RFP for SEO and Advertising

The Council is soliciting bids for its marketing and SEO program

Contract amount is $375,000.

About the Council on Compulsive Gambling of New Jersey

The Council on Compulsive Gambling of New Jersey, Inc. (Council) is a private non-profit 501(c)3 organization composed of concerned individuals from diverse backgrounds. The group’s primary purpose is to represent the best interest of problem and disordered gamblers and their families, recognizing that problem gambling is a treatable illness.

The Council focuses on educating the general public, training professionals throughout the State, referring problem and disordered gamblers and their families to treatment, and advocating for increased treatment services for problem and disordered gamblers and their families.

The Council also performs certain services under contract with the New Jersey Department of Human Services; provides the executive and legislative branches of State government with relevant data on all aspects of the problem and disordered gambling problem; and provides assistance to those private or public agencies in the State who request it.

The Council neither opposes nor endorses legalized gambling. However, the Council may take positions on various issues surrounding legalized gambling when the members believe that taking a stand is in the best interest of problem and disordered gamblers and their families.

The Council is looking for a vendor that can help with SEO and advertising requirements listed below. The purpose of this funding opportunity is to help the Council heighten awareness of problem and disordered gambling, make referrals to treatment and to offer support, treatment, and hope to problem gamblers and their families. The total amount of funding is $400,000.

The successful candidates must be able to fulfill the following requirements and be able to provide previous experience along with references. The references must speak to superior client relations and have experience with non-profits.

SEO Requirements:

- Recurring tracking and monitoring of campaign performance
- Quarterly Reporting and Analysis of Data
- Analytical traffic and keyword growth strategizing
- Campaign adjustments based on analysis and auditing (ex: new content, keyword development)
- Google algorithm monitoring and adjustments to optimizations and website
- High quality link building for organic growth
- Backlink profile management and monitoring
- Generate, edit, and post/distribute content to be used for Google bots and improvement in organic keyword performance
Paid Advertising on Google:

- Manage Search, Display and Video ads on Google
- Build campaigns based on quarterly focus
- Adjust keyword, ad copies, bids, targeted areas, strategies, and audiences weekly for each campaign
- Manage Google Ad budget as well as Google Grant budget
- Discuss campaigns with Google representatives weekly

Social Requirements:

- Frequent organic postings on Facebook and Instagram
- Develop, and create ads for implementing strategies for Facebook and Instagram ad campaigns including awareness, branding, conversion, video and pin drop geotargeted ads
- Discuss campaigns with Facebook Representative monthly

Website Requirements

- Website maintenance and updates when requested
- Monitoring and updating plugins and technical implementations to stay secure and up to date with current industry standards
- Make changes to user experience or conversion factors based on analytical analysis
- Blog, video, and flyer/announcement implementations

Video Production Requirements

- Concept Development
- Storyboarding
- Planning & Logistics
- Talent Acquisition (if necessary)
- Video Shooting
- Post Editing
- Motion Graphics
- File Mastering & Compression

Social Requirements:

- Frequent organic postings on Facebook and Instagram
- Develop, create ads for and implements strategies for Facebook and Instagram ad campaigns including awareness, branding, conversion, video and pin drop geotargeted ads
- Discuss campaign with Facebook Representative monthly.

All RFP’s must be submitted no later than March 16, 2020.