

Request for Information (RFI) - S2025-0008

Full-Service Digital Marketing & Advertising Agency

Project Overview and Administrative Information

Project Overview

Colorado Springs School District 11 is one of the largest school districts in the Pikes Peak region. District 11 has approximately 23,000 preschool through 12th-grade students. There are 33 elementary schools, 9 middle schools, four comprehensive high schools, three online schools, an Early College High School, two alternative education schools, and eight charter schools.

Colorado Springs School District 11 (hereafter referred to as "D11" or "The District") is requesting information from **full-service marketing agencies as well as specialty/niche agencies** that can support district-wide branding, student enrollment efforts, and marketing for 58 schools.

Objective

The purpose of this **Request for Information (RFI)** is to:

1. **Understand agency capabilities** - what services are offered and how they align with our marketing needs.
2. **Obtain cost projections** - receive **clear pricing estimates** for budgeting purposes.

We welcome responses from **full-service agencies** that can handle all aspects of our marketing needs, as well as **specialized agencies** that focus on one or more of the areas outlined in the Core Requirements (section I) and Value Adds (section II).

Planned Schedule of Events:

Release of RFI	March 12, 2025
Questions Due through Bidnet	March 19, 2025, at 1:00pm (MT)
Response to Questions	March 21, 2025, at 5:00pm (MT)
RFI Closing	March 26, 2025, at 5:00pm (MT)

Inquiries Prior to the Closing Date

Respondents shall direct all inquiries regarding this RFI, via Bidnet.

Contact person designated for this

RFI: Lisa Martinez,
District Contracting Officer
Telephone: 719.520.2070
Email: lisa.martinez@d11.org

RFI Submission

Closing Date and Time of Submission

Respondents should submit their response **via Bidnet** on or before March 21, 2025, by 5:00pm (MT).

RFI Response Instructions

Respondents should provide a written response, using the following format, to the (1) Executive Summary, and (2) Sections I, II, III and IV.

Executive Summary

In two pages or less, provide a high-level overview of your services offered, experience in K-12 education marketing (if applicable), certifications (Google Ads, Meta Ads, SEO, etc.) and experience with multi-location/multi-brand marketing.

Section I: Functional Requirements

In four (4) pages or less, provide a high-level overview of your services offered that meet the requirements of Section I, Core Requirements.

1.1 Core Requirements:

A. Digital Advertising & Lead Generation

- Development and management of **Google Ads, Meta Ads, YouTube, and programmatic advertising**.
- Implementation of **geofencing, retargeting, and behavior-based marketing** to target prospective families.
- Optimization of **landing pages & lead generation forms** to increase inquiries and enrollment.
- **Conversion tracking & monthly performance reports** for all campaigns.
- Strategies for **allocating digital ad spend** fairly across individual schools and district-wide initiatives.

Cost Estimate Request:

- Pricing model for ad spend management (flat fee, % of ad spend, retainer, or performance-based).
- Estimated cost for ad campaign setup, optimization, and reporting.

B. Email & SMS Marketing

- Development of **targeted email and SMS campaigns** to nurture prospective families.
- **Automated nurture sequences** guiding leads from inquiry to enrollment.
- **Segmentation strategies** for personalized messaging and engagement.

- **Performance tracking & analytics** for email/SMS campaigns.

Cost Estimate Request:

- Cost for campaign setup, automation, and management.
- Pricing for SMS messaging services and any volume-based pricing structures.

C. Content Creation & Traditional Advertising

- Development of **print and digital marketing materials** (brochures, flyers, postcards, signage).
- **Branding and promotional materials** for district-wide and school-level initiatives.
- **Ad creatives, landing pages, and email templates.**
- **Video content, blogs, and digital storytelling** for district and school promotion.

Cost Estimate Request:

- Pricing for print and digital content creation.
- Hourly rates or project-based costs for creative development.
- Video production pricing (short vs. long-form content).

D. Data Analytics & Performance Reporting

- **Setup & management of Google Analytics 4 (GA4)** and marketing dashboards.
- **Weekly & monthly performance reports** with key insights and optimization recommendations.
- **ROI tracking across all marketing channels.**
- **Real-time data monitoring** to adjust strategies for maximum effectiveness.
- **Lead tracking & attribution modeling** to measure conversions from inquiries to enrollments.

Cost Estimate Request:

- Pricing for analytics setup, ongoing tracking, and reporting.
- Any software/platform costs, if applicable.

Section II: Value Adds

In two (2) pages or less, provide a high-level overview of your services offered that meet the requirements of Section II Search Engine Optimization (SEO) & Website Optimization.

A. SEO & Website Optimization

We recognize that not all full-service agencies provide SEO as a core capability. If included in your services, please outline your approach and cost structure.

- Comprehensive **SEO audit** for the district website and all 58 school pages.
- **Google Business Profile optimization** for all schools.
- **Local SEO strategies** to improve search rankings and visibility.
- **Website UX and performance enhancements** for better conversions.

Cost Estimate Request:

- Breakdown of pricing for SEO audits, optimization, and ongoing management.
- One-time vs. ongoing SEO service costs.

Section III: Additional Information & Product Features

In two (2) pages or less, provide any additional information & product features.

This section is reserved for vendors to provide any additional information. Vendors may provide information that they feel is necessary but was not requested, for example, vendors can discuss potential issues that are relevant to the RFI and to their proposal, additional product features that are outside the scope of the RFI, or present unique solutions not anticipated by CSSD11. Vendors may also include brochures.

Section IV: Cost Estimates

Provide a description of your fee structure and how CSSD11 would be charged. Submitted pricing for your proposed system should outline all general and specific costs (hourly rates, retainers, percentage of ad spend, package pricing, etc.) for Section I, II, and III.