**[Your company name]**

[Website]

[Address]

[Contact person’s email/phone number]

[Project Name]

**[Date]**

### **Project introduction**

[Your company name], a [description of your business], is in need of [description of work/project]. We are accepting proposals in response to this request for proposal (RFP).

### **Project purpose and description**

The purpose of this project is to [explain in detail why your company needs the work done].

This project requires [outline the duties and responsibilities associated with the project]. Our goals are to [i.e. build brand awareness, gain new social media followers, etc. List however many you have]:

1. [Goal 1]
2. [Goal 2]
3. [Goal 3]

### **Proposal guidelines**

In order to be considered for [project name], all bidding agencies must [list the requirements that each responding proposal must address, i.e. budget, timelines, and submission due date]:

* Include a price proposal for the work, which should be no more than [dollar amount]
* Outline a project timeline, including details such as key milestones and deliverables
* Submit the application no later than [proposal due date]

### **Bidder qualifications**

In order to be considered for [project name], all bidding agencies must [list the criteria that must be met in order for a proposal to be considered, i.e. agency experience and history, information on agency size, organizational charts, executive background, etc.]:

* Have training in social media marketing and show certification [[Hootsuite’s social marketing education and certificate program](https://hootsuite.com/education), for example]
* Reference and outline relevant work/project experience in social media marketing
* Provide a list of all personnel who will be working on the project—include resumes for each individual

### **Timelines**

[Outline here information about the timeline for the RFP process as well as the project itself—known deadlines, milestones, and potential roadblocks.]

#### **Request for proposal timeline**

Proposals in response to this RFP are due no later than [date].

Evaluation of proposals will be conducted from [date] until [date]. We will notify bidders during this time if any information or discussions are needed.

The winning proposal will be chosen no later than [date].

Upon notification, the contract negotiation with the winning bidder will begin. Contract negotiations will be completed by [date].

Notifications to bidders who were not selected will be completed by [date].

#### **Project timeline**

Project initiation phase must be completed by [date].

Project planning phase must be completed by [date]. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

### **Proposal evaluation**

[Your company name] will rate each application based on the following factors [in as much detail as possible, list the criteria that will be measured and describe what is suitable for each criteria]:

* Relevant training/work experience [detail minimum requirement]
* Samples of past work [explain how you would like this delivered]
* Cost vs. value: Bidding agencies will be evaluated on the cost of their proposals based on the outlined scope of work