



REQUEST FOR PROPOSAL

DIGITAL MARKETING CONSULTANT SERVICES RFP No. BID NO. 22-01-2715LE

Release Date:

RFP Response Deadline:
February 11, 2022

Submit to:

Navajo Nation Office of the Speaker
Mrs. Sherylene Yazzie, Chief of Staff
200 Parkway Building #1
P.O. Box 3390
Window Rock, Arizona 86515
P: 928-871-7160
F: 928-871-7255

I. OVERVIEW AND HISTORY OF THE NAVAJO NATION LEGISLATIVE BRANCH OFFICE OF THE SPEAKER

The Navajo Nation includes 27,425 square-miles of land that extends into New Mexico, Arizona, and Utah, and borders Colorado, which makes Navajo Nation the largest geographic land base American Indian reservation in the United States.

According to data from the 2010 U.S. Census, the Navajo population exceeds 332,00, 47 percent of which live on the reservation with the remaining living elsewhere.

Currently, the Navajo Nation operates under a three-branch government consisting of the Executive Branch, Legislative, and Judicial Branch.

LEGISLATIVE BRANCH

The Legislative Branch is the Governing Body of the Navajo Nation that is responsible for enacting legislation to determine the future of the Navajo People. The Legislative body is comprised of 24 Council Delegates who represent 110 Chapters within five agencies (Northern, Eastern, Western, Central and Ft. Defiance). The Navajo Nation Code serves as the foundation of the Navajo Nation Government, and encompasses laws that were established to provide Navajo leaders with fundamental principles in the administration of law, policies, plans and self-governance.

The Navajo Nation Council has five Standing Committees: The Budget and Finance Committee, Resources and Development Committee, Health, Education, and Human Services Committee, Law and Order Committee and the Naabik'íyátí Committee. The Speaker of the Council services as the Legislative Branch Chief.

II. SCOPE OF WORK AND EXPECTED OUTCOMES

A. SERVICE AREA SPECIFICATIONS

The digital marketing consultant selected must be able to provide services and meet requirements including, but not limited to the following:

B. SPECIAL EXPERTISE

Consultants responding are encouraged to include any specific levels of expertise in the submitted proposal.

C. THE CONSULTANT SHALL PROVIDE CONSULTING SERVICES TO THE NAVAJO NATION OFFICE OF THE SPEAKER IN RELATION TO THE SERVICES PROVIDED HEREIN:

The assistance to be provided under this contract consists of the following:

1. Consultant will post videos on web and social platforms. This visible support of peer community activities connects Navajo Nation with their own positive self-image.
2. Consultant will publish featured articles about Navajo Nation on the web and social platforms. Visible support of peer group interests connects the event & organization with positive high impact motivators.
3. Promote positive consumer peer group conversations on active social channels:
 - Locally
 - Regionally
 - Nationally
 - Globally
4. Consultant will run campaigns on Google, Facebook, Instagram, and other social platforms with a minimum combined social follower count of 1 million. This enables building awareness and drive commerce year-round.
5. Marketing Strategies to include (but not limited to):
 - Location and event-based targeting.
 - Hyper-targeting by interest and demographics: Target based on information such as interests, occupation, age, and gender.

- Create value to the Navajo Nation's online presence and drive commerce to the Nation and all its entities to generate revenues
- Identify key influencers in targeted markets

III. INSTRUCTIONS TO PROSPECTIVE CANDIDATES

A. ENTITIES COVERED BY THIS RFP

The Office of the Speaker will make the selection of a marketing consultant and the subsequent working relationship will be with the Navajo Nation Speaker / Council.

B. QUESTIONS ABOUT THIS RFP

Questions regarding the RFP can be directed to the Office of the Speaker, Mrs. Sherylene Yazzie, Chief of Staff at 928-871-7160 or by email at sheryleneyazzie@navajo-nsn.gov

C. PROPOSAL SUBMISSION AND DEADLINE

Please submit an electronic copy of your proposal to Sherylene Yazzie, Chief of Staff no later than 5:00 p.m. on February 11, 2022. The official copy must contain the complete proposal and related materials.

