



Request for Proposals (RFP): Strategic Marketing Partner

Submission Deadline: August 15, 2025

About Hocking College

Nestled in the scenic hills of Southeast Ohio, Hocking College is a two-year technical college committed to empowering students with hands-on learning and real-world skills. Our community includes students from Ohio, across the country, and around the globe – including a strong population from Jamaica and communities historically underserved in higher education. We pride ourselves on fostering a supportive, engaging, and campus environment.

We are now seeking a strategic marketing partner to support our evolving digital presence and enhance our outreach efforts in today's fast-paced media landscape.

Scope of Work:

The selected firm will collaborate closely with our internal team to deliver digital-first marketing services that help attract and retain students while building brand awareness.

Must-Have Services:

- Search Engine Optimization (SEO) – with an emphasis on emerging AI search tools.
- Digital Marketing Strategy – planning and executing across web, social, and streaming platforms (e.g., Meta, Spotify).
- Graphic Design Support – timely and quality graphics for digital and limited print use.
- Web services and website management - help with webpage updates as they come in from different programs on campus and (re)develop pages as needed.
- Media Buying – especially digital, with limited traditional (TV, radio, billboard) support.
- Brand Development – optional assistance in refining and updating Hocking's visual identity and message.
- Video Editing – ability to take raw footage provided by Hocking and create assets for publication on META platforms.



Performance Expectations

Weekly Check-Ins: To monitor benchmarks and ensure project momentum.

Quarterly Reviews: For data-driven feedback on campaigns, strategy performance, and long-term planning.

The selected firm will work alongside our internal marketing team and occasional contractors, sharing access to platforms such as Meta Ads Manager, analytics dashboards, and past campaign materials.

Proposal Requirements

Please include the following in your submission:

- Agency Overview
- Case Studies or Portfolio showcasing similar work in higher education, non-profit or private sector. Approach to SEO and Digital Strategy, including AI adaptation. Additionally, to be considered candidates will provide:
 - Team Bios (key personnel only)
 - Budget Proposal (not to exceed \$8,500/month)
 - Timeline and Launch Plan
 - References (at least two)

Evaluation Criteria

Proposals will be scored based on:

- Cost-Effectiveness
- Innovation and Creativity
- Demonstrated Results
- Cultural Fit with Hocking College's mission and audience

Please Direct any questions to the marketing manager by emailing marketing@hocking.edu.