



## **Ecommerce Business Classes Request for Proposals September 2021**

The Upper Minnesota Valley Regional Development Commission (UMVRDC) is requesting proposals for the delivery of digital marketing and ecommerce education to the business sector within the 5-county region: Big Stone, Chippewa, Lac qui Parle, Swift & Yellow Medicine.

The goal of this project is to provide training and support to transition businesses in the five county region into a 21st century digital economy to develop economic resiliency from disruptor like the recent COVID pandemic.

The UMVRDC is a governmental agency providing community and economic development services to other local units of government in the five county region. For more about the UMVRDC and what we do visit our website at [www.umvrdc.org](http://www.umvrdc.org)

### **Proposal contents:**

Entities interested in responding to this RFP must submit a narrative and attachments that address the following six topics.

#### **1. Description of classes that address some or all of the following:**

- a) Social media start up and marketing plan
- b) Training for businesses to set up their own commerce sites
- c) Shopify agent, online sales platforms (FB ads, targeted approach, FB shops, Google)
- d) Online marketing/event with live video, auction.
- e) Marketing campaigns to encourage shopping local – especially during the upcoming holiday season
- f) Goal-setting and Budgeting – where should businesses be spending their money
- g) Drive Traffic to Your Website, Starting with Google My Business
- h) Google Ads for Small Budgets: How to Find Customers & Get Leads
- i) Other suggestions will be considered as proposed by consultant

#### **2. Description of experience delivering proposed classes, including names and resumes of instructors**

3. **Proposed delivery methods for classes (online, in person or a combination)**
4. **Timeframe for delivery of each proposed class**
5. **Description of marketing, recruitment, and registration strategies consultant will develop and implement**
6. **Description of evaluations methods to be used for classes**

### **Budget**

The budget is up to \$20,000.

### **Timeframe**

All classes must be delivered by May 1, 2022.

### **Proposal Evaluation**

The proposals will be ranked based on the following factors (weighting of each factor listed in parenthesis):

1. Description and quantity of content to be delivered (30%);
2. Qualifications and experience of instructors (20%);
3. Budget (20%);
4. Timeline (10%);
5. Marketing strategies (10%)
6. Evaluation methods (10%)

Following a review of proposals, the selection committee will select the preferred firm with whom negotiations will be opened regarding a final scope of work. Other firms will be notified of the selection results. If negotiations with the preferred firm are unsuccessful, the selection committee will identify an alternative selection and extend an offer to that firm to open negotiations on development of a final scope of work.

The UMRDC reserves the right to reject or accept any and all bids.

Email letter of interest with detailed proposal by September 24, 2021 to:

**Lori Tostenson: [Lori@umvrdc.org](mailto:Lori@umvrdc.org)**