



An RFP (Request for Proposal) can simplify your search for a public relations firm. Each firm's answers will follow the same format and provide you with a baseline for ongoing conversations. The outline below is intended to give you a starting point. Feel free to add or subtract to make the responses more meaningful to your circumstances.

SAMPLE RFP: REQUEST FOR PROPOSAL

Overview

Provide an overview of your firm's expertise.

- In the areas of:
 - Public relations
 - Marketing
 - Branding
 - Communication
 - Social media
 - Other relevant services
- Industries served
- Specialties or areas of focus

Team Background

Please provide:

- Names and bios for the individuals that would be selected for our account. For each individual please list:
 - Any areas of specialty or focus
 - Their intended role on our account
 - Average number of accounts assigned/typical work load

- Total employed by your firm and how many in each department
- Business partnerships or contractors that would be involved

Experience

- Publications
 - List publications & media outlets you work with and/or have stories featured in regularly
- Provide a list of current clients in our industry. For each client, please list:
 - Size of company
 - Length of engagement
- Typical length of engagement by a firm such as ours

Case Studies

- Please provide three recent, relevant case studies that:
 - Showcase your firm's abilities/specialties
 - Demonstrate your firm's skills in relation to our current needs
 - Include specifics on length of engagement and timing of results
 - Include overall budget

Proposed strategies

Please outline three proposed public relations strategies – a basic, mid-level and comprehensive approach. Provide rationale for the different strategies and expected budget. Attach brief samples that demonstrate the type of work that would be included that highlights the skills and talents of your firm and its members.

Ideal Client

Tell us about *YOUR* ideal client. In what ways does our company fit that bill? Why do you believe our partnership would be a success?

References

Please provide three professional references including contact name, email and phone. Ideally one or more would be clients featured in the mentioned case studies.

Feel free to provide additional materials that showcase your expertise.