background

Evergreen State University, founded in 1892, is a public research institution serving over 25,000 students across undergraduate and graduate programs. The university aims to increase graduate enrollment by 30% over the next three years through targeted digital marketing initiatives.

Section Item Details

Bid Summary

- **Client Name**: Evergreen State University
- **Services Required**: Comprehensive Digital Marketing Services including SEO, PPC, Social Media Management, and Content Strategy
- **Client Contact**: Dr. Sarah Chen, Director of Graduate Admissions (s.chen@evergreenstate.edu)
- **Who is the incumbent?**: Digital Dynamics Agency (Contract ending December 2025)

Key Dates

- **Start Date**: March 1, 2026
- **Submission Deadline**: January 15, 2026, 5:00 PM EST
- **Clarifications Deadline**: December 20, 2025
- **Site Visit / Pitch Date**: January 25-26, 2026

- **Contract Award Date**: February 1, 2026

Submission Details

- **Method of Submission**: Digital submission through ProposalPortal™ platform
- **Submission Instructions**: Access code: ESU2026-DM-RFP
 - Register at proposalportal.com/evergreen
 - Submit all documents in PDF format
 - Maximum file size: 25MB per document

Checklist

- **Insurances required**:
 - Professional Liability Insurance (\$2M minimum)
 - Cyber Liability Insurance (\$1M minimum)
 - General Liability Insurance (\$5M minimum)
- **Resumes required**: Yes, for all key team members
- **State Business Registrations?**: Required for Washington State

Commercials

- **Budget**: \$1.2M - \$1.5M annually
- **Contract Length**: 3 years with option to extend for 2 additional years
- **Price / Quality Ratio**: 30% Price / 70% Quality

Flags

- **Workload Summary**: Estimated 120 hours per month
- **Total Wordcount**: RFP Response limited to 15,000 words
- **Targets provided?**: Yes, detailed in Section 4.2
- **Design Required?**: Yes, brand guidelines provided
- **Media Plan?**: Yes, required with quarterly updates

Pricing Summary

- Detailed breakdown required for:
 - Strategic Planning
 - Content Creation
 - Media Buying
 - Analytics and Reporting
 - Technology Implementation
 - Staff Training

Technology Integration

- ****What CRM do they use?**: Salesforce Education Cloud**
- ****Required Integration Platforms**:**
 - Slate (Admissions)
 - Canvas LMS
 - HubSpot Marketing Hub

Scope of Work

1. Digital Marketing Strategy Development
2. Content Creation and Management
3. Search Engine Optimization
4. Paid Media Management
5. Social Media Strategy
6. Analytics and Reporting
7. Marketing Automation
8. Website Optimization

Evaluation Criteria

- Technical Capability (30%)
- Past Performance (20%)
- Team Expertise (20%)
- Price (30%)

Notes / Additional Information

- Minority and Women-Owned Business Enterprises strongly encouraged to apply
- Previous higher education marketing experience required
- Quarterly in-person presentations required
- Remote work acceptable with monthly on-site meetings
- Must comply with FERPA regulations
- Experience with international student recruitment preferred

Working Document

This RFP is subject to revision through the clarification period ending December 20, 2025. All updates will be posted to the ProposalPortal™ platform.

Appendices

- A. Current Marketing Analytics
- B. Brand Guidelines
- C. Target Audience Personas
- D. Technical Requirements
- E. Compliance Requirements
- F. Sample Contract Terms

For questions regarding this RFP, please contact:

Procurement Office

Evergreen State University

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