

Form B
Cost Proposal

RFP Number 120550-03 (GLIC Marketing Strategy)

Bidders must complete this cost proposal with fixed costs for services to be provided.

Bidder's Company Name: _____

Line #	Description of Services	Total Fixed Cost
1.	<p>As described in the RFP, to assist DED for the purpose of selecting a qualified Contractor to provide the services of a qualified Contractor to develop, manage, execute and monitor a marketing strategy intended to grow Nebraska's skilled workforce, overall population base, and the promotion of high-wage job opportunities. The Contractor must have knowledge of the economic development, talent attraction, tourism industries and must understand trends and analysis. The Contractor must be available during normal business hours (Monday through Friday, 8 a.m. through 5 p.m. CST), by telephone and email. The Contractor must communicate everything through project lead(s) – not rely on Agency Director to communicate everything to staff members. If communicating with Agency (DED) leadership, the Contractor must also email main project contact(s) with updated information. An effective, multi-pronged approach is needed to both 1) attract new workers and families to Nebraska (or those who formerly lived in Nebraska but moved away) and 2) retain existing young people and families who might otherwise move to other states for school or career opportunities. The term of the contract shall be for one (1) year, with two (2) options to extend the contract for no longer than six (6) months for each contract extension.</p> <p>The Department is seeking qualified entities ("Applicants") to participate as private entities that can provide the following services:</p> <p>The selected Contactor will prepare, present, execute, manage and monitor a comprehensive marketing strategy designed to achieve the goals and objectives outlined above. The strategy will contain elements that address — wholistically or individually — each of the goals outlined above. The Contractor will deliver the proposed strategy according to a pre-approved and agreed-upon delivery method and timeline and including all promised deliverables.</p> <p>The Contactor will perform, at minimum, each of the following:</p> <ul style="list-style-type: none"> • Develop and oversee a strategic plan for a multi-segmented marketing strategy with deliverables (e.g., [but not limited to] lead/customer journey mapping, segmented emails templates, and campaign effectiveness reviews). Ensure all deliverables are provided on time and subject to Department feedback and approval or requests for adjustments. Create and manage 	\$

	<p>pledged project deliverables (e.g., [but not limited to] photography, videos, campaigns, lead lists, targeted communications to leads/prospects, print materials, advertising on paid and unpaid social media, etc.) on-time and subject to Department feedback and/or approval or request for adjustment. Create, manage, and distribute pledged project deliverables (e.g., [but not limited to] advertising on paid and unpaid social media, paid national ads, mobile advertising, etc.) on-time and subject to Department feedback and/or approval or request for adjustment. Make communications accessible, including a Spanish-language campaign. Inform Department of any subcontracting on deliverables.</p> <ul style="list-style-type: none"> • Redefine our current social media strategy. • Redefine our website strategy. • Use a community-focused approach to make connections with key influencers and stakeholders, layered with a social media/digital campaign and targeted radio. Print media may be added. Messages will be created in English and Spanish. <ul style="list-style-type: none"> ○ Paid social media and digital placements. ○ Influencers and community networks. ○ Earned media. <ul style="list-style-type: none"> ▪ Spokespeople available for interviews. ○ Partner channels. ○ Paid broadcast media and sponsorships. • Create promotional items such as t-shirts, hats, koozies, printed materials etc., for events such as career fairs, trade shows, or other outbound and inbound events, as well as for social media giveaways and other purposes as needed. • Develop and successfully track Department-approved metrics to monitor project-related progress and outcomes. This should include {but not be limited to} separate marketing strategy elements (email marketing, social media and digital placements, etc.), along with a comprehensive tracking system to evaluate overall marketing goals, which should include key performance indicators such as number of communities engaged, positions filled, and individuals relocating to the state. Ensure it provides detailed insights and regular reports to assess progress and effectiveness. • Meet, at minimum, weekly with Department staff to discuss progress, outcomes, budget line items and other project-relevant information. • Prepare and submit via email a weekly status report detailing progress, obstacles encountered, completion dates and milestones, etc. Include detailed spreadsheets containing information on timeline, budget, etc. • Create and implement a public relations framework for engaging and equipping external stakeholders (i.e., Nebraska-based organizations) to participate in the marketing and 	
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	<p>recruitment strategy, such as through the preparation of electronic materials, videos, branding, etc. that can be shared with external audience members.</p> <ul style="list-style-type: none"> • Respond in a timely manner to requests from the Department for information, meetings, adjustment to project deliverables, etc. • Provide Quarterly Reports and an Annual Report – include metrics, success stories, graphics, photos, etc. <ul style="list-style-type: none"> ○ Also include all internal / agency generated metrics in Quarterly and Annual Reports so there's just one report for external partners. • Create success stories. • Create videos and photos on why to move to Nebraska. <ul style="list-style-type: none"> ○ Agency responsible for asking for names/ titles/ organizations – including the correct spelling – during interviews with anyone. ○ Agency will be responsible for getting media release forms from individuals who are participating in videos. ○ Videos and photos – talent must not be involved in Screen Actors Guild – videos and photos must not be for limited use only or limited time use – there must not be any extra usage fees on videos or photos. ○ Audio used in Videos must not be limited use or have a recurring paid usage, unless approved by the Department. ○ Provide shorter version of all videos to use on social media. ○ Provide written video titles and descriptions for videos to use on social media (example uploading on YouTube or social media). ○ Provide agreed upon b-roll that partners can easily download and use for their own use. • Department must have direct access to and editing capabilities of all content applicable to the services provided to the Department. • The Contractor will provide the Department with all video and photo files. (example – Premiere files – all native and working files – so if DED wants to utilize in-house at a later date.) • Contractor will provide all community locations, names/titles of people and specific locations in photos and videos. • Provide detailed budget and all contracts – including contracts from subcontractors and individual influencers. • Provide constant updates if planning any events. 	
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