

# Digital PR RFP template

Section	Details / Prompts
Brand Information	Brand Name: Agency Name:
Where Are We Now?	<ul style="list-style-type: none"> <li>- Overview of current business performance</li> <li>- How DPR connects to wider marketing and SEO objectives</li> <li>- Summary of current marketing/SEO activity</li> <li>- Key competitors and category overview</li> </ul>
Where Are We Going?	<ul style="list-style-type: none"> <li>- Define success metrics and growth targets</li> <li>- What does success look like for DPR? (e.g., coverage quality, backlinks, sentiment, brand awareness)</li> <li>- How DPR supports long-term business and marketing goals</li> </ul>
How Are We Going to Get There?	<ul style="list-style-type: none"> <li>- Clarify if agencies should submit:               <ol style="list-style-type: none"> <li>a) an overview of their approach, or</li> <li>b) a detailed DPR strategy and execution plan</li> </ol> </li> <li>- Who will be the main day-to-day contact(s)?</li> <li>- Are there relevant business updates (e.g., new product launches, campaigns, expansions)?</li> </ul>
Audience Insights	<ul style="list-style-type: none"> <li>- Who is the brand currently talking to?</li> <li>- Who do they want to reach?</li> <li>- Target audience vs. ideal customer profile</li> <li>- Key insights from sales data, customer behavior, or pain points</li> </ul>
The Why Behind the RFP	<ul style="list-style-type: none"> <li>- Why is this RFP being issued? (e.g., changing agency, first-time DPR, internal changes, new direction)</li> <li>- What prompted the need for external DPR support?</li> </ul>
Identifying Opportunities	<ul style="list-style-type: none"> <li>- What are the biggest opportunities or white space areas in your market?</li> <li>- What competitors are doing well or missing?</li> <li>- What are your ideal campaign outcomes?</li> <li>- Project or retainer duration (e.g., 3, 6, 12 months)</li> </ul>
The Pitch Process	<ul style="list-style-type: none"> <li>- How many agencies are being invited?</li> <li>- What are the key dates/deadlines?</li> <li>- What are the selection criteria?</li> <li>- Who will be involved in decision-making?</li> </ul>

<b>Agency Response Guidance</b>	<ul style="list-style-type: none"><li>- Current PR and SEO strategy overview</li><li>- Existing brand partnerships</li><li>- Available spokespeople and internal PR support</li><li>- Advertising and media activity</li><li>- PR team structure and stakeholder roles</li><li>- Audience personas</li><li>- Prioritised keywords and URLs</li><li>- Any additional context (e.g., previous campaigns, tone of voice, compliance considerations)</li></ul>
<b>Commercials &amp; timeline</b>	<ul style="list-style-type: none"><li>- How much is the brand looking to invest in this service?</li><li>- What are your standard contract terms?</li><li>- How long do you envisage working together?</li><li>- When do you think the partnership will start?</li></ul>
<b>Final Notes</b>	<p>A great DPR RFP sets the foundation for a strong partnership. Be transparent, provide context, and allow time for creative thinking, this ensures responses that truly reflect strategic and cultural alignment.</p>