



MARKETING JOURNEY THROUGH JERSEY  
PROFESSIONAL SERVICES  
REQUEST FOR PROPOSAL #HT2023-002

**Background**

The New Jersey Historic Trust (NJHT) is in but not of the Department of Community Affairs. Its mission is to advance historic preservation through education, stewardship and financial investment programs that save our heritage and strengthen our communities. In addition to its role as the primary provider of bricks and mortar grants to NJ's historic properties, the Trust also administers the heritage tourism grant program and heritage tourism website Journey Through Jersey. [Home | Journey Through Jersey.](#)

**Summary**

The Historic Trust seeks to promote [www.journeythroughjersey.com](http://www.journeythroughjersey.com) through a targeted marketing campaign across digital media in order to reach a broad audience and promote heritage tourism in the state of New Jersey. The Historic Trust seeks a marketing/advertising consultant with five or more years of demonstrated expertise in content development, creative marketing, and managing a strategic advertising campaign with proven results of a significantly increased return on marketing investment. The successful consultant/team will propose a Statement of Work (SOW) that outlines your digital strategy, including research and analytics, pre- and post-launch data analytics, design approach, project milestones, performance strategy, account management plan, as well as a plan for long-term promotion and performance monitoring. Please note that the campaign does not require re-branding.

The selected Consultant will, in accordance with the directions from staff and subject to approval of the Executive Director of the Trust, perform such services as are set forth below.

**Scope of Work**

During the term of the contract the Consultant will perform the following professional consulting services related to campaign management, in addition to other services/deliverables as determined.

1. Research and Analytics/Pre-campaign
  - a. Marketing intelligence gathering
  - b. Industry standards
  - c. Data technology, research, and analysis
  - d. Industry analysis
  - e. Identifying potential resources
  - f. Identifying audience target groups

2. Digital Strategy
  - a. Social media
  - b. Social display
  - c. Sponsored Content
  - d. Seasonal travel/tourism guides
  - e. Identify promotional partnerships/opportunities
  
3. Creative Content Development
  - a. Write and develop creative promotional content
  - b. Design display creatives (Social media ads, static images, GIFs, Photo motion, etc.)
  - c. Create landing pages
  
4. Set Up and Launch Marketing Campaign
  - a. Optimize launch across multiple platforms
  - b. Track all aspects of launch
  
5. Performance Analysis and Reporting/Post-launch
  - a. Target baselines
  - b. Impression tracking
  - c. Review achievements
  
6. Campaign Management
  - a. Timeline
  - b. Budget
  - c. Pre-launch agenda
  - d. Meetings
  - e. Milestones
  - f. Post-launch analysis
  - g. Ongoing promotional plan

### **Qualifications**

The Historic Trust seeks a marketing/advertising consultant with five or more years of demonstrated expertise in content development, creative marketing, and managing a strategic, digital advertising campaign with proven results of a significantly increased return on investment. Bonus if the consultant/team can also demonstrate experience in working with governmental entities, most relevantly with state programs.

### **Submitting Proposal**

Please submit your proposal via e-mail to Dorothy P. Guzzo, Executive Director of the New Jersey Historic Trust at [dorothy.guzzo@dca.nj.gov](mailto:dorothy.guzzo@dca.nj.gov) if interested in entering into a Professional Services Contract Agreement with the Trust.

**All proposals are due in the office of the New Jersey Historic Trust, by 3pm on Friday, November 11, 2022.**

Please include a profile of your firm with curriculum vitae of principal staff, and a structured price quote, which you will submit to the Trust for hourly services reimbursement in an amount **not to exceed** \$75,000.00

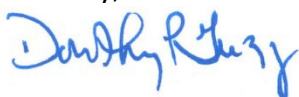
If email is not an option, the delivery address for packages is New Jersey Historic Trust, 101 S. Broad Street, Room 604, Trenton, NJ, 08608. All proposals will be date stamped as they are received.

If selected as the consultant for this RFP, you will be required to provide the following:

- A valid NJ Business Registration certificate
- Registration in NJSTART vendor system: [www.njstart.gov](http://www.njstart.gov)
- A current NJ Certificate of Employee Information Report/Affirmative Action Certificate (or provide the State of NJ Employee Information Report and a \$150 check to the NJ Dept. of Treasury to attain a new certification)
- Complete DPA form packet
  - [Waiver and DPA Contract Checklist](#)

Any questions on this proposal should be directed to [dorothy.guzzo@dca.nj.gov](mailto:dorothy.guzzo@dca.nj.gov)  
Or (609) 913-4439.

Sincerely,



Dorothy P. Guzzo, Executive Director