

REQUEST FOR QUALIFICATIONS

Digital Marketing Request for Qualifications (RFQ)

RFQ NO. 2025.10.06 SRV

RFQ Release Date:	October 6, 2025
Due Date:	October 28, 2025 by 5:00 p.m. Pacific Time
RFQ Coordinator:	Joanna Armstrong vendorsubmissions@sno-isle.org
Contract Amount:	Estimate of \$110,000 annually for up to 5 years <i>No minimum amount of compensation is guaranteed.</i>

Overview

Sno-Isle Intercounty Rural Library District (Library District) is requesting qualifications from qualified firms with a strong background in digital marketing to provide services for the Library District.

Submitting a bid

Bids are hereby solicited and must be submitted via email to the RFQ Coordinator no later than 5:00 p.m. Pacific Time on the due date noted above.

Bidders are responsible for regularly checking the Sno-Isle Libraries Vendor Submissions page for any updates, clarifications or addenda to this RFQ at <https://www.sno-isle.org/vendors/>

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1. OVERVIEW AND BACKGROUND

A. About Sno-Isle Libraries

Sno-Isle Intercounty Rural Library District (Library District) is a local two-county public library district headquartered at its distribution facility in Marysville, Washington, located approximately 35 miles north of Seattle, Washington. Sno-Isle Libraries is one of the largest Library Districts in the state of Washington serving more than 800,000 people throughout Snohomish and Island counties. Library District has approximately 478 active employees working across 23 community libraries, one service center, and through mobile services.

B. About this RFQ

Library District is requesting qualifications from interested and qualified firms to provide digital marketing services throughout the Library District to attract and connect community members to their public library through strategic, cohesive communications to build sustainable growth of participation in Sno-Isle Libraries.

The successful bidder will provide comprehensive digital marketing services and implement effective strategies while collaborating closely with our marketing team to ensure alignment with organizational goals and objectives.

C. Available Funding and Contract Term

The awarded bidder may be asked to sign a contract to provide the services described in this RFQ for an estimated 3-5 years.

The approximate annual funding for this contract is \$110,000. This amount is only an estimate as funding is budgeted annually and is expected to fluctuate. The annual amount could increase with additional marketing campaigns or decrease if funding is reduced or eliminated. No amount of compensation will be guaranteed throughout the term of the resulting contract.

2. ELIGIBILITY

This RFQ is open to all for-profit firms, nonprofit organizations, community-based organizations, individuals, tribes and tribal organizations, and public or governmental agencies.

A. Minimum Qualifications

To be eligible to apply for this RFQ, bidders must meet the following minimum qualifications:

- i. Minimum of three (3) years providing professional digital marketing services.

- ii. Provide a relevant portfolio with evidence of successful digital campaigns in at least two key areas such as search engine marketing, social media advertising, pre-roll or streaming ads, or content strategy.
- iii. Proficiency with industry-standard digital platforms and analytics tools (e.g. Google Analytics, Meta, SEM).

B. Desired Qualifications

Eligible bidders that demonstrate the following desired qualifications will be prioritized for award according to the evaluation criteria detailed in this RFQ.

- i. Demonstrated practice of transparency and proactive communication with clients.
- ii. Ability to provide timely responses and adapt quickly to shifting project priorities or market conditions.
- iii. Relevant professional certifications (e.g. Google Ads, HubSpot, Meta Blueprint, etc) demonstrating up-to-date technical expertise.
- iv. Evidence of incorporating emerging tools, trends, and best practices to deliver forward-thinking digital solutions.

3. RFQ PROCESS

A. Timeline

The projected timeline for this RFQ process is provided below. The Library District may, at its sole discretion, modify the schedule as necessary to allow for thorough and complete analysis of responses. Any changes to the schedule will be communicated via written addendum and posted to the [Sno-Isle Libraries' Vendor Submission website](#).