D. PROPOSALS MUST BE SUBMITTED TO

Sherylene Yazzie, Chief of Staff
200 Parkway Bldg. #1
P.O. Box 3390
Window Rock, Arizona 86515
** Costs to be sealed in a separate envelope*

E. PROPOSALS PREPARATION COSTS

Office of the Speaker is not liable for any costs incurred by the digital marketing consultant in preparing or submitting proposals or in satisfying any demonstration requirements of this document.

F. ADDENDUM TO THE REQUEST FOR PROPOSAL

In the event it becomes necessary to amend any part of this document, an addendum will be provided to all consultants who have indicated an intention to respond.

G. TERM OF AGREEMENT

The Agreement will run for a quarterly period and may be renewed on an annual basis going forward.

H. REPORTING RELATIONSHIP

The selected marketing consultant will be contracted by and report to the Office of the Speaker

I. EXCEPTION TO TERMS AND CONDITIONS

If it is not possible to meet one or more of the terms or conditions in this document, you must indicate this in writing for each of the specifications you are not able to meet. Each exception must indicate the reason why the specific terms or conditions cannot be met. The Office of the Speaker, in its own interest, reserves the right to waive or decline to waive any terms or conditions articulated in this document.

J. PROPOSAL RESPONSE REQUIREMENTS AND FORMAT

All responses to this request for proposals must describe the scope of services and clearly identifying the information requested in this document. Consultant must provide a detailed written response addressing each item in this document in the order in which it appears.

Provide two (2) copies of proposal.

K. REQUIRED INFORMATION FROM SUBMITTING MARKETING CONSULTANT

1. STAFF AND EXPERTISE

Each respondent needs to clearly identify the professional staff who will be assigned to address Navajo Nation Office of the Speaker Marketing Consultant needs. Please indicate:

- i. Lead Marketing Consultant: name, educational background, and relevant experience with specific emphasis on providing services similar in scope and size to those outlined in this document.
- ii. All other professionals assigned to Office of the Speaker: Name, educational background, and relevant experience with specific emphasis on providing services similar to scope and size to those outlined in this document

2. PROFESSIONAL PRICE ARRANGEMENTS

Each respondent is requested to provide (1) an explanation of the billing process, and (2) estimate of what monthly consulting services would cost, including any travel or "out of pocket" expenses.

3. CONFLICT OF INTEREST

Identify the nature of any potential conflicts of interest the marketing consultant might have in providing consulting services to the Office of the Speaker.

4. MARKETING CONSULTANT AVAILABILITY AND ACCESS

Explain the lead marketing consultant availability and access to the Navajo Nation Office of the Speaker. The selected marketing consultant must provide advance notification to the Speaker, Chief of Staff, and lead Legislative Staff Assistant of times when the lead marketing consultant will be unavailable and the names of the marketing consultant whom will handle Navajo Nation Office of the Speaker matters in his or her absence.

Please note that Navajo Nation Office of the Speaker issues often require prompt attention and demand quick response via telephone or e-mail. It is our expectation that your response time to phone calls and e-mails be minimal.

L. CONFIDENTIALITY

This document contains proprietary and confidential information of the Navajo Nation Office of the Speaker. Each recipient of this document is expected to use the information furnished herein solely for the purpose of submitting a proposal, and shall not distribute this document or disclose the information contained herein to third parties. Likewise, the Navajo Nation Office of the Speaker will consider any proposal submitted to be confidential and not to be disclosed to outside the organization.

M. EVALUATION AND SELECTION

Evaluation of each proposal will be based on the Navajo Nation Office of the Speaker's assessment of the respondent's ability to provide the marketing consulting services as specified in this document based on Navajo Nation laws and policies of procurement.

1. A final selection will be made by the Office of the Speaker no later than February 11, 2022 with the selected respondent commencing service delivery no later than February 14, 2022.

2. The Navajo Nation Office of the Speaker reserves the right to reject any and all proposals, wholly or in part, waive any irregularities in the proposal process, and make selections which, in the opinion of the Navajo Nation, are in its best interest. Also, the Navajo Nation does not herein limit the methods or factors to be used for evaluation.
3. All proposals must be valid for at least 4 months after the proposal due date. The selected vendor's proposals may become part of the final agreement.
4. The Navajo Nation Office of the Speaker reserves the right to enter into private negotiations with the selected respondent even if those negotiations may result in changes to the marketing consultant's proposal.

N. SUBMISSION DEADLINE

We look forward to your submitted proposal no later than 5:00 p.m. on February 11, 2022.