



Section 1: Scope of Work

1. Digital & Offline Advertising Strategy

- Develop a multi-platform strategy across paid/organic social (Facebook, Instagram, LinkedIn, TikTok, YouTube, etc. will be considered), search engine marketing (SEM), display, traditional, and emerging platforms.
- Incorporate offline strategies such as out-of-home (OOH) advertising, radio, print, and local sponsorships to ensure a well-rounded, multi-channel approach.
- Provide audience targeting strategies, content development plans, creative execution, and performance optimization.
- Offer media buying insights, recommendations, and budget allocation strategies.
- Include strategies that specifically support member retention and re-engagement.

2. Creative and Brand Refresh

- Develop a compelling tagline reflecting PCHP's mission to empower healthier lives through access to high-quality healthcare.
- Redesign our digital and print creative assets, ensuring a modern yet approachable look, while preserving our trusted name, logo, and the broad application of established brand guidelines.
- Ensure cultural sensitivity and inclusivity in all creative output.

3. Community Outreach and Event Support

- Work with PCHP to develop and execute a comprehensive “ground game” strategy to enhance PCHP's presence in local communities.
- Propose creative approaches to event advertising, including pre-event promotions, on-site activations, and post-event engagement.
- Implement RSVP gathering and tracking methods, ensuring seamless data collection and audience follow-up.
- Design event-specific tactics to increase attendance, engagement, and lead generation.
- Provide ROI analysis on event initiatives, including cost per lead, engagement metrics, and post-event conversion rates.
- Develop grassroots marketing approaches that build trust, foster relationships, and embed PCHP as a committed partner within the communities we serve.
- Include member retention-focused community strategies, ensuring current members feel valued, engaged, and connected to the PCHP mission.
- **Support PCHP's quarterly Member Advisory Committee meetings starting Q1 2026**, including meeting invitation development, RSVP tracking, event reminders, meeting content development (in collaboration with PCHP), and post-event engagement analysis.

4. Performance Metrics and Analytics

- Define key performance indicators (KPIs) for engagement, lead generation, and member acquisition.
- Provide detailed methods for tracking, reporting, and optimizing campaign performance.
- Offer continuous strategic recommendations for performance improvements.
- Include retention-specific metrics to track satisfaction, engagement, and re-enrollment rates.

Section 2: Objectives

- Develop and execute a data-driven digital and offline advertising campaign across key channels.
- Create a refreshed brand identity and tagline that reflects our commitment to community health and wellness.
- Drive sustainable membership growth with targeted annual increases, identified by PCHP.
- Establish a community marketing strategy to support grassroots efforts, event engagement, and local outreach.
- Support member retention efforts with targeted, personalized strategies to improve engagement and satisfaction.