



Bid Request: Marketing Contractors

Background

Satdaya Studios provides consulting and project management service to clients needing web development and internet marketing. Our team is made up of experienced web developers who now manage accounts, focusing on these core competencies:

- Consulting with, educating, communicating and managing the client
- Translating "tech & marketing speak" for the client
- Coordinating services with contractors and third party services
- Ensuring that the client's needs are met and vision realized

Our objective is to find and develop an outsource / referral agreement with a number of individuals and/or marketing firms. We will then resell those services, refer clients, or utilize the resources for internal projects.

It is our goal to have resources ready for every type of marketing need. Then, the specific client or project needs will determine who we refer the client or hire on projects. If we have more than one provider for a skill set, we will be distributing requests for bids on a regular basis, and the client will choose the winning bidder.

Bid Request Requirements

To become one of our primary contractors, we will need to evaluate three things; the skill sets offered; amount of expertise and experience; quality of past services provided; and compatibility with our business systems.

NOTE: Depending on your services / skill set, this bid may either be comprehensive or simple. If you only do 1-2 types of specific marketing work, your bid should be very simple.

We are most interested in the QUALITY of your service, not quantity or verbosity.

In your bid, please include the following:

1. A list of service(s) and/or products that you provide that assist in the following areas. Examples of specific areas of expertise we're looking for:

- Developing online/offline marketing plans & strategies for websites and/or e-businesses
- Implementing marketing plans & strategies, either your own or others'
- Search Engine Marketing (SEO, etc)

- PPC keyword marketing management
- Banner & Email Marketing
- Developing/deploying advertising creatives (html emails, banners, other rich media ads)
- Setting up and managing affiliate programs. HasOffers.com experience a bonus
- Weekly / Monthly service reviewing statistics / reports and providing analysis / advice
- Setting up automated statistical reports sent at regular intervals
- Niche, minority, disability and multi-lingual marketing
- Marketing research
- Generating leads and/or closing deals
- Developing and implementing partner programs
- Creating and distributing newsletters
- Writing content
- Event related marketing; promotions, coordination, destination management

2. For each service / product on your list, please:

- Provide examples of work performed
- Describe relevant experience and background
- Applicable Fees, if pricing is service or product-based
- References and testimonials, if available
- List any software or industry / professional subscriptions that enable you to provide those service(s) efficiently - such as Marketing Profs or Hoover's membership for research work, or GFYD (Google Mail, Docs, etc) for collaborative work.

3. Finally, outline any important information / requirements about:

- Pricing - if costs are quoted project by project, include example project(s) and pricing
- Payment arrangement
- Collaboration workflow
- Co-branding
- Software / reporting
- Commission structure
- Any other requirements / rules

What We Provide

Of course, you want to know what kind of resources we will provide in order to assess whether you want to work with us. We will generally perform the following, unless otherwise agreed:

- Account Management - communicating with and delivering materials to client
- Project / Budget Management - we will maintain documentation and perform oversight
- Client Invoicing & Collections - we bill the client and repay you
- Design & Development - websites, brochures, flyers, content updates, image work
- Copywriting & Press Releases - via other contractors and internally
- Affiliate Program / Network - sign-up forms, manage payouts, user support
- Leads - if your skill set involves performing sales, we can bring leads
- Other - if there are other resources you will need in order to perform your end, let us know

Bid Submission Guidelines & Deadline

Email your bid submission as a PDF attachment, as a link to a webpage, or a link to a private webpage with a username and password to view to jobs@satdaya.com

Include your contact information (email, phone, etc). If we like what we see, we'll be in touch to talk further and discuss specific projects.

Deadline for Bid: February 28