<u>Activity</u>	<u>Date/Time</u>
Issuance of RFQ	October 6, 2025
Inquiry Period Begins	
Inquiry Period Ends	October 14, 2025 by 5:00pm
Final Response to Bidders' Questions Posted	October 17, 2025 by 5:00pm
Bid Due Date	October 28, 2025 by 5:00 pm
Review, Interviews, & Reference check, if needed by Library District	Week of November 3, 2025 (approximate)
Award Notifications	November 2025

B. Written Bidder Questions and Other Communication

All questions or requests for clarifications should be submitted no later than 5:00 pm Pacific Time on the due date listed in the above [Section 3.A. Timeline](#), to the RFQ Coordinator at vendorsubmissions@sno-isle.org.

Responses to questions will be posted on our website <https://www.sno-isle.org/vendors/> as an addendum to this RFQ and will be sent to the email address of the question submitter. The Library District may provide responses via addenda on a rolling basis depending on the nature and volume of inquiries. Final responses to all bidder questions will be posted online by 5:00 pm (PST) by the date listed in the above [Timeline](#).

The RFQ Coordinator is the sole point of contact for this RFQ. All communication between bidders and Library District must be in writing as follows:

Joanna Armstrong
RFQ Coordinator
vendorsubmissions@sno-isle.org

Any other communication shall be considered unofficial and non-binding on Library District. Bidders may rely on all written statements issued by the RFQ Coordinators.

Communication with any Library District staff other than the RFQ Coordinator while this RFQ is in process may result in disqualification.

C. How to Apply**i. Process**

Submissions must be complete, responsive, emailed to the RFQ Coordinator at vendorsubmissions@sno-isle.org and be time-stamped as received before 5:00 pm Pacific Time on the due date noted on this RFQ.

Library District will confirm timely receipt of your submission with a confirmation email. If you do not receive a confirmation email within 24 hours of submission, please follow up at vendorsubmissions@sno-isle.org.

Any emails that are caught in the spam filters and not received will be investigated to ascertain whether the submissions were sent on time. Submissions that were not received on time due to technical challenges such as spam filters will be considered as submitted timely if we can confirm that the time stamp on the email was sent in advance of 5:00 pm Pacific Time on the due date.

You are encouraged to submit your bid early to avoid any delays or errors in submission. Library District is not responsible for any technical difficulties that you may experience, and **late submissions may not be accepted.**

ii. Format

Bids shall be submitted via email and may include documents in Word, PDF, Excel, or equivalent documents, and links or attachments to materials which support, validate, or demonstrate the qualifications of the bidder.

Please review the RFQ carefully and respond to each requirement prior to preparing and submitting a bid. Bidders are not required to use a particular format as long as the bid is clear, responsive to the request, and complete.

4. SCOPE OF WORK AND SERVICES

A. Overview

The Library District is seeking bids to perform the services as described in this RFQ. The successful bidder will collaborate with the Library District marketing team to provide comprehensive digital marketing services to increase library usage and attract new customers. The successful bidder will be responsible for developing, implementing, and managing campaigns that align with organizational objectives while ensuring services are delivered in a timely, efficient, and results-driven manner.

B. Communication Plan

The successful bidder will provide consistent and transparent communications, including regular performance report-outs and reporting dashboards. Communications will primarily occur through email and scheduled check-ins, with an expectation of timely responses to questions or requests. A proactive approach to sharing insights and recommendations is highly valued to ensure alignment and agility.

C. Services, Tasks, Milestones, and Deliverables

The successful bidder will provide ongoing monthly digital marketing services in close collaboration with the marketing team, ensuring timely communication, data-driven results, and proactive execution of campaigns across multiple platforms.

