



Public Relations Request for Proposal Social Media Strategy

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RFP INTRODUCTION

The Greater Miami Convention & Visitors Bureau (GMCVB), the official sales and marketing organization for Greater Miami and Miami Beach, hereby solicits Letters of Interest and Qualification Statements from responsible and qualified professional social media agency service providers (hereafter referred to as the agency or agencies). The GMCVB is initiating the social media agency RFP for:

1. **Owned-channel content strategy and editorial calendar development.**
2. **Social listening and community management**
3. **Leverage media and influencer relations executed by partner PR agencies.**
4. **Track KPIs and report on growth and engagement performance**

This Request for Proposal is a periodic review of the GMCVB's PR program and PR agency services.

USE AND DISCLOSURE

GMCVB reserves the right to use information submitted in response to this document in any manner it may deem appropriate in evaluating the fitness of the services proposed. Materials that are submitted by the Agency that should be considered highly confidential should be marked as such. If confidentiality is requested but cannot be afforded, the Agency will be notified and will be permitted to withdraw its proposal.

Additionally, and at its discretion, the GMCVB agrees to maintain confidentiality of any product information developed by and offered by the Agency. Conversely, all information provided in this RFP shall be deemed confidential and shall not be shared outside your Agency.

GMCVB OVERVIEW

The Greater Miami Convention & Visitors Bureau (GMCVB) is a not-for-profit Florida corporation, with its principal office at 201 South Biscayne Blvd, Suite 2200, Miami, FL 33131.

The GMCVB is the official, accredited destination sales and marketing organization for Greater Miami and Miami Beach. Its mission is to generate travel demand to Greater Miami and Miami Beach, to maximize economic impact to our community, ensure industry resiliency and elevate the resident quality of life. Acting on behalf of its members, its government partners, and the citizens of Miami-Dade County, the GMCVB markets and promotes all segments of the community as a preferred destination. In furtherance of this mission, the GMCVB will support and encourage actions and programs that enhance the desirability and attractiveness of Greater Miami and Miami Beach for its visitors.

The GMCVB and its contracted agencies must work together in creating social media strategies and programs that are integrated with GMCVB's marketing efforts and focused on accomplishing the stated mission.

The current social media agency of record is **VML**.

PRIMARY BUSINESS GOALS

The GMCVB works with its agency partners to develop and implement strategies and programs that are integrated with the GMCVB's overall efforts.

- Keeping Greater Miami and Miami Beach top of mind among target audiences;
- Protecting and growing visitor volume to Greater Miami and Miami Beach;
- Increasing Greater Miami and Miami Beach's overall market shares from key markets, both domestic and international;
- Extending visitor length of stay and increasing visitor spend;
- Increase meetings, conventions and events and drive new Miami Beach Convention Center and Headquarter Hotel bookings;
- Increase travel and awareness to all municipalities in Miami-Dade County;
- Growing brand awareness and engagement.

MIAMI AND MIAMI BEACH BRAND OVERVIEW

1. **Leisure:** Research shows consumers travel based on motivations derived from the kind of vacation they envision for themselves. The GMCVB can create powerful marketing tools by speaking to consumers at this level. Travelers are increasingly taking the opportunity to explore new destinations versus tried-and-true locales. Therefore, the GMCVB is focused on attracting new travelers to grow Greater Miami's tourism in the long term. Culture and experience-motivated travel is a major trend among the traveling population as is Nature and Outdoor/Adventure. To grow visitation substantially, the GMCVB is focused on educating prospective visitors that Greater Miami and Miami Beach is a culture and experience-rich, multicultural destination that also offers natural landscape full of adventure opportunities.
2. **Meetings, Conventions and Events:** The Greater Miami Convention & Visitors Bureau (GMCVB) recognizes the potential to craft impactful marketing strategies to promote Miami and Miami Beach as an ideal destination to host meetings and conventions. As the industry evolves, there is a noticeable shift towards selecting innovative and emerging locations over traditional venues. In response, the GMCVB is committed to positioning Greater Miami as a premier choice for meetings and conventions, aiming to sustain and increase its appeal as a key destination. The highly anticipated opening of the new Miami Beach Convention Center Hotel, scheduled for Spring 2026, will further enhance Miami's attractiveness for hosting major conventions and events.

The trend of seeking enriching cultural and experiential opportunities extends into the realm of professional gatherings. There is a growing interest among professionals to integrate unique cultural experiences and outdoor/adventurous activities into their business travels. To capitalize on this trend and significantly boost attendance, the GMCVB is dedicated to promoting Greater Miami and Miami Beach not only as a hub for commerce and networking

but also as a vibrant, culturally-rich and diverse location that offers a variety of natural landscapes and outdoor/adventure prospects.

