



Request for Proposal (RFP): Marketing, Social Media, and Advertising Services

Due date: Wednesday, August 7, 2024 by 8 p.m. EST

Submission: info@motoroilcoffee.com

1. Overview

Motor Oil Coffee Company LLC (“Motor Oil Coffee”), a pioneering coffee brand that also manages the fast-growing Fuel & Spirits bar, is seeking proposals from qualified individuals or agencies with expertise in marketing, social media, and advertising. The chosen partner will be tasked with enhancing our brand's digital and social media presence, e-commerce strategies, in-café marketing, and event participation to propel our growth and customer engagement.

Motor Oil Coffee operates three café spaces in Albany, NY, provides advisement to a café in Stillwater, NY, and vends at between 400 to 500 events annually.

Story of Motor Oil Coffee:

The idea behind Motor Oil Coffee came from, well, almost motor oil itself! Our co-founder Joe Bonilla was sent to car shows across the country on behalf of a client – and no matter if it was Pebble Beach, Kissimmee, New York City, or hell, Stillwater in Upstate New York and it made no difference if a car sold for \$1 million or \$1,000, the guys each morning setting up the show would say the same joke while tasting their first sips of coffee.

“Haha, this tastes like motor oil.”

And this was not a new joke, but they would all laugh the same. Joe kept on hearing this and said, “you know this would be a great brand name for a coffee.” (In a past life, Joe co-owned a coffee shop, so was familiar with the business of java). Best of all: no one owned the mark.

Joe thought maybe, just maybe, he could tinker with a wholesale brand sold online. He spoke to his primary business partner Rich Fazio, who at first wasn’t sold but came around to the idea.

And before long, Motor Oil Coffee was born.



2. Scope of Services

The appointed firm or consultant will provide comprehensive marketing services including but not limited to:

- **Social Media Management:** Develop and execute a robust social media strategy across platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- **Digital Marketing:** Enhance online visibility and user engagement on our website motoroilcoffee.com, including SEO and content marketing.
- **Event Marketing:** Strategize and promote participation in farmers markets, festivals, and special events.
- **In-Cafe Marketing:** Innovate in-store promotions and advertising to enhance customer experience and sales.
- **E-Commerce Strategy:** Optimize and manage e-commerce opportunities to boost online sales.
- **Brand Direction:** Offer creative direction for ongoing marketing and brand alignment initiatives.

Note: Public relations and external communications are managed in-house and should not be included in the proposal.

3. Budget

The total budget has been set but can be available as a monthly retainer or hourly fees, as preferred by the service provider.

4. Proposal Submission

- **Deadline:** All proposals must be submitted by Wednesday, August 7.
- **Format:** Proposals should be sent as a PDF file to info@motoroilcoffee.com. Any supporting materials such as photos or videos should be included as attachments.
- **Address:** Please direct all proposals to Jermaine Carter, President of Motor Oil Coffee.

5. Proposal Requirements

Proposals should include:

- A detailed strategy outlining the approach to the scope of services described above.
- A breakdown of costs (retainer or hourly rate) and an estimated allocation of hours or services per month.



- Case studies or examples of previous work in similar industries or fields, whether in coffee, tea, or hospitality.
- Contact information for at least three references from past clients.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Creativity and innovation in proposed strategies.
- Experience and success in similar projects.
- Cost-effectiveness and clarity in budget allocation.
- Overall alignment with Motor Oil Coffee's brand values and goals.

7. Questions

Any questions regarding this RFP should be directed to Jermaine Carter at info@motoroilcoffee.com.

8. Additional Information

Motor Oil Coffee reserves the right to reject any or all proposals, to negotiate with any qualified source, or to cancel in part or in its entirety this RFP if it is in the best interest of the brand to do so.