In the performance of all work, the successful bidder shall adhere to current digital advertising regulations, accessibility standards, and data privacy requirements.

i. Core services

The successful bidder will deliver core services that include, but are not limited to:

1. META Advertising: Management and optimization of campaigns across Facebook and Instagram, ensuring alignment with target audiences and campaign goals.
2. Digital Strategy: Development of an integrated digital marketing strategy, including recommendations for channel mix, audience targeting, and execution.
3. Performance Adaptation: Ongoing monitoring of campaign performance with proactive adjustments based on data-driven insights to maximize effectiveness.
4. Search Engine Marketing (SEM): Implementation and management of paid search campaigns to increase visibility, traffic, and conversions while maximizing budget.
5. Pre-Roll Advertising: Execution of video ad placements to enhance brand awareness and engagement.
6. Analytics and Reporting: Provide regular performance reporting with actionable insights, demonstrate measurable results, and recommendations for continued growth.
7. Emerging Trends: Identify and incorporate emerging trends, tools, and tactics as the strategy evolves to remain competitive in the digital marketplace.
8. Collaboration: Maintaining open, consistent communication with the marketing team to ensure alignment, share progress, and respond quickly to evolving needs.

ii. Milestones

The successful bidder will begin with a kickoff meeting to establish objectives, roles, and communication protocols, followed by delivery of initial strategy within 30 days for a timely launch of digital marketing services.

Ongoing milestones include monthly check-ins with performance updates, six-month reviews to refine strategy, and a comprehensive annual review with forward-looking recommendations.

5. BID CONTENTS

In order to be considered complete and responsive, all bids must include the requested information in this section and be submitted in accordance with [Section 3. RFQ Process](#) above.

The Library District is looking for succinct responses with relevant information. Library District reserves the right to request, or not request, clarification of information submitted, and to request additional information from any bidder.

A. General Information

i. **Cover Letter (on company letterhead)**

Please provide a summary of the submitted bid and a brief statement of the bidder's qualifications to meet the needs as described in this RFQ including the following:

1. the identification of the bidder, including name, address, email address, telephone number, and the Bidder's office location responsible for performance under the agreement;
2. the Bidder/Firm's Employer Identification Number (EIN) and Washington State Unified Business Identifier (UBI) Number; and
3. the name, title, and signature of the person authorized to bind the bidder to the terms of this proposal.

ii. **General Company Profile and Experience**

Briefly provide pertinent information about the bidder including:

1. Number of years in business;
2. Business philosophy and mission, vision, and values;
3. Where is your main office located? Please note if you have any local Washington State offices;
4. Describe any specific expertise or experience held by key staff who would be assigned to work on this project;
5. Sampling of current and/or past clients that demonstrates bidder's range of industry experience; and

6. If applicable, provide relevant professional certifications (e.g. Google Ads, HubSpot, Meta Blueprint, etc).

B. Portfolio of Similar Past Projects

Please submit a portfolio with evidence of successful digital campaigns in at least two key areas such as search engine marketing, social media advertising, pre-roll or streaming ads, or content strategy.

Bidder's portfolio must include past projects of similar size and scope to the project described in this RFQ. If applicable, bidders should submit examples of how they have incorporated emerging tools, trends, and best practices to deliver forward-thinking digital solutions.

The portfolio submission can be a weblink. Please ensure your portfolio includes the following:

- i. Case studies or campaign summaries with at least two examples of past work showcasing META advertising, SEM, or pre-roll campaign;
- ii. Sample of performance reports or dashboards that illustrate the bidder's approach to tracking, analyzing, and communicating campaign results; and
- iii. Description of the impact and return on investment (ROI) of past digital marketing campaigns, and include how impact and ROI was measured.

C. Work Style: Communication & Collaboration

Please describe your process for collaboratively working with clients, including frequency and type of communication, work style, etc. Please ensure your response addresses, at a minimum, the following questions:

- i. Work style – please detail your process for recommendations, new campaigns, and approach to collaboration.
- ii. Timeliness of turnaround – how soon can you commit to turnaround after a request has been sent? If timeliness depends on circumstances, please describe any variables that affect timeliness.
- iii. Transparency – how do you communicate progress on a particular project?

D. Cost of Services

In your submission, please provide the following:

- i. Clearly state your vendor fee for providing the services to be delivered;
- ii. Include any other detailed costs that may be charged to the Library District for such services;
- iii. Include a sample budget breakdown sent to clients; and
- iv. If Applicable: provide the price list for optional opportunities for additional services as described in in Subsection 5.F. below.

E. Client Testimonials/References

Provide at least two (2) client testimonials and/or client references for which work of similar size and scope as described in this RFQ is or has been performed by the bidder within the last three (3) years. References and testimonials should demonstrate bidder's experience in digital marketing services.

If submitting references, please provide the client name and the name, title, and contact information of the persons who may be contacted for reference regarding the services provided.

If submitting client testimonials, please provide the written or otherwise recorded documentation of the testimonials in a format that is readily accessible to Library District staff.

Library District reserves the right to be its own reference.

F. Optional Opportunities for Additional Services

Bidders are invited to propose possible additions to the scope of work described in this RFQ. Opportunities and offerings available through your firms that were not provided for in this RFQ. To satisfy this request, bidders may attach their firm's marketing kit or full list of services available. Pricing must be included.

The Library District reserves the right, in its sole discretion, to freely accept or reject from the awarded bidder, any proposed offerings and services not specifically requested in this RFQ. This element of your submission will not be scored, however it may factor into award decisions if bidders' final scores are close.

G. Contract Exceptions and Inclusions

After the successful bidder has been selected, good faith contract negotiations will take place with the awarded bidder according to the standard terms and conditions in **Attachment A**.

If applicable, bidders may submit proposed exceptions to any of these terms and may also propose additional terms for inclusion into the final contract.

Any major revisions to the contract terms and conditions must be included in the bidder's submission.

6. EVALUATION PROCESS

All responsive bids will be evaluated by a team of Library District staff members and shall be rated according to the criteria stated below. The evaluation team members will score individually and then make recommendations based on consensus on the highest scoring bidder.

The highest scoring bidders may be asked to participate in an interview process after the initial evaluation if needed to make final decisions. If interviews are conducted, no additional points will be awarded. Rather, the interview will be used to better understand bidders' qualifications and adjust final scores accordingly.

A. Scoring Matrix

Members of the evaluation panel will assign scores on a scale of zero (0) to five (5) according to the general guidelines of the scoring matrix below. The score for all criteria listed in [Section 6.B. Scoring Criteria](#) table below will be multiplied by the accompanying Weight to get to the total available points.

Score	Description	Considerations
0	No Value	Submitted bid does not address any component of the scoring criteria.
1	Poor	Submitted bid only minimally addresses the requirements, is missing components, and/or information provided is not responsive to a portion, or all, of the requested information.
2	Below Average	Submitted bid demonstrates incomplete understanding of the request, does not respond adequately to all requested information, and/or has simply restated the requirements with no additional information.

3	Average	Submitted bid is considered to meet minimum requirements. Bid shows an acceptable understanding of the request, provides sufficient detail in response, and demonstrates an acceptable level of experience.
4	Above Average	Submitted bid is thorough, detailed, and demonstrates a firm understanding of Library District's needs and ability to deliver services to our standards.
5	Excellent	Submitted bid has provided an innovative, detailed, and thorough response to the requirements. Bid clearly demonstrates a high level of experience with, or understanding of, the requirements and ability to deliver services at a high level.

B. Scoring Criteria

All complete and responsive bids will be scored on a scale of 0-5 for each scoring criterion multiplied by the respective weights in the table below. Each scoring criterion listed below shows the total points available for each of the requests in [Section 5. Bid Contents](#) with a short description of the primary considerations the awarded points will be based on.

SCORING CRITERIA	Weight	Total Points
Company Profile and Experience <i>Depth and breadth of clients</i> <i>Years of experience</i>	2	10
Portfolio <i>Depth and skills across multiple platforms</i> <i>Demonstrated ability to drive results</i> <i>Clear, readable reports</i>	5	25
Work Style <i>Frequency and quality of communication</i> <i>Timeliness of turnaround</i> <i>Transparency of work process</i>	5	25
Cost <i>Outlined rates for vendor fee are reasonable</i>	1	5
References and/or Client Testimonials <i>Validate workstyle, quality of services, and communications</i>	3	15
Total Points		80

The Library District will notify all responsive bidders of the final selection.

7. TERMS AND CONDITIONS

All answers and statements made in the bidders' submissions must be true and correct.

Submission of a bid constitutes acceptance of the solicitation contents and general terms and conditions as a required element of this RFQ. If there are any exceptions to these terms, please include those exceptions in detail on a page attached to your submission.

The truthfulness of the facts and statements in submitted bids and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contract:

A. RFQ Terms

i. Bidders' Responsibilities

1. It is the sole responsibility of the respondent to ensure they received the most current RFQ and pertinent addenda, which will be posted to the Library District's website.
2. It is the responsibility of each bidder to call to the attention of the Library District any apparent discrepancy in the RFQ or any question of fairness or interpretation before the Inquiry Period deadline as detailed in the Timeline above. Failure to do so by the stated deadline constitutes acceptance as written.

ii. Revisions to the RFQ

Library District reserves the right to "revise" or "amend" the RFQ prior to the due date by "written addenda," which will be posted at <https://www.sno-isle.org/vendors/>

All questions and answers and any other additional pertinent information will also be provided as an addendum to the RFQ and posted to the website.

iii. Cost to Propose

Library District is not responsible for any costs incurred by the bidder in preparing, submitting, or presenting its response to this RFQ.

iv. Right to Contact References

Library District reserves the right to contact references and other customers, who may have pertinent information regarding the ability of the bidder and the lead staff to perform the services contemplated by this Request.

v. Right to be Own Reference

To serve the best interests of Library District, we reserve the right to be our own reference with any potential bidder as deemed necessary in its sole discretion.

vi. Right to Request Additional Information

Library District reserves the right to obtain from one or more of the bidders, supplementary information as may be necessary for Library District to analyze the bids pursuant to the selection criteria contained herein.

vii. No Unfair Bidding Practices

1. The bidders' prices and/or cost data must have been determined independently, without consultation, communication, or agreement with others for the purpose of restricting competition. However, bidders may freely join with other persons or organizations for the purpose of presenting a single proposal.
2. No attempt has been made or will be made by the Proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
3. Unless otherwise required by law, the prices and/or cost data which have been submitted must not have been knowingly disclosed by the bidder and will not knowingly be disclosed prior to the RFQ deadline, directly or indirectly, to any other bidder or to any competitor.
4. In preparing submissions, bidders must not have been assisted by any current or former employee of Library District whose duties relate (or did relate) to this RFQ or a prospective contract, and who was assisting in other than their official, public capacity.

viii. No Obligation to Contract

This RFQ does not obligate Library District to enter into any contract for services specified herein.

Failure of the awarded bidder to timely sign a contract may result in Library District revoking the award and awarding the contract to the next highest scoring bidder.

ix. Rejection of Bids

The Library District reserves the right to reject any bid without penalty for any reason including, but not limited to the following:

1. any bid which is incomplete, obscure, irregular, ambiguous, or lacking necessary detail and specificity;
2. any bid for which a bidder fails or neglects to complete and submit qualifications information; and
3. any bid which is received after the deadline date and time.

x. Acceptance Period

By submitting a bid in response to this RFQ, the bidder provides one hundred eighty (180) calendar days for acceptance by Library District without further negotiation (except where obviously required by lack of certainty in key terms) from the due date for receipt of bids.

xi. Protest Procedures

Protests may be made only by bidders who submitted a response to this RFQ. The Bidder must submit a written protest as directed in this paragraph within two (2) business days of the bidder's receipt of award notification. Protests received after this deadline will not be considered.

Library District will not execute a contract with any party other than the protesting bidder until the full two (2) business day protest period has expired.

Bidders submitting a protest shall follow the procedures described below. Protests that do not follow these procedures shall not be considered. This protest procedure constitutes the sole administrative remedy available to Bidders under this procurement.

1. Protests must be in the following format:
 - a. in writing
 - b. addressed to the procurement coordinator named in this solicitation document
 - c. signed by the protesting party or an authorized agent.
2. Protests must contain the following information:
 - a. bid solicitation name and number
 - b. grounds for the protest with specific facts and complete statements of the action(s) being protested
 - c. description of the relief or corrective action being requested.

3. Only protests stipulating an issue of fact concerning the following subjects shall be considered:
 - a. A matter of bias, discrimination or conflict of interest on the part of an evaluator;
 - b. Errors in computing the score;
 - c. Non-compliance with procedures listed in the bid solicitation documents or Library District's policy.
4. Protests will be rejected as without merit if it addresses the following issues:
 - a. An evaluator's professional judgment on the quality of a proposal; or
 - b. Library District's assessment of its own and/or other agencies' needs or requirements

Upon receipt of a protest, the Library District's Executive Director or designee who was not involved in the procurement will hold a protest review. In the protest review, the Executive Director or designee will consider the record and all available facts and issue a decision within five (5) business days of receipt of the protest. If additional time is required, the protesting party will be notified of the delay.

In the event a protest may affect the interest of another bidder that also submitted a bid, such bidder will be given an opportunity to submit its views and any relevant information on the protest to the procurement lead.

The final determination of the protest as rendered by Library District's Executive Director or designee shall choose one of three courses of action: (1) find the protest lacking in merit and uphold the Library District's actions, (2) find only technical or harmless error in Library District's acquisition process and determine Library District to be in substantial compliance and reject the protest; or (3) find merit in the protest and provide Library District options to address the issue, which may include but is not limited to correcting the identified errors and re-evaluate all bids, re-issue the solicitation and begin a new process, and/or make other findings and determine other courses of action as appropriate.

If all protests are found to be without merit, Library District may enter into a contract with the apparent successful bidder.

xii. Public Disclosure

All bids received shall become the property of the Library District and remain confidential until a contract, if any, resulting from this request is signed by the Executive Director (or designee) of Library District.

After a contract is signed, all proposals received shall be deemed public records as defined in Chapter 42.56 of the Revised Code of Washington (RCW).

Any information contained in the bid that is proprietary must be clearly marked or designated as “confidential” in order to be excluded from public records request responses. Only information designated under current state law statutes as appropriate for exclusion from public records exposure may be marked and treated as confidential.

xiii. Proprietary Rights

All bids become the property of Library District, and bidders may claim no proprietary right to the ideas, writings, items, or samples, unless so stated in the responsive bid.

B. Contract Terms

i. Library District Contract

The successful bidder will be asked to sign a contract with Library District on its own boilerplate agreement, **Attachment A**. Library District will not sign any company’s service agreement, contract, or any other form of agreement.

Library District reserves the right to extract certain language from the successful bidder’s proposed terms and incorporate them into Library District’ contract, if agreeable to both parties.

Awarded bidders will be required to meet baseline requirements, including but not limited to insurance, record-keeping, and more.

The contents of the awarded bid(s) shall become contractual obligations if a contract ensues. A contract between the awarded bidder(s) and Sno-Isle Libraries shall include the following:

1. Standard Terms and Conditions (**Attachment A**)
2. Scope of Work, negotiated between the parties
3. The original RFQ, as issued by Library District
4. The bidder’s response to the RFQ; and
5. Any other documents mutually agreed upon.

ii. Compliance with All Relevant Laws

The successful bidder must comply with all Federal, State, and local statutes and codes as may be applicable to the scope of work detailed herein, including all labor laws.