



# Buy Local Savannah

## Marketing Request for Proposals

*2022 Digital Media Content Creation, Social Media Management,  
and Direct Email Marketing Services*

**Project Brief:** Buy Local Savannah seeks bids for the following services in 2022: digital media content creation, social media management for the organization's Facebook and Instagram accounts, and direct email marketing via Mailchimp.

**Proposal Submission Deadline:** Monday, January 10, 2022 at 5 PM

**Project Dates:** January 2022–December 2022

### **Contact Information:**

Buy Local Savannah  
PO Box 10264  
Savannah, GA 31412  
savannahbuylocal@gmail.com

## **Organization Overview**

**Mission:** Buy Local’s mission is to support independent, locally owned and operated businesses in the greater Chatham County area, to maintain our unique community character, provide continuing opportunities for entrepreneurs, build our community economic strength, and prevent the displacement of community-based businesses by national and global entities.

**Tagline:** Support Local. Choose Local. Buy Local.

**Legacy:** Buy Local Savannah was founded in 1999 by three Savannah business owners—Rick Culbreth of Yates-Astro, Remer Lane of Remer Lane Insurance, and Martin Sullivan of Sullivan Staffing—who agreed that an association of local companies should mount a comprehensive campaign to encourage shoppers to buy from area businesses. From these modest beginnings, the organization has grown to be recognized as Chatham County’s leading advocacy group for locally owned enterprises, with a current membership of over 150 organizations.

### **Services and Programs:**

*Membership:* member features on Buy Local’s social media accounts, in its e-newsletter, in the Buy Local Marketplace, on Buy Local Bingo cards, and in the Buy Local website and print directory; discounted luncheon and holiday party tickets; opportunity to earn annual membership awards; invitation to join private members-only Facebook group.

*Networking Events:* luncheons on the fourth Thursday of every month from January through October, quarterly Drink Local socials, annual holiday party.

**Target Markets:** All locally owned and operated businesses in Chatham County are potential Buy Local members. Buy Local Savannah has seen dramatic growth particularly among small business members and nonprofit members during 2021.

**Future Goals:** The organization's main goals are to increase membership; increase community involvement; and increase the organization's influence and advocacy efforts at city, county, and state levels.

## Project Overview

**Project Description:** Buy Local Savannah seeks assistance in 2022 with digital media content creation including graphic design, photography, and videography; social media management for Buy Local Savannah’s Facebook and Instagram accounts; and direct email marketing via Mailchimp.

Buy Local Savannah will be refining its branding in 2022 and developing and implementing style guidelines. It is important that the agency/agencies selected are able to uphold brand guidelines and meet high standards for content quality.

**Total Marketing Budget:        \$1,500–\$2,000 per month**  
**\$18,000–\$24,000 annually**

Agencies may bid on one or more of the project services described below (Graphic Design, Photography, Videography, Social Media Management, and Direct Email Marketing).

### *Graphic Design*

- Event art design for Buy Local’s 10 monthly luncheons, 4–6 Drink Local socials, and annual holiday party, including Facebook Event covers, e-newsletter banners, and website graphics
- Graphic design for up to 20 social media posts each month
- 4–6 seasonal profile image graphics for use on Facebook and Instagram

### *Photography*

- Event photography for Buy Local’s 10 monthly luncheons, 4–6 Drink Local socials, and annual holiday party

*(cont’d)*

- Digital delivery of a minimum of 36 edited photos per event within 48 hours of the event's conclusion
- Photographs delivered in high-resolution (300dpi, ready for print) and web-optimized file sizes (minimum 72dpi, to be easily used on the web without a loss of clarity)
- Use of medium format or preferably a full-frame camera and on-camera flash during low-light settings.

### *Videography*

- Event videography for Buy Local's 10 monthly luncheons and the annual holiday party
- Digital delivery of two edited high-definition social media cuts within 48 hours of the event's conclusion: one under 60 seconds and one under two minutes in duration

### *Social Media Management*

- Creation and publication of a minimum of 20 unique posts or stories per month to Buy Local's Facebook Page and Instagram account
- Write post captions that include strategic use of tags and hashtags
- Provide audience management by responding to comments, direct messages, and reviews; liking and following other accounts; and reacting to and commenting on relevant posts from other accounts
- Provide profile management including description, contact information, and link updates
- Provide a monthly report that includes statistics on audience growth, post performance, and engagement
- Monitor and manage the Buy Local Member Facebook group, ensuring member posts meet the group's guidelines.

### *Direct Email Marketing*

- Create and schedule weekly e-newsletter to be distributed every Tuesday morning to membership
- Include member spotlight, organization news and events, and member events

## **RFP Details**

### **Agency Selection Timeline:**

January 4, 2022: RFP Released

January 7, 2022: Deadline for Submitting Questions

January 10, 2022: Submissions Due

January 12, 2022: Contract Awarded

January 14, 2022: Project Begins

### **Evaluation Metrics:**

Buy Local Savannah will evaluate agencies based on the following criteria:

- Skills
- Experience in the Chatham County market
- Prior work examples
- Prior involvement with Buy Local Savannah
- Ability to provide multiple marketing services
- Pricing

### **Submission Requirements:**

Please submit all documents in digital formats to

[savannahbuylocal@gmail.com](mailto:savannahbuylocal@gmail.com). Proposals should include:

- Contact information
- Company overview
- Detailed service descriptions
- Qualifications, including certifications and awards
- Prior work examples
- Client examples
- Pricing

*All bids are due by 5 PM on Monday, January 10, 2022.*