



**Request for Proposal – Digital Marketing Resources**

**& Training for Industrial Export Development**

Issued by the Canadian Association of Moldmakers (CAMM)

**About CAMM**

The Canadian Association of Moldmakers (CAMM) is Canada’s leading national association representing moldmakers, service providers, and suppliers to the global moldmaking Industry. An active Board of Directors and Advisors made up of industry leaders provides the focus and direction for the organization. New board members are elected annually by the membership to ensure the interests of both the industry and our member organizations are at the forefront of our strategic vision.

The association was established in 1981 (then called the Windsor Association of Moldmakers or WAMM) to provide a unified voice for the moldmaking industry on the national and international stage. As the industry grew and interest in membership increased, we became the Canadian Association of Moldmakers in 1992 and have since been joined by a vast array of global companies focused on moldmaking, designing, manufacturing, service, and supply.

Our main objective as an association is to promote the moldmaking industry locally, nationally, and internationally, as well as provide representation on behalf of our industry to federal and provincial governments. In conjunction with its public advocacy, CAMM provides important insight and resources to the industries we serve. We do this partly by ensuring our inclusion in global marketing initiatives to develop trade and business opportunities for our members.

**About the Project**

This project will ask the selected vendor to produce a **strategic digital manual and training program that will help industry organizations build their capacity in business development and marketing in an increasingly virtual environment.** Even after vaccines for Covid have become commonplace, there will still be a “new normal” of virtual business development in both domestic and global commerce. Virtual trade shows, sales meetings, and marketing tools and tactics will become more commonplace, and we need to ensure that Canadian SMEs have the tools and knowledge they need to succeed using these growing channels. This approach will be especially crucial for Canadian companies to build their business development and marketing capacity in an increasingly virtual environment.

Our members’ SME shops will be able to use this project’s deliverables (digital manual and training) to learn how to build their brand and sales anywhere in the world (Europe, Asia, India, Japan, Brazil, Mexico and the USA, to name a few key areas). This will also help diversify their avenues toward growth and reduce their dependency on more traditional in-person methods of business development.



This initiative will focus on:

1. Digital marketing tools to help grow global exports

2. The importance of branding, interactive websites, and social media platforms for business development

3. The importance of Google Analytics and other data sources, and how to analyze them and translate them into impactful action

4. Instilling a stronger understanding of global markets, cultural, and linguistic challenges

5. Building knowledge of how to leverage trade commissioner services and other government programs to build capacity for business development in virtual settings

6. Cybersecurity techniques to help protect companies’ IP and networks

7. Understanding the most effective marketing/media/communications platforms to use in different global markets

The digital resources and training sought through this engagement will help our SME shops increase their export capacities, diversify their products, find new clients, and to build on existing client relationships using the digital tools of today and tomorrow.

**Project Research**

The successful candidate will be provided with a body of market research compiled by CAMM, BDC, CanExport, and EDC. The candidate can draw upon and supplement this information to curate and deliver the desired digital materials and training.

**Project Deliverables**

-Digital manual (PDF format)

-Materials for Instructor-led training (PowerPoint presentations, satisfaction/feedback surveys)

-Instructor-led training (to be delivered by selected vendor)

-Template for virtual marketing plan

-Training session recordings

*Digital Manual*

This digital booklet will be a cornerstone resource for any SMEs operating in Canada’s moldmaking or industrial automation industry. The booklet will touch on the most important aspects of how companies should engage in marketing, sales, and business development in a global, digital business environment. **The manual will need to be user-friendly, professional and visually appealing.**

The booklet will cover areas deemed significant by the successful vendor, as well as areas such as:

• Helping industrial SMEs pivot from in-person customer service and product sales to a virtual platform, and in the future a combination of both virtual and in-person

• Importance and timing of how to ramp up business to increase the amount of products or services a company will sell or expand into new markets. In any business's life cycle, the ramp up is a time when the quality of execution is crucial, because the skill and effort it takes to increase a company's output requires expert capital



deployment and management ability. However, the ramp up is also how companies take advantage of their existing infrastructure (their fixed costs) and use it to generate more profits.

• How online marketing helps global exporters grow

• Importance of interactive websites, social media platforms, company branding,

• Importance of Google Analytics, how to analyze and use this data

• How to work with Trade Commissioners, Government of Canada sites, EDC sites, and BDC sites.

• Cybersecurity techniques to keep your business safe when opening up to more media platforms

• Understanding what platforms work in what countries. For example:

WeChat: China’s Top media platform

Weibo: A Chinese Twitter-Facebook hybrid

Viber: popular messaging app in Eastern Europe, Belarus, Ukraine and Russia.

Line: Japan’s most popular messaging app.

KaokaoTalk: Popular in South Korea.

