



# THE CHAMBER

FARGO MOORHEAD WEST FARGO

## **FMWF Chamber Seeks Marketing Partner to Boost Recruitment for ND National Guard**

**The Fargo Moorhead West Fargo Chamber** is soliciting proposals from qualified marketing agencies to develop and implement a comprehensive digital recruitment campaign for The North Dakota National Guard, specifically The North Dakota Air National Guard's 119<sup>th</sup> Wing and The North Dakota Army National Guard 141<sup>st</sup> Maneuver Enhancement Brigade. This initiative aims to attract prospective recruits across various demographic groups and enhance awareness of career opportunities, benefits and service.

### **Organizational Overview:**

The FMWF Chamber of Commerce ("The Chamber") is a non-profit organization with 1,500 members, serving as a catalyst for growth and prosperity. The Chamber works to protect and promote businesses, inspire individuals, cultivate communities and drive meaningful action.

### **Campaign Objectives:**

- **Increase Engagement:** Boost awareness and engagement with North Dakota's Army National Guard and Air National Guard career opportunities among target audiences, including diverse age groups, geographic locations, and demographic segments.
- **Drive Recruitment:** Generate qualified leads and applications for enlistment in both the Army National Guard and Air National Guard.
- **Highlight Unique Benefits:** Showcase the unique benefits of joining North Dakota's Army National Guard and Air National Guard, such as career training, education benefits, service to the community, leadership development, and flexible service options.
- **Targeted Outreach:** Tailor campaign messages to specific audience segments including high school and college students, recent graduates, people seeking career changes and professionals interested in part-time military service.

### **Project Timeline:**

The overall timeline for this proposal is negotiable, but the ideal timeline includes any discovery starting in January 2025. Billing must be wrapped up by May 31, 2025. Should additional state funding be secured during the upcoming legislative session, the contract may be extended. The intent is to build on the existing campaign by leveraging the materials and expertise developed during the initial contract period, ensuring consistency and effectiveness in ongoing campaign initiatives.

### **Scope of Work**

The selected agency will be responsible for designing, executing and managing a multi-channel digital marketing campaign. The scope of work includes, but is not limited to, the following:

1. **Strategy Development:**
  - Conduct research and audience segmentation to define key target demographics (e.g., age, education level, geographic areas).
  - Develop a comprehensive digital marketing strategy that aligns with North Dakota's Army National Guard and Air National Guard recruitment goals.
  - Provide a timeline and milestones for the campaign.
2. **Content Creation:**
  - Develop creative assets, including graphics, video content, social media ads, display banners, and other digital formats.
  - Produce recruitment messaging that resonates with both North Dakota's Army National Guard and Air National Guard prospective recruits, emphasizing career and personal growth opportunities.
  - Create landing pages optimized for lead generation.
3. **Channel Management:**
  - Identify the most effective digital channels for reaching target audiences (e.g., social media platforms like Facebook, Instagram, TikTok, and LinkedIn, as well as programmatic display, search engine marketing (SEM), and email marketing).
  - Manage paid advertising campaigns (Google Ads, Facebook Ads, YouTube, etc.) and organic content distribution.
4. **SEO and SEM Optimization:**
  - Implement SEO best practices to drive organic traffic to recruitment landing pages.
  - Execute SEM campaigns to capture search traffic from those interested in Army National Guard and Air National Guard careers.
5. **Lead Generation and Conversion:**
  - Develop a conversion funnel with clear calls-to-action, such as requesting more information, applying online, or signing up for informational webinars. Interested parties will be able to choose if they are interested in the Army National Guard, Air National Guard or both.
  - Track and optimize lead conversion throughout the campaign, ensuring maximum ROI.
6. **Tracking and Analytics:**
  - Implement tracking mechanisms using tools like Google Analytics, social media insights, and ad platform dashboards.
  - Provide detailed, regular reporting on key metrics, including impressions, clicks, conversion rates, cost per lead, and overall campaign performance.
  - Use analytics to refine the strategy and improve campaign effectiveness.

## **Proposal Requirements**

Interested agencies must submit the following information in their proposals:

1. **Agency Background and Experience:**

- Overview of your agency, including size, structure, and relevant experience with digital marketing campaigns, particularly those focused on recruitment for the military or similar sectors.
  - Case studies or examples of previous recruitment or related digital campaigns, with measurable outcomes.
2. **Campaign Approach:**
    - A detailed description of the proposed strategy and approach to North Dakota’s Army National Guard and Air National Guard recruitment campaign, including timelines, creative development process, and channels to be utilized.
    - A breakdown of the methods that will be used to target different audience segments.
  3. **Team Structure:**
    - Bios and qualifications of the team members who will be assigned to this project.
    - Roles and responsibilities of each team member involved in the campaign.
  4. **Budget and Pricing:**
    - There is a total budget of \$84,000 for the project.
    - A comprehensive breakdown of project costs, including creative development, media buying, content production, management fees, and any other expenses.
  5. **Timeline:**
    - A project timeline with major milestones and key deliverables.
    - Billing must be finalized by May 31, 2025.
  6. **References:**
    - Provide at least three references from previous clients who have engaged your agency for similar digital recruitment or marketing campaigns.

### **Evaluation Criteria**

Proposals will be evaluated based on the following factors:

- **Relevant Experience (30%)** – Demonstrated experience in creating and executing successful digital marketing campaigns, particularly in recruitment or related fields.
- **Strategy & Approach (25%)** – Creativity, innovation, and alignment of the proposed campaign strategy with the objectives of North Dakota’s Army National Guard and Air National Guard.
- **Team & Expertise (20%)** – Experience and qualifications of the project team, as well as the ability to execute the campaign effectively.
- **Budget & Pricing (15%)** – Cost-effectiveness of the proposal, including transparency in pricing.
- **References & Past Results (10%)** – Quality and relevance of references and the agency’s proven track record in delivering measurable results.

### **Submission Guidelines**

All proposals must be submitted via email to Sadie Rudolph at [srudolph@fmwfcchamber.com](mailto:srudolph@fmwfcchamber.com) by Friday, Dec. 13, 2024, at 5 p.m. Proposals received after this deadline will not be considered. Please format your proposal as a PDF document and include all required information.

**Timeline**

- RFP Issued: Monday, Dec. 2, 2024
- Deadline for Questions: Friday, Dec. 6, 2024
- Proposal Submission Deadline: Friday, Dec. 13, 2024
- Evaluation of Proposals: Dec. 16-19, 2024
- Notification of Award: Friday, Dec. 20, 2024

Your proposal must be received by Friday, Dec. 13, at 5 p.m. Send your proposal by email to [srudolph@fmwfchamber.com](mailto:srudolph@fmwfchamber.com). If you have any questions or would like further clarification of any aspect of this request for bid, please email or call 701.365.3440.

Any questions will be added to a FAQ sheet available upon request.

**Contact Information:**

For any questions or further clarification, please contact:

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