Request for Bids

Sealed bids will be received at the office of the Purchasing Director, City of Goodlettsville, 105 South Main Street, Goodlettsville, Tennessee 37072, until 2:00 pm CST, on October 28, 2021, at which time they will be opened for the following:

2021-22 Tourism Digital Marketing Campaign

By the Tourism Department, City of Goodlettsville

Specifications are available and on file at the office of the Purchasing Director and may also be accessed from the City's website at www.goodlettsville.gov.

The City of Goodlettsville reserves the right to reject any and all bids and to waive formalities.

The City of Goodlettsville does not discriminate on the basis of age, race, sex, color, national origin, religion or disability in admission to, access to, or operation of its programs, services or activities, nor does it discriminate in its hiring, employment or purchasing practices. Contact the Human Resource Director at 615-851-2206 with questions, concerns, complaints and with requests for ADA accommodations.

CITY OF GOODLETTSVILLE

TOURISM DEPARTMENT

Statement of Purpose

The City of Goodlettsville is seeking bids for a strategic digital marketing campaign promoting safe travel to Goodlettsville to generate economic activity to preserve and restore jobs and tax revenue.

Background Information

The Goodlettsville Tourism Department is in its fifth year and serves as the Destination Marketing Organization for the City of Goodlettsville, Tennessee located just 12 miles north of Downtown Nashville. This Department also manages Historic Mansker's Station, Goodlettsville Farmer's Market, and the Goodlettsville Visitor's Center.

This campaign is to begin no later than end of November 2021 and must be completed by June 30, 2022.

Campaign Objectives

- Increase awareness of Goodlettsville as a travel destination
- Generate quality website traffic from travelers on I-65 through Nashville or those interested in the Nashville area
- Showcase Goodlettsville's unique small-town assets to potential travelers
- Increase website traffic from Facebook and Instagram
- Provide constant communication and optimization based on campaign results

Measuring Objectives

- Increase in awareness numbers such as impressions
- Increase in organic site traffic lift
- Site growth in target markets
    - Organic, direct traffic and direct campaign clicks
- Increase in new users in target markets
- Increase outbound link clicks to partner sites
- Increase in goal completions and session durations
- Monitoring demographics on site for top performing groups

Minimum Bid Specifications

- Digital Display
  - Target top audiences with display tactics to raise awareness and increase site traffic
  - Execute multiple creative displays
  - Minimum goal of 950,000-1,125,000 total impressions
- Blogs
  - Create minimum of 4 engaging blogs for website
  - Improve visitor experience on the site and improve Google ranking
- Paid Social
  - Landing Page Views should drive increased users to website
  - Increase site traffic directly to the blogs
  - Utilize video or static images
  - Minimum goal of 400,000-500,000 total impressions
- Paid Search
  - Capture travelers looking for Nashville area hotels
  - Target top drive markets
    - Huntsville, Birmingham, Memphis, Chicago, Louisville, Indianapolis
  - Target active travelers on I-65
  - Minimum goal of 275,000-350,000 total impressions
- Provide monthly campaign reporting

- Minimum of three references

CITY OF GOODLETTSVILLE

TOURISM DEPARTMENT

Reference Sheet

Company Name: _____

Contact Name: _____

Mailing Address: _____

_____

Phone Number: _____ Email Address: _____

REFERENCES

Organization: _____

Contact Name: _____

Mailing Address: _____

_____

Phone Number: _____ Email Address: _____

Length of Association: _____

Organization: _____

Contact Name: _____

Mailing Address: _____

_____

Phone Number: _____ Email Address: _____

Length of Association: _____

Organization: _____

Contact Name: _____

Mailing Address: _____

_____

Phone Number: _____ Email Address: _____

Length of Association: _____

REQUEST FOR BID

Digital Marketing Campaign

By the Tourism Department, City of Goodlettsville

Contract Price $ _____

_____

Company Name

_____

Authorized Signature

_____

Printed Name and Title

_____

Address

_____

Phone Number

_____

Date