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Mobile Marketing RFP

Guidance and Templates

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Econsultancy London

4th Floor, 91-93 Farringdon Rd
London EC1M 3LN
United Kingdom

Telephone:
+44 (0) 20 7269 1450

<http://econsultancy.com>
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's reports, events, online resources and training help an international community of more than 85,000 digital marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy, which has offices in London and New York, is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data, trends and innovation, and supplier selection. Econsultancy is an invaluable resource for internet professionals who want practical advice on all aspects of e-business.

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. Econsultancy provides training across all areas of digital marketing and at all levels from one-day courses to an MSc in Digital Marketing.

In addition, Econsultancy hosts more than 100 [conferences and events](#) a year, including the Online Marketing Masterclasses, the annual Future of Digital Marketing conference, the Peer Summit, Roundtables, Briefings and a range of social events.

Econsultancy also runs the prestigious [Innovation Awards](#) where pioneering work carried out in the world of digital marketing and e-commerce is judged by an international panel of experts from companies themselves known for innovation.

The [Econsultancy.com](#) 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 the directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Yell.com, Oxfam, Virgin Atlantic, Barclays, Carphone Warehouse, IPC Media, Deloitte, 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 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

1.1. About this guide

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.

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

<http://Econsultancy.com>



2. Introduction

An RFP (Request For Proposal) is a document outlining the background to your objectives and a detailed list of business requirements for a given project. Typically, an RFP is sent to your likely group of suppliers/partners in order to solicit their proposals to work with you.

RFPs can be extremely valuable in optimising the chances that suppliers deliver the solutions that you need, encouraging the following:

- **Internal agreement:** allow you to discuss and finalise your requirements with all of the internal (and agency) stakeholders before involving a further supplier.
- **Accurate proposals:** allow suppliers to clearly understand your needs so they can provide you with the most accurate estimates of their best solution.
- **Comparable solutions:** ensure that each supplier receives the same set of requirements and therefore replies with a similar and comparable set of proposed solutions.

The purpose of this document is to outline some of the most important elements that might need to be considered by a client organisation when putting together a Request For Proposal to be submitted to a mobile marketing or online PR agency or company.

The factors considered here are by no means exhaustive, but equally, depending on circumstances, not all of these will always need to be considered.

Consider this document to be a starting point from which you can “pick and mix” elements to include in your RFP.

2.1. RFP Differences

Different Types of RFPs: Differences between an RFP, an RFI, an RFQ and an ITT

Although you may see these terms used interchangeably, they are decidedly different documents. Consider where you are in your process and what you want to achieve out of the exercise and then start by being accurate about what sort of document you are asking your potential suppliers to answer:

- **RFI** (Request for Information)
 - This document can simply be a fact sheet, often being used for initial planning purposes. In the case of small projects, this document can be used for decision making as well.

2.2. Summary

This gives you the chance to give the introduction and pre-amble to your RFP, distilling why you have put an RFP together and what you are intending to get from it.

As with all summaries, a first draft should ideally be put together at the beginning of the process and used as a guiding principle for the whole document – and then completely re-written to reflect the distillation of the finished document at the end of the process.

2.3. Background

This is probably the most important section of the RFP, as it gives you the opportunity to set out the background to your company and the brief for what this RFP process is designed to achieve.

2.3.1. Company

Companies are perceived differently in the external market than they are internally. This first section enables you to reduce that difference and to describe the company to your suppliers in a way that sets the scene for the rest of the project brief.

2.3.2. Current situation

Depending on whether you are new to mobile activity, have lots of understanding about this channel - but no commercial mobile marketing activity, or have already got an established program in place, this is where you can **describe your current situation** to your potential service providers.

The more detail that you can give in this section, then the more detailed the response you can expect back from your prospective supplier in terms of forecasts and delivery.

2.4. Project brief

This is the core of the RFP and should have been thought-out thoroughly at the outset.

Separate sections for the Aims, Objectives and Strategy should ideally be outlined in this section, depending on whether you are clear on how your mobile marketing strategy is to be run, or whether you are asking for suppliers to make best practice / bespoke suggestions.

2.5. Response expectations and required timelines

This is the opportunity to be very prescriptive about how you want the suppliers to respond to your RFP and within what timescales.

2.5.1. Matrix questions

RFIs and RFQs often have a mainly quantitative element and ultimately can be analysed using a simple cost / benefit matrix.

As mentioned above, RFPs differ from RFIs and RFQs in that they give both sides the benefit of a deeper understanding of the requirement, allowing a qualitative response to be offered as a major part of the solution. Having said that, almost certainly you are going to want to be able to conduct some quantitative analysis of elements of the suppliers' responses as a part of your decision making process, so it is worth providing them with a version of the spreadsheet or matrix that you are going to use.

2.6. Evaluation criteria

As well as setting expectations in the section above, it's extremely advisable to be specific about what criteria you want to use to judge the various responses.

- **Each part of your response will be assessed against the following criteria:**
 - Whether you can provide a case study example for each answer (Where a case study could be relevant)
 - Experience of our particular market place

2.7. Detailed service questions

Now we get to the point where you can be very specific about what you want to get back from your suppliers. A series of detailed questions divided into headings can be seen below.

These are not always all required and equally others may need to be included for your own RFP, but these are some of the relevant questions to ask of your potential mobile marketing and online PR service suppliers.

2.7.1. Background of the company

- Please give an overview of your company, including answers to these specific questions:
 - Are you mobile marketing specialists or do you offer any other digital marketing services?
 - How many UK employees do you have and what is this as a percentage of your total number of employees worldwide?