Going into fiscal year 2024-25, the “Find Your Miami” campaign will continue to evolve, highlighting the most unique aspects of the Miami and Miami Beach experience to attract culture seekers, family travelers, affluent travelers and meeting planners as well as outdoor/adventure seekers - nationally and internationally.

The “Find Your Miami” campaign was designed to be a multiyear, multipurpose brand campaign for the Greater Miami Convention & Visitors Bureau (GMCVB). It underscores the notion that the world is becoming increasingly interconnected. It recognizes that tourists visiting Greater Miami and Miami Beach are sophisticated and seek novel experiences and tastes during their journeys, all of which the destination is adept at providing.

SOCIAL MEDIA OVERVIEW

BRAND PRIORITIES

- Build awareness for Greater Miami and Miami Beach through organic social media storytelling.
- Generate and maintain awareness of the Greater Miami and Miami Beach area and the emotional and rational benefits of vacationing or conducting meetings and events in the destination.
- Communicate the diversity of the Greater Miami and Miami Beach travel experience via heritage neighborhoods and cultural offerings.
- Integrate municipal city partners throughout organic social media storytelling via social platforms
- Ensure integration of social media with marketing/brand campaigns
- Emphasizes Greater Miami and Miami Beaches’ diversity including unique niche markets such as Boutique Hotels, LGBTQ+ Travel, Film/Fashion/Sports/Entertainment/Music, Arts & Culture, Special Events, Culinary, Heritage, Pre-Post Cruise Travel, Family Travel, Luxury Travel, Accessible Travel, Business Travel, Groups, Meetings and Conventions.
- Although efforts are year-round, GMCVB expects Agency to put special emphasis on boosting shoulder/summer business via organic and compelling storytelling

TARGET AUDIENCES

- Miami-Dade County hospitality and tourism industry partners at large;
- Consumers in the local lifestyle market;
- Including Accessible, Arts/Culture, Multicultural (African American, Hispanic), Culinary and LGBTQ+;
- Decision makers in the meetings, convention and events industry locally;
- Travel trade industry;
- Domestic members of the press covering news, lifestyle and travel industry.

More information can be found in the [2023-2024 Marketing Plan](#)

GENERAL SCOPE OF MONTHLY SERVICES FOR SOCIAL MEDIA AGENCY

The Agency shall be the principal advisor and provider to GMCVB for leading organic social media strategy across the Miami and Miami Beach brand for leisure and lifestyle and also for meetings, conventions & events on B2B platforms. Agency shall also be responsible for advising on content creation strategy and charged with growing followers and engagement for social media channels.

The GMCVB works with its agency partners to develop and implement strategies and programs that are integrated with the GMCVB's overall efforts. To meet these goals, the requested Scope of Work includes the following:

GMCVB Social Media Channels:

- Instagram: @VisitMiami
- X: @VisitMiami
- Facebook: @VisitMiami
- Pinterest: @VisitMiami
- LinkedIn: @GreaterMiamiCVB
- YouTube: @Visit_Miami
- TikTok: @VisitMiami (Note: while this channel does exist, it is currently on pause and not an active part of the GMCVB social media strategy).

Social Media Audit: Conduct an audit of GMCVB social media channels, audience, tone of voice, policies, and imagery.

Social Media Structure: Assist the GMCVB with developing and maintaining a social media playbook incorporating GMCVB brand guidelines and creating a consistent voice across our platforms that provide insight into the diversity of the people who call Miami home and the experiences that can only be found in Miami.

Content Strategy: Develop an overarching strategy and ongoing content plan to retain and grow social media audiences for the GMCVB's current social media channels.

In collaboration with the GMVCB, support and post a steady stream of content for the GMCVB social media channels, designed to showcase Greater Miami and Miami Beach's wide range of tourism experiences. Develop content and social tactics that:

- Enhance existing campaigns and promotions
- Amplify and promote GMCVB partner content
- Help to push visitation in off-peak and shoulder seasons
- Reinforce brand priorities and increases engagement with target audiences
- Position the social media channels as a premier source of information for visitors to the destination

- Develop strategies to amplify user-generated content and content created by influencers in partnership with GMCVB.
- Work collaboratively with the GMCVB's Social Media team on special projects and provide relevant support and recommendations between our social media channels and website.
- Elevate municipal cities and local governments by amplifying hyper-local content as part of the general Miami and Miami Beach brand

Agency Collaboration: Collaborate seamlessly with other agencies supporting GMCVB marketing communication efforts including several PR agencies, branding agency and website content team.

