



RFQ: Tourism Langley Digital Ads Manager	Proposal Due By: Nov 15, 2024	Tourism Langley
<p>Organization Overview:</p> <p>The Township of Langley is on the traditional lands of the Katzie, Kwantlen, Matsqui, and Semiahmoo First Nations, and links the Fraser Valley and Metro Vancouver.</p> <p>Tourism Langley is a Destination Marketing Organization (D.M.O.), and not-for-profit society, governed by an independent Board of Directors who is mandated to deliver effective marketing strategies that will generate increased visitation, extended stays, more revenues and increased daily expenditures for businesses in the Township of Langley.</p> <p>Langley is the Fraser Valley's premier wine and libations destination, and home of historical Fort Langley. Langley's tourism draws also include authentic farm experiences, beautiful parks and trails, trendy restaurants & lounges, large-scale sport venues, arts + culture, boutiques, and many seasonal events.</p>		
<p>Project Overview:</p> <p>Tourism Langley is seeking a Contract Digital Ads Manager for 2025. The selected candidate or agency will be responsible for planning, managing, and optimizing paid digital advertising campaigns across various platforms, most specifically Google & Meta, to drive traffic, increase awareness, and support Tourism Langley's marketing goals.</p> <p>The contract will begin on January 1, 2025, with an annual budget up to \$18,000, paid monthly in a retainer model.</p> <p>The successful proponent will work closely with the Tourism Langley team to ensure that all ad campaigns align with the overall brand strategy and promote Langley's unique tourism offerings.</p>		

Project Goals:

- Increase website traffic and conversions through targeted digital advertising.
- Maximize use of Google Non-Profit Grant funds (up to \$10,000 USD / month).
- Promote Langley's events, attractions, and local businesses to day-trip and short haul markets.
- Maximize return on investment (ROI) through efficient ad spend and performance optimization.
- Utilize data-driven insights to continuously improve ad campaigns and messaging.
- Ensure digital advertising is aligned with the broader marketing strategy and key brand messaging.

Scope of Work:

- **Ad Strategy:** Align digital advertising strategy with organizational goals, identifying key platforms and tactics to reach target audiences.
- **Campaign Management:** Plan, launch, and manage paid ads across platforms such as Google & Meta.
- **Ad Creation:** Collaborate with Tourism Langley's team to create compelling ad copy, visuals, and creative assets.
- **Optimization & Monitoring:** Track and optimize ad performance to ensure campaigns meet KPIs such as traffic, conversions, and engagement. Adjust bids, budgets, and creative as needed.
- **Reporting:** Provide monthly reports detailing campaign performance, key metrics (CTR, CPC, conversions), and recommendations for continuous improvement.
- **Budget Management:** Effectively manage the annual budget and Google Ads Grant to maximize reach and impact.

Evaluation Metrics and Criteria

Proposals will be evaluated based on the following criteria:

- **Experience:** Demonstrated specialized expertise in digital advertising.
- **Performance:** A portfolio or case studies showcasing the ability to drive traffic, engagement, and conversions through paid ad that demonstrates a data-driven approach.
- **Timeliness:** Ability to start the contract on January 1, 2025, and consistently manage campaigns throughout the year.
- **Google Grant:** Experience managing Google Grant.
- **Budget:** Favorably priced proposals will be prioritized for consideration.

Submission Requirements

- Proposals must meet project scope deliverables.
- Proposals must include case studies or a portfolio to provide examples of past work.
- Must be submitted electronically to the email below, no later than 5pm on November 15, 2024.
- References may be requested.

Contact: **Elizabeth Clark**

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Phone #'s
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