VERMONT

Marketing Scope of Work Form

For a Simplified or Standard Bid Process.

Issuing State Entity Details

1. **Name of Person Completing this Form**

   REPLY: Click or tap here to enter text.

2. **Agency / Department**

   REPLY: Click or tap here to enter text.

3. **Project / Campaign Contact Name**

   REPLY: Click or tap here to enter text.

4. **Project / Campaign Contact Title**

   REPLY: Click or tap here to enter text.

5. **Telephone**

   REPLY: Click or tap here to enter text.

6. **Email**

   REPLY: Click or tap here to enter text.

Project / Campaign Overview

7. **Project / Campaign Title**

   REPLY: Click or tap here to enter text.

8. **What type of services are you requesting?**

   REPLY: Click or tap here to enter text.

9. **Is this project part of a current or previous marketing campaign?**

   REPLY: Click or tap here to enter text.

10. **If yes, describe existing campaign assets. Include an overview, date of work, and name(s) of firms you worked with. Describe how the new scope of work will integrate into the campaign.**

    REPLY: Click or tap here to enter text.

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Project Details

11. Problem Statement

In one to two sentences, describe the problem you're looking to solve with this campaign.

REPLY: Click or tap here to enter text.

12. Background

Describe what you have done in the past and what you are currently doing. Include tools, channels, methods you're using, and any relevant URLs and resources.

REPLY: Click or tap here to enter text.

13. Goals / Objectives

What does success look like? What are the specific and measurable outcomes needed to achieve the goal?

REPLY: Click or tap here to enter text.

14. Audience

Who do you want to reach with this campaign? Do you currently communicate with this audience? If so, in what ways? If you have done any audience research, please include relevant data/links.

REPLY: Click or tap here to enter text.

15. Timeline

What are the key project milestones and deadlines?

REPLY: Click or tap here to enter text.

Campaign Tactics

16. Potential Tactics

What ideas, activities or actions do you feel will help achieve the campaign goal? (Examples: messaging; design layout; website design or strategy; digital, social or print ads; and reporting.)

REPLY: Click or tap here to enter text.

17. Required Deliverables

Are there any products or services you need as a result of this campaign? Are specific tactics required?

REPLY: Click or tap here to enter text.

18. **Performance Measures**

What metrics will you use to track success?

REPLY: Click or tap here to enter text.

Media Outlets

The media outlets below are a starting point for discussion. They show the relative priority of desired channels or tactics.

19. **Media Outlets**

REPLY: Click or tap here to enter text.

20. **Do you have any details that you would like to add on media strategy or placements?**

REPLY: Click or tap here to enter text.

Budget

21. **Creative Services Budget**

REPLY: Click or tap here to enter text.

22. **Media Planning and Buying Budget**

REPLY: Click or tap here to enter text.

23. **Expenses Budget**

Are there expenses associated with your project? (Examples: printing, mailing and delivery, administrative, etc.)

REPLY: Click or tap here to enter text.

24. **Total Budget**

This is the total Creative Services, Media Planning and Buying, and Expense budgets.

REPLY: Click or tap here to enter text.

25. **Is there any flexibility in this budget?**

REPLY: Click or tap here to enter text.

26. Please explain why or why not.

REPLY: Click or tap here to enter text.

Bid Schedule

27. Release Date

REPLY: Click or tap here to enter text.

28. Questions Due

REPLY: Click or tap here to enter text.

29. Answers to Questions Provided/Posted

REPLY: Click or tap here to enter text.

30. Technical Response Due

REPLY: Click or tap here to enter text.

31. Selected Contractor Notified

REPLY: Click or tap here to enter text.

Anticipated Project Schedule

32. Start Date

REPLY: Click or tap here to enter text.

33. End Date

REPLY: Click or tap here to enter text.

34. Start Date for Media Placement

REPLY: Click or tap here to enter text.

35. End Date for Media Placement

REPLY: Click or tap here to enter text.

Proposal Evaluation Criteria

36. What are the criteria that you will use to evaluate proposals?

REPLY: Click or tap here to enter text.