Amplify Content: Provide recommendations for amplifying organic content through paid efforts (i.e., Boosting) utilizing analytics to determine ROI.

B2B Channels: Provide relevant support and recommendations to our Convention Sales team on targeting Meeting Planners.

Crisis and Issues Managements: Provide guidance and social listening reports on priority topics during crisis, issues and emergency events.

Global Social Media: The chosen agency will coordinate with global agencies that manage social channels in global markets.

Industry Insights: Recommend new social media opportunities as appropriate, such as platforms, tools, trends. Keep the GMCVB Social Media Team abreast of new trends on social media and important technology updates that impact social media strategy.

Monthly Insights: Work with GMCVB to set relevant owned media KPIs and track consistently on monthly basis in a formal report. Data and insights including channel growth, engagements and important trends specific to each social media channel should be included in the monthly report.

Account Management: Engage in weekly and/or monthly status calls to align on content priorities, content calendar execution and status on active projects.

Note: the intent of this SOW is for organic content only and does not currently include any paid social media advertising. Integration and collaboration with the teams running those programs are expected.

The GMCVB requires a social media agency team with extensive experience on content strategy and engaging audiences. The Agency must have demonstrated results in strategic social media execution to increase brand relevance with intended targets. The Agency should be able to use

all the tactics above to create social media strategy that define the breadth and depth of the destination to the target audiences for the purpose of extending the length of stay or creating repeat visitation. The Agency should also have the ability and experience to develop digital campaigns or stunts for implementation. The Agency should also have significant experience in destination issues management.

The Agency should be able to lead a comprehensive discussion on the “Brand Essence” of Greater Miami and Miami Beach and its further development and promotion as it relates to positioning within a campaign.

The Agency should be able to suggest strategies to expand the impact of marketing campaigns, leveraging them for enhanced storytelling across social media.

The Agency shall be the principal advisor and provider to GMCVB for proactive, Greater Miami and Miami Beach brand-supporting social media efforts to a variety of target audiences.

The GMCVB may select a combination of agencies as appropriate, making a price, value and quality-based decision to fit our needs. The GMCVB is an equal opportunity employer. All partners are encouraged to meet or exceed the minority goals provided by Florida law, through their own hiring practices as well as through contracts with qualified minority subcontractors.

RFP SCHEDULE & PROCEDURE

The criteria for selecting the Social Media Agency include having full-service capabilities. Other requirements are identified in detail in the attachment.

The following are some of the key dates in this process (*subject to change*):

May 22, 2024	RFP Release
June 12, 2024	Agency intent to respond due via email to PRAgencyRFP@gmcvb.com
June 26, 2024	Deadline for submitting questions about the RFP process. Inquiries must be made in writing to PRAgencyRFP@gmcvb.com .
July 22, 2024	GMCVB posts FAQ to www.GMCVBRFP.com
August 19, 2024	Deadline for RFP submissions. Note: Submit via Dropbox
Week of October 28, 2024	Finalists notified and provided with assignment.
Week of December 2, 2024	Finalists present in Miami.

CONFLICT OF INTEREST

The Agency, if selected, must submit an agreement to not represent and/or terminate all conflict-of-interest accounts. The GMCVB will make a final decision if it is a conflict of interest. This may include, but not be limited to, a state, county, city, nation, or region representing another sun/tourist destination during the term of the agreement. The GMCVB is to be advised of all new business solicitations by the Agency that could be perceived to constitute a conflict of interest. With regards to the matter of branch or subsidiary offices of an agency, it should be clear that all such offices are considered as part of the total corporate entity of the agency.

USE OF MATERIALS

All creative ideas and campaign elements produced by the selected Agency for the GMCVB during the contract period shall become the property of the GMCVB, as will all materials.

OTHER RELEVANT FACTORS

The agency should demonstrate a high inclination to use research (from GMCVB and other sources) in the development of strategic platforms for the basis of social media campaigns and have a strong methodology for measuring the effectiveness of social media programs and integrated marketing efforts. The agency should also demonstrate the ability to communicate professionally and effectively with the GMCVB and partners. **The agency will also be expected to join the organization as a paid partner.**

ACQUISITION OF GOODS AND SERVICES/OFFICE EXPENSES

Any goods and services or monthly expenses over \$500 USD acquired by the agency on behalf of the GMCVB, must receive staffs' advance approval. For major purchases, actual specifications used to obtain bids/quotes should be provided as well. Sole service purchases, or selection or recommendation of a vendor that is not the lowest bidder should be supported in writing as to the basis for such a recommendation. Also, repetitive purchase of the same goods or services may be supported by only periodic bidding.

