

HOUSTON-GALVESTON AREA COUNCIL COOPERATIVE PURCHASING PROGRAM

FORM-H -- MARKETING & SERVICE PLAN

Respondent:

H-GAC expects proposer to have the capability and willingness to serve any H-GAC Customers across the nation, and to promote any contract to the best of its ability. Respondent must submit a completed marketing and service plan form and include a detailed written narrative explaining in detail activities that will be undertaken to actively market and promote the awarded contract to H-GAC Customers and provide information on applicable items listed below:

- 1. Describe types of media to be used, frequency and method of outreach campaigns (social media, ads, sales tools, newsletters, etc.)
- A description of the dedicated staff resources anticipated in serving and in promoting any contract.
- 3. Anticipated marketing strategies to increase sales in awarded service areas or categories
- Anticipated employee representative trainings and frequency
- 5. Dedicated webpages or other online presence
- 6. Use of dealer or distributor networks
- 7. Use of existing company marketing teams and coordination with H-GAC's marketing team
- 8. Metrics employed to measure outreach and marketing success and measurement of sales