



REQUEST FOR PROPOSAL: DIGITAL & EMAIL MARKETING SERVICES

Date Issued: September 7, 2017

Due Date: September 22, 2017

Conscious Capitalism's purpose is to elevate humanity through business. To do so requires the steadfast commitment of conscious business leaders who aspire to create a world in which capitalism is both practiced and perceived as a force for good. Conscious Capitalism, Inc. (CCI) is the nonprofit organization dedicated to providing business leaders with the critical insight and motivation to realize such a world.

Scope

A key factor in advancing the Conscious Capitalism movement is converting our growing audience into active community members that participate in CCI programming, especially CCI's two principal events, the Annual Conference and CEO Summit. CCI is seeking a digital marketing agency to assist the organization following critical marketing activities:

- Email direct response (Constant Contact experience a must)
- Landing page development and website SEO
- Social media campaigns spanning CCI's [LinkedIn](#), [Facebook](#), [Twitter](#) accounts
- Digital advertising with online media partners
- Reporting on relevant metrics and KPIs

Budget

We are seeking proposals based on \$1500-2500/month retainer, covering strategy development and tactical implementation of campaigns promoting two major events per year: [Annual Conference](#) (typically in mid-April) and fall [CEO Summit](#) (typically in mid-October). Media budgets will be determined based on projected program ROI.

Event Details

[Conscious Capitalism's CEO Summit](#) is a multi-day, invitation-only event limited to a group of high-quality, carefully curated conscious leaders who come to learn with and from each other. These leaders run businesses that have deeper purposes beyond just maximizing shareholder value. They share common goals to create value for all of their respective stakeholders and to develop cultures that energize and unify those stakeholders to bring their conscious businesses to life. The event is held in Austin, TX and 70%+ of participants are CEOs of companies with more than \$5 million in annual revenue. Though participation is currently capped at 225, we are exploring ways to expand the size of this event while simultaneously maintaining its intimate setting and executive focus.



[Conscious Capitalism's Spring Conference](#) is a three-day event designed for CEOs and their executive leadership teams, entrepreneurs, the consultants and coaches who support them, and anyone interested in learning more about Conscious Capitalism. In addition to riveting keynotes, the conference will feature more than thirty 75-minute practicums delivering practical tools and best-practices to help attendees apply Conscious Capitalism principles to everyday decisions.

Criteria

The right freelance contractor or small agency will already be a believer in Conscious Capitalism principles – preferably already demonstrating them in practice. The contractor/agency will also clearly articulate both its competency in the above noted digital marketing disciplines and its ability to deliver meaningful results. 2-3 verifiable case studies are required. Experience with Wordpress is highly preferred.

PROPOSALS SHOULD BE SUBMITTED BY CLOSE OF BUSINESS

FRIDAY, SEPTEMBER 22, 2017.

Please send proposals to marketing@consciouscapitalism.org.

Questions & Requests

1. What is your higher purpose for being in business?
2. What are some of your greatest successes with email marketing?
3. What are some of your greatest successes with social media marketing?
4. What are some of your greatest successes with online advertising?
5. What is your approach to and experience with SEO?
6. What is your approach to and experience with remarketing and retargeting?
7. How would you anticipate reporting metrics and KPIs to demonstrate ROI?
8. Please provide 2-3 brief client case studies for similar scopes and/or organizations?



9. Based on provided retainer, scope and TBD media budget detail, what would you anticipate being your general approach to developing a prioritized strategy for our program?
10. Based on provide retainer and scope, what budget and mix would you propose for social media advertising?
11. What do you require from us to ensure a successful partnership?

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