

# ESSENTIAL RFP QUESTIONS FOR YOUR PR AGENCY SEARCH

## AGENCY OVERVIEW

- Brief agency history and philosophy
- List full media capabilities including integrated creative services, web design, filmmaking, social media etc.
  - » Are these in-house service offerings, or do you partner with consultants?

### Tell us about your agency:

- » number of employees
- » office locations
- » revenue
- » awards
- » approach to PR campaigns

### Key differentiators:

- » What do you consider to be your biggest differentiator?
- » Why do you think your firm would be the best fit for us at our stage of business?
- » Please list some clients you've had long-term relationships with and describe why these relationships have been successful.

## INDUSTRY EXPERIENCE

- Provide proof of your expertise in [industry] PR - can be in the form of a case study.
- Indicate the number of full service accounts you have at any one time.
- Do you have any clients that might pose a conflict to managing the [company name] account?

## ACCOUNT MANAGEMENT

- Provide us with an idea on how you would manage our account, how often you communicate with our team, and measure success.

## PROPOSED PROGRAM

- How does your agency conceive, plan, and execute a media relations campaign?
- Please provide a proposal (including approach and pricing) for delivering PR services.
- How would you address strategic communications needs and reach our audiences?
- How do you help your clients measure the effectiveness of their Public Relations program?

## WORKING TOGETHER

- Proposed team structure including bios of team members.
  - » What is the structure of your account teams?
  - » How are responsibilities shared and divided?
  - » How many years of experience will each team member typically bring to the table?



## REFERENCES

Please list at least three industry references.

## BUDGET & BILLING

- Details of proposed fee structure
  - » identify what your additional expenses would include
  - » menu-driven approach to supplemental services