



**MARKETING COMMITTEE REQUEST FOR QUOTE Due September 15, 2023 3pm email:**

[Katherine.Parker@gcrd.net](mailto:Katherine.Parker@gcrd.net) cc. [abartholomew@intuitiveglobalgc.com](mailto:abartholomew@intuitiveglobalgc.com)

**Scope of Work: Social Media Consultant for Transportation Industry Organization**

**Objective:** The primary objective of this project is to establish a robust and engaging social media presence for the transportation industry organization. The social media consultant will create, develop, and execute a comprehensive social media strategy over a 6-month period to support messaging, increase brand awareness, and build a loyal following within the target audience.

**Duration:** 6 months

**Deliverables:**

**1. Initial Assessment (Week 1):**

- Conduct a thorough analysis of the transportation industry organization's goals, target audience, current online presence, and competitors.
- Provide a detailed report outlining strengths, weaknesses, opportunities, and threats for the organization's social media efforts.

**2. Strategy Development (Weeks 2-3):**

- Develop a comprehensive social media strategy tailored to the organization's objectives.
- Identify key social media platforms best suited for the transportation industry and target audience.
- Define brand voice, messaging, and tone to ensure consistency across all platforms.

**3. Platform Creation and Optimization (Weeks 4-5):**

- Create and set up official social media handles on selected platforms (e.g., Facebook, Twitter, Instagram, LinkedIn).
- Develop and optimize profile and cover images, bios, and other relevant sections.
- Ensure consistent branding and messaging across all platforms.

**4. Content Creation and Posting (Weeks 6-24):**

- Develop a content calendar for the 6-month period, including a mix of engaging posts, visuals, articles, videos, and industry-related updates.
- Create and curate high-quality content that aligns with the organization's goals and resonates with the target audience.
- Post regular, engaging, and relevant content according to the content calendar.



**5. Follower Engagement (Ongoing):**

- Monitor and respond to comments, messages, and mentions across all social media platforms.
- Engage with followers, foster conversations, and build a sense of community.

**6. Follower Growth (Ongoing):**

- Implement organic strategies to increase followers and engagement, such as hashtag usage, collaborations, and cross-promotions.
- Analyze audience demographics and adjust strategies to optimize follower growth.

**7. Social Media Advertising (Weeks 10-24):**

- Create and manage targeted social media ad campaigns to increase visibility and attract new followers.
- Monitor ad performance and adjust strategies based on key performance indicators (KPIs).

**8. Performance Analysis and Reporting (Month-end):**

- Provide monthly reports outlining key performance metrics, such as follower growth, engagement, reach, and website traffic.
- Analyze the effectiveness of the social media strategy and make recommendations for improvement.

**Note:** The social media consultant will work closely with the transportation industry organization's marketing team to ensure alignment with broader marketing initiatives and messaging. Regular communication and collaboration will be essential throughout the project.

By the end of the 6-month period, the goal is to have established a strong social media presence, built a loyal following, and laid the foundation for ongoing growth and engagement within the transportation industry organization's target audience.