

RFP #001-25 - Marketing Services for WTDC - Questions



The following questions have been received regarding the Whitby Tourism Development Corporation Marketing Services RFP.

1. When referring to the visual element deliverables, what templates are required and how many are expected?

- Templates are to include the following: Letterheads, invoice templates, PPT/Google Slides template, Email signature, LinkedIn Banner, Feed Post (IG, FB, LN), Stories/Reels.

2. What level of detail is expected for the target audience personas?

- This is expected to be thorough and detailed. A detailed understanding of the target audience — both at the brand level and for the campaign is required. A few examples include defining who the target audience is, what motivates them and what drives their decisions so that the messaging, visuals, and offers resonate strongly from the start.

3. Is the WTDC looking to make any updates to the website specifically?

- Under Deliverables (Page 9), the reference to “Marketing Materials” includes the design of a landing page as part of the marketing campaign. This landing page is the only website-related deliverable outlined in the RFP. There are no additional website requirements; however, you’re welcome to include a few recommendations if you wish.

4. What is the intended maintenance plan for marketing and content after the launch in April?

- The WTDC would look to the awarded partner to bring forth a recommendation for this

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5. Is it intended for the awarded partner to support scheduling and roll out prior to launch?

- No.

6. Based on the insurance requirements, is it mandatory for companies applying to have all the insurance listed?

- Yes, the insurance requirements are mandatory for all applicants if you are awarded the job. You can submit your proposal without having them but know that they are required if you are chosen to work with the Whitby Tourism Development Corporation.

7. For the landing page(s), what would you like people to land on?

- This will depend on the CTA and the sequence that's being recommended by the awarded partner.

8. Confirming it's a landing page or are you intending a full website refresh?

- No website refresh is required at this time.

9. What is the topic of the launch for Explore Whitby and how long would you like the campaign to be?

- It is expected that the marketing campaign topic and/or theme be brought forth from the awarded partner. Same goes for the campaign duration, however a rough timeline would be anywhere from 6-10 weeks.

10. For the marketing campaign, do you want to add social media influencers for the various areas of tourism you wish to highlight.

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- Potentially — it would depend on which influencers are involved, their alignment with the brand, and how integral they are to achieving the campaign's goals.

11. For email campaigns, would you like a template for a monthly newsletter of events and areas you can highlight?

- Yes