**REQUEST FOR PROPOSAL (RFP)**

**RFP#**

**TITLE: DIGITAL MARKETING CAMPAIGN**

**Introduction:** St. John’s Community Health is a leading healthcare provider specializing in primary healthcare. We are seeking a digital marketing agency to design and execute a comprehensive marketing campaign to enhance our brand visibility, attract new patients, and engage our current patients effectively.

**Project Overview:** This RFP invites qualified vendors to submit proposals for the planning, development, execution, and management of a digital marketing campaign for St. John’s Community Health. The selected agency will work closely with our marketing team to deliver innovative and measurable strategies that align with our goals.

**Key Objectives:**

1. Increase awareness of our healthcare services within Los Angeles and the Inland Empire.
2. Drive traffic to our website and clinic through targeted digital campaigns.
3. Improve patient engagement via social media, email marketing, and content marketing.
4. Enhance search engine visibility (SEO) for key services.
5. Develop a robust analytics framework to track and measure campaign performance.

**Scope of Work:**

1. Digital Marketing Campaign Implementation & Management both general and grant specific:
2. Management: Build, implementation, management, and reporting for the Client's digital marketing campaigns on Facebook, Instagram, Tik-Tok, SMS, YouTube, and Google search.
3. Copywriting: Provide ad copy for digital campaign assets aligned with the Client's tone of voice and brand guidelines.
4. Design: Provide ad creative for digital campaign assets aligned with the Client's tone of voice and brand guidelines.
5. Video Production: create, produce, direct, and edit video for digital campaign assets aligned with the Client's tone of voice and brand guidelines.

**Evaluation Criteria**

1. Understanding of healthcare marketing.
2. Creativity and innovation in proposed strategies.
3. Demonstrated success in previous campaigns.
4. Cost-effectiveness and alignment with budget.
5. Timeliness and adherence to deadlines.

**Submission Instructions**

Deadline: 12/12/2024

Submission Method: Submit electronically to brenteria@sjch.org with the subject line: "RFP Submission: Digital Marketing Campaign."

Questions: Direct inquiries to Brenda Renteria at brenteria@sjch.org.