LICENSING REQUIREMENTS

All corporations seeking to do business with GMCVB shall, at the time of submitting a proposal, be on file with their respective corporate licensing division as an active corporation in good standing in accordance with applicable Statutes. A statement shall be required indicating that the agency is a corporation or other legal entity. If subcontractors are used, a statement shall also be required, prior to entering into an agreement with that subcontractor, indicating that the subcontractor is registered with their State in accordance with applicable statutes and provide their corporate charter numbers.

QUESTIONS, REQUESTS FOR CHANGES AND CONCERNS

From the date this RFP is issued until a determination is made, **no contact related to this RFP will be allowed** between any Agency employee and any employee of GMCVB or the Screening Committee except for the RFP Manager. Any contact with GMCVB may only be directed to the **RFP Manager** in writing (via email) only. Any unauthorized contact may disqualify the respondent

from further consideration. All questions must be submitted to the RFP Manager in writing (via email). Questions will be answered on an individual basis (not shared with other parties unless it's a question asked by multiple parties). Consistency will be maintained in the answers provided to all agencies.

CONTRACT TERM

GMCVB seeks to contract with the selected agency(s) effective **January 2025** and continuing through **September 30, 2028**, subject to an annual review of Agency's performance. The terms of the contract will be set forth in a definitive agreement to be signed by GMCVB and the selected Agency, which will contain usual and customary terms for transactions of this type, including standard representations, warranties, and termination provisions; and any contract terms set forth in this RFP will be merged into and superseded by the terms of such definitive agreement. Upon GMCVB's determination that the agency is performing in an exemplary fashion, GMCVB may negotiate an extension of the contract for a period not to exceed one (1) year. If an extension or renewal occurs, any changes in contract terms must be agreed upon by both parties at least 60 days prior to the beginning of the new contract or extension. The agreement may be terminated with or without cause by either party delivering (by certified or registered mail) written notice of such intention to the other party not less than sixty (60) days in advance of the specified termination date. This agreement shall automatically terminate upon the insolvency of Agency or Client's reasonable determination that Agency may not be able to pay its debts as they become due.

BUDGET

Please provide your Agency's proposed fee structure (i.e. minimum monthly retainer and monthly expense estimates, as well as hourly rates for staff according to level and position) for managing a high-profile destination account requiring full service. This must be provided or RFP will not be considered.

RFP PROCESS

The Social Media Agency Screening Committee will review the RFPs and make recommendations on which firms to pursue with RFPs and presentations. GMCVB will notify selected Agencies. Selected Agencies will be required to conduct comprehensive presentations in-person.

SPECIAL INSTRUCTIONS

All interested parties must return the RFP Package by **5 p.m. EST on August 19, 2024**. Agencies must indicate which market they are interested in submitting for RFP.

***Agencies may submit for one, two or more markets (for example United States PR and/or social media). Social Media Agency must clearly indicate for which lines of business it is submitting a qualifications package and submit a package for each market for which it is bidding. This is only relevant if the Social Media Agency decides to bid on one of the other lines of business such PR Agency for US Market.**

Agencies should submit responses to each numbered item under the Statement of Qualifications section listed below. To ensure timely and fair consideration of each response, proposals should be concise, not to exceed 100 pages. To develop a list of finalists, a Social Media Agency Screening Committee comprised of GMCVB staff and industry partners will then review these responses and other submitted materials for sufficiency and ability to perform the scope of work.

The top ranking agencies during this RFP process, will be selected as a finalist and invited to Miami for a formal presentation as part of the last round in the selection process.

Please upload the proposal by 5 p.m. EST on Monday, August 19th, 2024 to the following Dropbox link: <https://www.dropbox.com/request/Zr3Tb7XniqV0uSMSOstR>

Please send questions to:
PRAgencyRFP@GMCVB.com

STATEMENT OF QUALIFICATIONS

Responses submitted must contain, at a minimum, the following information. The evaluation of the proposals and presentation will consist of, but not be restricted to, these points. Please respond to each numbered section in order. The Agency should number the responses in the same sequence as below to make the review process easier.

1. AGENCY OVERVIEW (10 Points)

- Details on the corporation background and each known subcontractor, its size, and resources.
- Establishment date of founding office
- Establishment date of responding office (if different from founding office)
- Company registration
- Name(s) and Type of Ownership (public company, partnership, subsidiary, etc.).
- Primary business category
- Total number of full-time employees, including ethnic/race/gender breakdown
- Number of full-time employees in Miami (if applicable)
- List and provide bios for the key individuals in the agency (not necessarily those that would work on this account).
- Physical locations including addresses of all branches.

