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**SAMPLE:**

# Pay per Click Advertising (PPC) RFP

## Guidance and Templates

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<http://econsultancy.com/reports/sem-ppc-advertising-request-for-proposal-rfp>

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**Econsultancy London**  
2nd Floor, 85 Clerkenwell Road  
London EC1R 5AR  
United Kingdom

Telephone:  
+44 (0) 20 7681 4052

<http://econsultancy.com>  
[help@econsultancy.com](mailto:help@econsultancy.com)

**Econsultancy New York**  
41 East 11th St., 11th Floor  
New York, NY 10003  
United States

Telephone:  
+1 212 699 3626

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# 1. About Econsultancy

Econsultancy is the leading source of independent advice and insight on digital marketing and ecommerce.

Our reports, events, online resources and training programmes help a community of over 75,000 registered marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data and supplier selection aimed at internet professionals that want practical advice on all aspects of ebusiness.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. We provide training across all areas of digital marketing and at all levels from one day courses to diplomas to Masters in Digital Marketing.

In addition, we host more than 100 events a year, such as The Online Marketing Masterclass, regular Supplier Showcases and Roundtables, an annual Future of Digital Marketing event, Digital Cream and a range of social events.

The [Econsultancy](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through our directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's client-side members include: Google, Yahoo, MSN, MySpace, BBC, BT, Shell, Vodafone, Yell.com, Dell, Oxfam, Virgin Atlantic, TUI, Barclays, Carphone Warehouse, IPC Media, Deloitte and Touche, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7681 4052 or [contact us online](#).

## 1.1 Contact

If you would like to know more about corporate membership and our roundtables or events then please contact us on +44 207 681 4053 or [Peter.Abraham@Econsultancy.com](mailto:Peter.Abraham@Econsultancy.com).

If you have any comments or queries about this briefing then please contact Econsultancy's Research Director; [Linus.Gregoriadis@Econsultancy.com](mailto:Linus.Gregoriadis@Econsultancy.com)

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## 2. Introduction

### 2.1 Pay Per Click

‘Pay per Click’ (PPC) advertising or ‘paid search’ is a development of search engine marketing in which an advertiser pays the search engine for a level of prominence that would otherwise not be achieved from natural search rankings alone.

PPC is typically used to supplement an advertiser’s ‘natural search’ rankings in the following areas:

To gain a higher or ‘page 1’ level of visibility on a businesses’ main keywords (where, for example, their natural search placing might be several pages into the search results)

### 2.2 How it works

PPC operates like a ‘second search engine’, returning “Sponsored Links” (on Google.com) and “Sponsored Results” (on Yahoo.com) which sit above and to the right of the ‘natural’ or ‘organic’ search results.

Advertisers buy “keywords” and phrases so that when a user of the search engine types in a given search string the search engine simultaneously:

- Returns the organic search results according to the proprietary search algorithm
- Reviews the keywords in the search string, checks its system for “bids” on that keyword and then displays adverts where the advertiser has offered enough money to beat other bids to be displayed

### 2.3 Preliminaries: RFP structure

An RFP is a structured conversation with a supplier. An RFP should move through all parts of a likely relationship, from introductions through exchanges of information to closing and the ongoing ground rules for further exchanges.

To this end this RFP is laid out as follows:<sup>1</sup>

1. About your business – what are your business’ objectives? The context of operation, competitors and customers? What distinguishes you and what at a high level are your aspirations?
2. About your requirements – what are you seeking to achieve from PPC? How does PPC fit into your overall tactical and strategic marketing activities?

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<sup>1</sup> Note that items 6 and 7 could well have been covered in an initial RFI to pre-qualify suppliers before an RFP is sent to them. See Appendix 1 for further information on RFPs and RFIs.



# 3. Introductory

**It's worth having an introduction to an RFP stating briefly:**

- Why you are issuing an RFP
- What the process will be in outline (link to detailed timetable)
- What you want to achieve from it (link to “our requirements”)

**How we will evaluate responses**

**Evaluation criteria will include:**

## 3.1 About our business

**Company sector and specialism**

- Geographic remit and coverage of stores, mail order, web (with URLs of key sites)
- Turnover levels

**Marketing activities and the role of PPC**

**Further details**

## 3.2 Our requirements

**What do we require** [Set out the services within the scope of the proposal]

- Paid search – full service from strategy through buying
- Review, recommend and grow current keyword list
- Strategies for ongoing creative testing and ‘beat the leader’ copy

**Level of service required**

**Current status**

**Business Measurements**

**Success Measures**

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## 3.3 Proposed approach

### Technical Expertise

Please outline in as much detail as possible, your approach to SEO and PPC and how it differs from your competitors, including:

- Core aspects of your approach and how they differentiate you from competitors
- Your intended approach to the keyword analysis for the two sites
- Your intended approach to selecting SEO or PPC for particular products/keywords

## 3.4 Working together

### Timetable

Setting a realistic timetable is critical to getting the most from the process. Ensure that there's sufficient time for you to read, digest, consider and consult upon the proposals. Promising too rapid a turnaround – and then failing to meet the timetable that you have set yourself – indicates to the suppliers that your programme management and maybe supplier management are not of the highest order.

The timescales for the process are as follows:

Timescale	Activity
Now	Receipt of RFP
Within 3 working days	Acknowledgement and acceptance by suppliers
Next 2 weeks	
4 Weeks from today	
Next 2 working weeks	
6 weeks from today	
Following week	
Following week	
8 weeks from today	

### Stakeholders

### Support & Service

## 3.5 Compliance

### Contract terms

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