

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 7, 2020, at which time they will be opened for the following:

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 fourth 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. Since mid-March, the COVID-19 pandemic has disrupted the economy and has hit the tourism industry the hardest.

This campaign is to begin no later than end of October and must be completed by December 30, 2020.

Campaign Objectives

- 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 followers and website traffic from Facebook/Instagram
- Provide constant communication and optimization based on campaign results

Measuring Objectives

- 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

- Sponsored Article
 - Topic related to travel safely this fall

- Images and/or video in header
 - Site links within article
 - Live social feed
 - Sharable on social channels
 - Promoted by headline impressions within publisher site newsfeed
 - Minimum goal of 80,000 - 100,000 impressions
- Paid Social
 - Facebook/Instagram
 - Dual approach
 - Landing Page Views
 - Page Likes
 - Utilize video or static images
 - Minimum goal of 400,000 - 500,000 impressions
- Search Engine Marketing
 - 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 200,000 – 400,000 impressions

- 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: _____

