The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and implement a digital marketing campaign conducted on one of the travel best deals websites. Expected exposure: 5M

Overview

The prospective vendor replying to this RFP will be or represent a firm, company, agency or corporation possessing relevant experience and expertise. A proven experience in implementing digital marketing campaign for tourism industry is recommended.

Scope of Work

The Scope of Work will include but not be limited to the following:

* Create stories
* Publish stories on a dedicated website, deal pages, stories pages
* Weekly email with stories
* Social media: Minimum of 6 posts via Facebook, Twitter and Instagram, including “See This” Instagram story and social video should be posted
* Full report upon completion

Project Cost

Provide detailed costs for the services to be performed by the vendor based on the Scope of Work.

Submission Requirements

Proposal should be emailed to dorota.wojciechowska@pot.gov.pl Vendors awarded the work will be notified by mail or email.

Deadline

All proposals must be complete by 4 January 2019 by 4:00 PM LT