2. AGENCY EXPERIENCE (15 points)

Listing of major accounts including current tourism/leisure/hospitality accounts

Details of client experiences within the last three (3) years relevant to the services requested in this RFP.

List any other relevant experience of the agency (including knowledge of the travel, tourism, and meeting industry and/or corporate communications/community relations).

List experience in developing and implementing Social Media and Influencer programs regionally, and nationally.

All clients added and lost in the past five years.

3. FINANCIAL BACKGROUND (5 points)

Financial statements for the applicable legal entity(ies) (prime bidder and known subcontractors) sufficient to demonstrate the capability to perform this contract shall be provided for each of the last three (3) years. These should include:

- Balance sheet
- Statement of income
- Statement of changes in financial position
- Notes to financial statements
- Auditor's reports

Financial information required:

1. Dun & Bradstreet Credit Reports
2. Most recent Annual Report

The agency must agree to permit complete audits of its records relating to the GMCVB's account by any authorized representative of the GMCVB at the CVB's discretion.

4. AGENCY BILLINGS (5 points)

The total gross billing of the agency in each of the previous five (5) years.

The average billing of the agency accounts.

5. CREATIVE ABILITY (15 points)

The agency shall submit examples of past social media campaigns and indicate the approach taken for the development of those examples. The work should show the breadth of capabilities for the Agency, including not only samples that highlight work for the leisure travel market, meetings/convention market, travel trade market, as well as niche markets such as Boutique Hotels, LGBTQ+ Travel, Heritage Neighborhoods & Diversity, Film/Fashion/Entertainment/Music, Arts & Culture, Special Events, Culinary, Family Travel, Heritage, Luxury and Meetings, Convention and Events would also be desired. Also, may

provide examples of creative for other industries and clients. Agency should include any demonstrated use of creative technology to implement social media programs.

6. STRATEGIC CAPABILITY (15 points)

To provide an insight into the strategic capabilities of your Agency, please provide one appropriate example for each of the following (this does not necessarily require creative, but samples are welcome):

- Social Media Storytelling Campaigns
 - Creative partnerships on client owned social channels
 - Strategic use of data to inform content
 - Influencer Relations Examples
- Please state what research affiliates or internal research resources the Agency has available.
 - Please state how the Agency approaches identifying the key target audiences for its clients and how it then determines the appropriate media to best communicate with those audiences.
 - Please share what the agency's experience is in influencer engagement and campaigns.
 - State what experience the agency has with measurement of social media results.
 - State what experience the agency has in developing strategic social media plans. (Examples may be shared and results may also be included)

7. SOCIAL MEDIA & MARKETING KNOWLEDGE (10 points)

The Agency must indicate its overall experience in various social media strategies, demonstrating its solid media relationships and innovative abilities, particularly to negotiate and develop cooperative programs across social media platforms.

8. CLIENT SERVICES AND ACCOUNT MANAGEMENT (10 points)

Account Management

The Agency must provide a full-time Account Supervisor to handle all day-to-day contact with the GMCVB, with appropriate support and resources to handle a demanding and diverse destination account. In addition, a Senior Level Account Executive with deep strategic expertise should be on the account to shepherd and guide the team as well as provide client counsel.

The full-time Account Supervisor and Account Executive will ideally be based in the Miami area to work alongside the GMCVB team, even if the rest of the team sits elsewhere. This team must consist of strong digital and social media skills know how as well as capability to create content if needed (video, stills etc). In addition, a Senior Level Account Executive must be available for counsel and overarching communications strategy.

Also:

State any services the Agency would need to subcontract on GMCVB's behalf.

The Agency should detail the account team and include the number of experienced staff in all departments that will be working on this account. Experience and training relevant to this RFP should be specific.

9. PRICING INFORMATION AND VALUE (10 points)

State all services that the Agency would be willing to perform as part of the retainer and list any services that would not be included. State what routine expenses would need to be covered monthly by GMCVB (on average).

10. REFERENCES (5 points)

The agency shall furnish at least three (3) corporate references with the proposal. The references shall include the company name, contact person and their telephone number. The reference shall describe where services similar in magnitude and scope to that requested in this RFP are currently provided and have been provided for at least six (6) months. Employees of GMCVB may not be used as corporate references. The GMCVB reserves the right to contact references or clients not listed in the RFP.

***CONFLICT OF INTEREST:** The agency must disclose any accounts that it currently services which may be perceived to be a conflict of interest (see Conflict of Interest section). The agency must submit an agreement to terminate all conflict-of-interest accounts, if selected. List any accounts the agency would perceive as a potential conflict.