

REQUEST FOR QUOTE (RFQ) - ONLINE MARKETING STRATEGY



Gridiron Australia

Gridiron Australia (GA) is the governing body of American football (gridiron) in Australia. It is an approved sporting association under federal government regulations and is a member of the International Federation of American Football (IFAF). Seven out of the eight Australian states and territories run leagues; comprising a total of 70 teams consisting of approximately 3000 players.

Gridiron Australia also oversees the country's national teams, which have competed in several World Cups. It also manages the Junior (U19) National Championships and the Australian Gridiron League (AGL) for both Men and Women.

Key Strategy

GA sees its online presence as being:

- 1) A landing place for new and potential members and stakeholders
- 2) A platform for communication to existing members and stakeholders

The Project

We are undertaking a renewed focus on our online platforms including a brand refresh, online review and digital strategy going forward to connect with potential and existing members and other stakeholders. This includes:

- Online branding
- Content Platform
- Organic SEO
- Online marketing communications
- Analytics and conversion

This project will consist of four stages:

1. Situation analysis of current online strategy.
2. Presentation of potential framework for proposed online strategy.
3. Implementation of online strategy and digital platform.
4. Ongoing maintenance of digital presence.

Terms & Conditions

- Suppliers must be able to address all areas of marketing requirements.
- A project timeline is to be agreed at the commencement of the project.
- Progress reports to be provided during and at the conclusion of each stage.
- Project deadline for implementation is June 2017
- Deliverables to be defined for each stage of the project.
- Each stage needs approval/sign-off before commencement of the next stage.
- The online strategy must be measurable with access to analytics.
- Limit proposal to a maximum 10 pages
- Clearly outline and identify all costs associated with each stage of the project
- Please outline any additional value you feel you and your team can bring to the project

Send proposal to:

Kevin Wilson (kevin.wilson@ga.org.au)

Closing Date – (5pm (EST) 28th February 2017)