



Request for Proposal – Social Media Marketing Campaign & Social Media Management

Running Springs Area Chamber of Commerce

Date: May 9, 2023

Re: Request for Proposal for Social Media Marketing Campaign & Social Media Management

The Running Springs Area Chamber of Commerce is seeking proposals for the development and management of Social Media Marketing Campaign(s) and Social Media Management.

This Request for Proposal includes a background of our organization and describes the purpose of the new tourism efforts, its Key Performance Indicators (KPIs), and specific requests related to the proposal. Understand that details may be subject to change and that vendor recommendations are encouraged.

Our expectation is that this document will convey our vision for our tourism efforts and specific challenges we face. It includes a background section about our organization, suggestions for the campaign(s), and desired results. In providing these details, our intent is not to convey that we have all the answers. The ideal and preferred vendor will bring their own ideas and vision based on industry expertise, capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email info@runningspringschamber.com with questions or comments.

Background

The Running Springs Area Chamber of Commerce is the recipient of tourism funds provided by San Bernardino County's Economic Development Agency (EDA). 100% of these provided funds must be used for tourism efforts. The Running Springs Area Chamber of Commerce is acting as a fiduciary for the EDA.

The existing chamber social media profiles are as follows:

- Chamber Facebook Page: <https://www.facebook.com/runningspringschamberofcommerce/>
- Farmers Market and Artisan Faire Facebook Page: <https://www.facebook.com/RSfarmersmarket/>
- Tourism Facebook Page: <https://www.facebook.com/visitrunningsprings>
- Tourism Instagram Profile: <https://www.instagram.com/visitrunningsprings/>

Below are the existing chamber websites:

- Chamber website: <https://www.runningspringschamber.com/>
- Tourism website: <https://www.visitrunningsprings.com/>

For further context, below are the existing promotional videos the chamber has:

- Running Springs Ad Spot: <https://www.youtube.com/watch?v=g30xNNUGDqw>



- Running Springs: <https://www.youtube.com/watch?v=pSvaINr7D4E>
- Running Springs Outdoors: <https://www.youtube.com/watch?v=vnoNQIDG8kk>
- Running Springs Food: <https://www.youtube.com/watch?v=JTD0u-s5fA>
- Running Springs Motels: <https://www.youtube.com/watch?v=RWfB273Ucls>

Project Overview

The Running Springs Area Chamber of Commerce is seeking a vendor to develop and implement tourism-related campaign(s) that promote the value of the Running Springs Area (Running Springs, Arrowbear Lake, and Green Valley Lake). This includes managing social media, paid social media campaign(s), and reporting.

Project Goals and KPIs

The primary goal of these tourism efforts is to engage and attract overnight tourism. This is defined as tourists/visitors staying in the Running Springs Area (Running Springs, Arrowbear Lake, or Green Valley Lake) for at least one night.

The way the chamber intends to measure the results of these tourism efforts are as follows:

- Volume
- Reach
- Followers/Likes
- Engagement
- Influence
- Share of Voice

Project Duration

The duration of the project will be from June 1, 2023 to August 31, 2023.

Preliminary Target Demographics

Age: 16-55

Location: Southern California driving proximity (within two and half hours of Running Springs Area), including, but not limited to, "Inland Empire" (San Bernardino County, Riverside County), LA County, Orange County, and San Diego County

Interest/Values: Skiing, snowboarding, snow tubing, sledding, Farmers Markets, hiking, mountain biking, road cycling, fishing, camping, swimming, hunting, environmental conservation, bird watching, off-roading, riding dirt bikes, quad riding, boating, wakeboarding, waterskiing, recreational shooting, paintballing, supporting small businesses, handmade goods, organic resources, responsibly-sourced products, rustic/vintage goods and décor.



Activities Requested
Social Media Management

- 3-5 social media posts/week/social media profile for the duration of the contract (including imagery & editing)
- 1 blog/month for tourism website
- Competitor/Industry research
- Community engagement & management
- Tagging/mentions of relevant outlets

Paid Social Media Management

- Ad spend (approx. \$2,000/month)
- Meta and Google Advertising Platforms
- Graphics & editing as needed
- Lookalike Audience utilization
- Enhanced placement
- Ad review & adjustments
- Use of Meta Pixel

Reporting

- Regular Reporting (Monthly)
 - o Hard data along with commentary and direction
- Project Summary Report (Due by mid-November)
 - o Summative report of project from March 2023 through October 2023

Important Dates & Timelines

Action Item	Date
Vendor Questions/Answers Call	Thursday, May 25, 2023
RFP Due	Monday, May 29, 2023
Chamber Board Vote on Received Proposals	Wednesday, May 31, 2023
Winner Notified	Wednesday, May 31, 2023
Contract Start	Thursday, June 1, 2023
Contract End	Tuesday, August 31, 2023