



RFP OBJECTIVES

Cover

Thank you for considering ViaForge for your digital needs. I hope that you find your experience working with ViaForge exciting, inspirational, and informative. It is our goal to provide you with solutions that add value and maximize your digital potential to the fullest. Think of me and my team as an extension of yours.

In the following pages you will find details surrounding how you can craft a better RFP or Request for Proposal. We look forward to the potential of working with you.

Sincerely,

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OVERVIEW

To start, the RFP you are about to create or the one you are currently working on is a way of communicating needs, thoughts, and details to a broad range of companies or individuals. This document serves as a high level overview as well as a drill down into requirements, objectives, and goals. With that said, it is clearly the responsibility of the digital team to help walk you through a process of creating the perfect platform for your company. If you do not know where to start in terms of the service you are wanting to provide digitally, you may want to skip the RFP all together and start the communication process.

An RFP is not only a guideline for the agency to use but also a way for an agency to size up the project and ultimately decide if they want to engage with the project. Ultimately an RFP should cover three high level points. The first being who you are. Describe you or your company in detail. The agency will likely do some research on their own but they should be provided with an understanding of what you or your company does. Secondly, you should describe what you are looking for in an agency. Do you want an agency that has 30+ team members? Are you looking for a small shop or a freelancer? What about their experience? You set the tone here and describe your ideal digital partner. Lastly, you describe the project in as much detail as possible.

It should be noted that an RFP is not a request for pricing. Price is a factor but pricing alone can be requested in generalities by contacting agencies outside of the RFP.

Below is a solid foundation for you to build on top of when writing your RFP.



RFP STRUCTURE

- 1. Project Overview and Objectives:** Treat the overview like a sales pitch or product presentation. RFP's that are not well constructed in an overview are more likely to be tossed into a trash can either virtually or physically. Remember not only are you choosing an agency but they also have to choose you.
- 2. Company Overview:** Introduce yourself or your company so that the agency can get a feel for what your business offers outside of the digital space. If your company operates in the digital space, describe how you currently do so.
- 3. Audience:** Who is your primary audience/demographic, and how do you currently interact with them. Is your primary audience currently your target audience? As well, how would you ideally wish to interact with them. What can you provide your audience now that you were not before.
- 4. Current Website/App:** Provide the current URL to your website as well as areas you see for improvement. Detail the pain points for your current users as well as pain points for admin and internal staff users. What features are used most? What features are not used at all — why? If you do not have a current website, describe in this section why you currently are in need of a website (avoid the obvious reasons and tailor the response to be feature centric).
- 5. New Website/App Requirements:** What should your new website do that your last website did not? Detail as many feature requests here as possible and you will find that the RFP will be more spot on when it comes to the estimation process provided by the agency. The requirements listed here should be requirements that your new website absolutely can not be created without.
- 6. Wish List or Back Log:** Detail here features or functionality that you hope can be included. Ultimately realize that in order to stay within a budget, these items may not come to fruition within the first phase or launch of the new website.



RFP STRUCTURE CONTINUED

7. **Ecommerce:** If your new site is to include a shopping cart, detail the products being sold as well as quantities. If you currently have an online store, provide details about current monthly users, the platform you currently use for POS if there is a brick and mortar storefront, and the platform your current website uses to sell products.
8. **Budget:** Provide your budget to the agency. Sharing your budget will increase response as well as provide the agency a way to determine functionality that will fit within your budget based on their hourly rates. Provide any breakdowns you may have within your budget such as internal schedules, limitations, or allocations to efforts surrounding digital marketing outside of the website.
9. **Proposal/Estimate Requirements:** What does the agency need to include in their response back to you? A clear definition of what you expect in return in regards to the proposal will assist the agency with a clear response. This will ensure that your evaluation of the responses has a baseline.
10. **Timeline:** When do you expect a response with a full proposal? When will you be responding to proposals? Keep in mind it is courteous to respond to all agencies who submitted a proposal back to you. Agencies spend a lot of time crafting proposals based on RFPs and a response back is appreciated no matter the end result.

Within each section be as concise and as straightforward as possible. A clear definition and an honest description will always yield the same in response. It is the agencies job when they craft a response to be as clear and as detailed as possible.



THANK YOU

Please send all RFPs to contact@viaforge.com.

ViaForge is a digital agency in Columbus, Ohio that focuses on utilizing leading edge technology to design, develop, model innovative applications, build websites, and architect products for companies around the world. We strategize with startups, create digital campaigns for businesses, and provide our clients with innovative deliverables and intimate experiences.

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DESIGN
DEVELOPMENT
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