

QuinStreet, Inc. RFP

QuinStreet, Inc. is seeking a PR agency to provide media relations and digital marketing support to complement its branding and backlink strategy for a portfolio of websites in the personal finance and insurance categories. The online performance marketer is pursuing a partner that can implement an industry-wide communications program for its FY 2021, beginning July 1, 2020.

Seeking: Agency with a proven record helping clients in the personal finance and/or insurance industries

Deadline: May 8, 2020 at 5:00 p.m. EST

Timeframe:

- Decision to be made by June 1, 2020
- Anticipated contract start date of July 1, 2020

Main sites to promote (subject to change):

- CardRatings.com
- CarInsurance.com
- HSH.com
- Insurance.com
- Insure.com
- MoneyRates.com
- MyBankTracker.com

Objectives:

- Work in conjunction with in-house PR team to:
 - Create proactive and reactive strategy to increase brand visibility, credibility and backlinks from consumer and trade press
 - Build seasonal and timely campaigns in line with branding, SEO strategy and editorial calendars
 - Connect QuinStreet site experts/spokespeople with top-tier media to build relationships
 - Introduce QuinStreet experts/spokespeople to press in their local, regional and/or in mid-sized markets including but not limited to: Indianapolis, Cincinnati, Rochester, Boston and other markets where agency can make connections
 - Forge relationships so media seeks QuinStreet experts for future interviews with broadcast TV and radio, online, dailies, magazines, podcasts and blog outlets
 - Monitor breaking news to identify opportunities for QuinStreet experts to comment
 - Identify opportunities for brand partnerships and/or joint studies
 - Provide coverage updates
 - Media train QuinStreet experts (if needed)
 - Assist with crisis communications (if necessary)

Budget: \$5-10k/month

- Provide the assistance level available at \$5,000, \$7,500 and \$10,000 increments (hours, number of team members allocated and experience level of staff assigned i.e. AE, SAE, AD, VP etc.)
- Please list average hourly fees and client tenure

Requirements:

- Provide at least one PR idea or campaign recommendation for at least four QuinStreet websites (from above list); include at least one insurance website
- Include client testimonials for industries mentioned above
- Submit three case studies explaining a problem addressed for a client in the personal finance or insurance industry, steps taken to solve it and the results/impact of the actions taken

Contact: pr@quinstreet.com