BlackBerry’s BBM: Indonesia’s top messaging app.

VKontakte: Russia’s Facebook equivalent

WhatsApp: India

*Materials for Instructor-Led Training*

These materials will include any PowerPoint or other audiovisual aids to be used during the delivery of instructor-led training. These materials will also include a training session feedback/satisfaction survey to be designed by the selected vendor.

*Instructor-Led Training*

This training will be led by the successful vendor and will present the most important takeaways from the digital manual. Vendors can describe how they would present this training in their response to this proposal. This training will be instructor-led and delivered online to fifty (50) people.

*Template for Virtual Marketing Plan*

This template will be provided to attendees of the instructor-led training sessions and will also be included as an appendix in the digital manual deliverable. The goal of this template will be to provide SMEs with a clear framework for how they can build a plan for engaging in business development using the best digital marketing tools and techniques.

*Training Videos*

CAMM will record the instructor-led training sessions and distribute these recordings to its members and partners. CAMM will be responsible for recording, editing, distributing these videos.



**Scope of Work**

Consult with project stakeholders

Review and supplement prepared research

Create digital manual for best practices of industrial business development in virtual settings

Create materials for instructor-led training (audiovisual aids, satisfaction/feedback surveys)

Prepare Instructor-led training

Deliver training

**Project timeline**

Write the key deadlines vendors should know: when you need their response by, when you will announce the contract’s recipient, when the project will begin and your final deadline, if known.

April 19 – RFP Issued

May 3 – RPF closed

May 17 – Vendor selected

August 1 – Delivery of digital manual

August 20 – Compilation of digital manual into instructor-led training materials & curriculum, template for digital marketing plan

September 1-October 15 – Delivery of instructor-led training sessions

October 31 – Project completion

**Maximum Project Budget**

$28,500 CAD (HST not incl)

**Selection Criteria**

\*The selected vendor will need to be a Canadian company having its primary office located within Canada.

The successful candidate will be selected based on

1. Expertise in digital marketing tools and business development for industry
2. Specific expertise in B2B marketing, sales, and business development (and the ability to explain how this is different from B2C marketing & sales) is a must
3. The ability to provide a preliminary idea of how you will tackle the challenge of helping Canada's moldmakers and automation companies grow their export sales using a variety of online/digital tools and techniques
4. The feasibility of your proposed approach to producing this project’s deliverables



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| --- | --- | --- |
| **Deliverable/Milestone** | **Description of work involved in producing this deliverable** | **Price** |
|  |  |  |
| Digital manual |  |  |
| Materials for Instructor-led training (PowerPoint presentations, satisfaction/feedback surveys, etc.) |  |  |
| Delivery of instructor-led training (to be delivered by selected vendor)  |  |  |
| Template for virtual marketing plan |  |  |

**Proposal Format**

Please provide your proposal using 12pt font in PDF or Microsoft Word format. Please include the following sections using the wording provided (section headings in 16pt font and bolded). Please remain within the specified word counts for each section.

**About Your Company (200 words max)**

Please provide an overview of your company or consultancy. Please include how long you have been in operation.

**Why Your Company? (500 words max)**

In this section, please describe how your company meets the specific selection criteria set out above.

**Relevant Project Experience (500 words max)**

Please provide dates and descriptions for projects you have worked on similar to this one. Please include details on their success (quantifiable metrics where possible)

**High-Level Project Plan (500 words max)**

Provide your assessment of how best to approach this project, preferably in discrete project phases based on the timeframe and milestone deliverables described earlier in this RFP. Please consider CAMM’s maximum project budget when establishing the feasibility of your approach, offering where possible an itemized breakdown of where the budget would be spent, and providing an overall figure for your proposed pricing to complete the work.

**Project Pricing**

Please create a table that lists the details of each project phase based on the project’s deliverables. Please use the following format:



|  |  |
| --- | --- |
| **Section** | **Overall Weighting (out of 100)** |
|  |  |
| About Your Company | 5 |
| Why Your Company | 15 |
| Relevant Project Experience  | 20 |
| High-Level Project Plan | 15 |
| Project Pricing | 25 |
| Work Samples | 15 |
| Possible Barriers/Challenges | 5 |

**Questions for Clarification**

If you have any questions about this RFP that you would like to have clarified, please send your questions to info@camm.ca

**Work Samples**

Please submit files or links for at least three (3) pieces of work you’ve produced that provide a strong idea of your approach to brand positioning, marketing content, and visual presentation. Preference will be given to work samples that speak to the scope of this project.

**Possible Barriers/Challenges (400 words max)**

Describe the barriers you have encountered with projects like this in the past.

**Scoring Matrix**

CAMM will score responses to this RFP based on the following matrix: