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# Request for Proposal (RFP): Digital SaaS Product Relaunch Website & GTM Strategy

Peddleplus – India & United States Markets

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Date Issued: 15 October 2024

RFP Reference: Peddleplus-SaaS-Relaunch-2024

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## 1. Project Overview & Client Context

Peddleplus is a SaaS platform designed for retailers and small businesses to digitally manage subscriptions, inventory, and growth. As part of our growth strategy, we plan to relaunch our product with significant enhancements in user experience, features, and market positioning, targeting both India and the United States.

This RFP invites qualified agencies or consulting firms to partner with us on a comprehensive digital relaunch initiative—covering strategic research, website redesign, SEO, and go-to-market (GTM) strategy development—to drive high-impact adoption and sales.

We want to launch the product by March/April 2025.

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## 2. Strategic Objectives

The successful vendor will help Peddleplus:

- **Conduct Competitive Research & Best Practice Benchmarking**  
Analyze leading SaaS/retail tech competitors globally and regionally. Identify key digital, product, pricing, and marketing best practices.
- **Perform Market Research & Persona Development**  
Develop a deep understanding of market segments and buyer personas in India and the US, mapping their decision journeys, pain points, and expectations.
- **Conduct Product Gap & Opportunity Analysis**  
Evaluate current product capabilities vs. competitors; recommend feature prioritization and differentiation opportunities.

- **Develop Pricing Strategy & Recommendations**  
Research pricing models and customer willingness-to-pay in target markets; advise on subscription pricing structures that maximize conversion and revenue.
  - **Build a Robust GTM Strategy**  
Craft a go-to-market plan tailored for India and US including messaging frameworks, digital marketing campaigns, sales enablement, channel strategy, and post-launch engagement.
  - **Design & Develop High-Performance Website**  
Create a scalable, responsive, conversion-optimized HTML website with superior UX/UI aligned to Peddleplus brand and GTM messaging.
  - **Implement SEO & Lead Generation**  
Optimize on-page and off-page SEO, ensuring strong organic visibility and lead capture mechanisms.
  - **Create Content Pillars & Engagement Framework**  
Develop content themes to educate, nurture, and convert target users throughout the buyer journey.
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### 3. Scope of Work

#### A. Discovery & Strategy Phase

- Website audit: UX, technical SEO, content, analytics review.
- Competitive and market research with actionable insights.
- Persona and customer journey mapping.
- Product gap and pricing analysis.
- Strategic recommendations on website architecture, features, and GTM plan.

#### B. Content & Design Phase

- Content audit and development of a content pillar framework.
- Copywriting for all core website pages (excluding blog).
- Wireframing and interactive UI/UX prototypes.
- Visual storytelling design: animations, infographics, testimonial integrations.

#### C. Development Phase

- Frontend development of responsive HTML website using Bootstrap or similar.
- Cross-browser and device compatibility.
- Integration support for Peddleplus's in-house CMS.
- Implementation of interactive UI components.

#### D. SEO & Lead Generation

- Keyword research and on-page SEO optimization.
- Technical SEO improvements: site speed, structured data.
- Google tools setup (Analytics, Search Console, My Business).
- Off-page SEO: local listings, directories, social bookmarking.

- Lead capture forms, CTAs, and analytics tracking.

## E. GTM Strategy Development

- Messaging frameworks for India and US markets.
- Digital campaign planning and channel strategy.
- Sales enablement content and tools.
- Partner and channel engagement approach.
- Customer success and retention initiatives.

## F. Launch & Post-Launch

- Two rounds of review and iteration.
- Support during CMS integration and site launch.
- Post-launch performance and SEO audit report.

## G. Optional/Value-Added

- Brand guidelines (tone, messaging, visual identity).
- Social media profile refresh.
- Corporate presentation and digital brochure templates.

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# 4. Deliverables

- Comprehensive strategic research report (competitive, market, product, pricing).
- Persona profiles and customer journey maps.
- GTM strategy document and campaign plan.
- Content strategy and editorial calendar.
- Wireframes, prototypes, and final UI/UX designs.
- Fully functional, responsive HTML website.
- SEO optimization and analytics setup.
- Lead generation strategy and implementation.
- Post-launch audit and recommendations.
- Optional: brand kit, social assets, presentation materials.

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# 5. Timeline

Phase	Estimated Duration	Deliverable
Discovery & Strategy	2–3 weeks	Research reports, strategy documents
Content & Design	4 weeks	Content pillars, wireframes, UI designs
Development	4 weeks	Responsive HTML website
Launch & QA	2 weeks	Site launch and testing
SEO & GTM Execution*	3 months (recommended)	SEO results, campaign metrics

\*SEO and GTM execution will be ongoing post-launch.

Vendors should provide a detailed project plan with milestones and timelines.

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## **6. Vendor Qualifications**

- Proven experience in SaaS product digital relaunches and GTM strategy.
  - Expertise in website UX/UI design and responsive development.
  - Strong background in competitive research, market analysis, and persona development.
  - Demonstrated SEO and lead generation success.
  - Experience working across India and US markets preferred.
  - Ability to deliver strategic consulting and hands-on execution.
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## **7. Proposal Submission Requirements**

Proposals must include:

- Executive summary and understanding of project goals.
  - Company profile and relevant experience.
  - Proposed approach for research, design, development, SEO, and GTM.
  - Project team and roles.
  - Detailed timeline and milestones.
  - Pricing structure and payment terms.
  - Value-added services and differentiators.
  - Client references and case studies.
  - Any questions or assumptions.
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## **8. Evaluation Criteria**

- Completeness and relevance of proposed approach.
  - Strategic insight and creativity.
  - Experience and expertise with SaaS products and targeted geographies.
  - Quality of UX/UI and technical execution plan.
  - SEO and GTM capabilities.
  - Pricing and overall value.
  - References and proven track record.
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## **9. Submission Details**

- **Deadline for proposal submission:** 7 January 2025
  - **Submission email:** John06789@gmail.com
  - **Contact person:** John
  - Vendors may be invited for presentations or follow-up discussions.
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## **10. Additional Information**

- Current website and product collateral available on request.
  - Vendors may submit clarification questions by 15 December
  - Peddleplus reserves the right to accept or reject any proposal.
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**We look forward to partnering with a forward-thinking team to relaunch Peddleplus and capture significant market share in India and the US.**

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