

Proposal Abstract

The San Antonio Economic Development Foundation (SAEDF) is an organization that is responsible for bringing more than 450 companies to San Antonio and creating more than 110,000 jobs for San Antonians. SAEDF's website clearly outlines goals and visions of SAEDF and its programs, but there is no evidence of a marketing plan that promotes the organization and its programs. SAEDF has submitted an RFP requesting for marketing and communication services in an effort to improve the organization's visibility and bring awareness to its SA Works program.

At Prestige Worldwide, we recognize the need for marketing and communication services. We are a full-service marketing company, that provides all services in-house. Services include advertising and marketing, public relations, website development and maintenance, and account management & reporting. In our research, we have found that SAEDF is lacking in a multitude of marketing areas, including: print, broadcast, social media presence, support communication (i.e. blogs and newsletters), etc.

We at Prestige Worldwide would like submit a marketing service proposal to provide marketing and communication services for SAEDF and the SA Works program. At Prestige Worldwide, our teams work together to plan and implement marketing strategies. We are built on our passion of marketing, and operate to implement marketing strategies and address any and every type of marketing concern. We strongly believe that the addition of advertising campaigns and a new strategic marketing plan will increase awareness of SAEDF and the SA Works program, ultimately helping to grow the clientele at SAEDF.

Our marketing service proposal is divided into the following key areas: an executive summary vying for the bid, our background and qualifications, strategic planning and evaluation, relevant experience, cost and pricing, and strategies and examples of success in the areas of creativity, digital design/website, media and public relations. Our proposal will highlight what we can do for SAEDF, examples of success, and how we'll strive to meet and exceed SAEDF's marketing goals and expectations.

Group Responsibilities

Upon agreeing on the RFP from SAEDF, we dissected and delegated work based on the marketing needs and requirements outlined in SAEDF's RFP: Student 1 is assigned to the executive summary, completion of required forms, and proposal design; Student 2 is assigned to the background and qualifications, and cost-pricing analysis; Student 3 is assigned to the strategic planning and evaluation, and digital/website plan; Student 4 is assigned to providing relevant experience and the creativity plan; and Student 5 is assigned to social and print media, and public relations. Allocating the work in this fashion allows us to respond to each of the needs outlined in the RFP. Furthermore, in responding this way, allows us to outline what we can do for SAEDF, while also providing examples of our success in implementing such plans.