



Request for Proposals

Visit Pensacola, Inc. is seeking a company to manage our Pay-Per-Click (PPC) marketing plan for 24 months, beginning March 01, 2026.

Visit Pensacola, Inc. is organized exclusively for the common business interest of promoting and improving tourism-related business activities throughout Escambia County. The Corporation has the responsibility of promoting Escambia County's tourism through advertising and marketing activities that showcase the unique attributes and resources of our area for all visitors. Visit Pensacola is a private organization designed to enhance visitor, tourism, and meeting and convention development efforts in Escambia County.

Services To Be Provided to Visit Pensacola

The selected PPC agency will serve as Visit Pensacola's strategic paid media partner. It will be responsible for planning, executing, optimizing, and reporting on paid media campaigns that support destination awareness, trip planning, partner referrals, and lead generation goals.

Strategy & Planning

- Develop and maintain a comprehensive **search engine marketing and paid media strategy**, including Google Search, Google Performance Max (PMax), Microsoft Ads, and paid social media.
- Build campaign structures aligned to Visit Pensacola's core verticals (e.g., events, things to do, beaches, dining, accommodations, outdoor activities, brand tourism, meetings, weddings, etc.).
- Provide **seasonal and campaign-based planning** tied to Visit Pensacola priorities, signature events, and marketing initiatives.
- Identify opportunities to adapt the strategy based on **industry changes (e.g., AI's impact on search behavior)** and evolving platform capabilities.

Paid Search Execution & Optimization

- Set up, manage, and optimize paid search campaigns across **Google Ads and Microsoft Ads**, including:
 - Keyword research, expansion, and pruning
 - Ad copy development and testing
 - Audience targeting and retargeting
 - Bid management and budget pacing
 - Ongoing quality score and CPC optimization



850.434.1234
800.874.1234



fax:
850.432.8211



1401 E. Gregory St.
Pensacola, FL 32502



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- Manage and optimize **Performance Max (PMax)** campaigns, including asset strategy, audience signals, and performance analysis.
- Ensure campaigns are structured to drive high-value engagement, partner referrals, visitor guide requests, email signups, and other defined conversions.
- Continuously test and refine campaigns to improve CTR, CPC, engagement rate, and conversion performance.

Paid Social Media

- Set up and manage **paid social media buys** (primarily Meta platforms) to complement Visit Pensacola's organic and agency-led social efforts.
- Focus paid social efforts on **email list growth, visitor guide requests, retargeting, and other lead-generation opportunities**.
- Develop and manage retargeting campaigns based on site behavior, campaign engagement, and audience segmentation.
- Coordinate paid social strategy with Visit Pensacola's local advertising agency to ensure alignment and avoid duplication.

Conversion Tracking & Measurement

- Implement and maintain **conversion tracking** for all relevant actions, including but not limited to:
 - Partner referrals (visit website, book now, social media)
 - Visitor guide requests (digital and mailed)
 - Email newsletter signups
 - Other key engagement or lead actions
- Ensure tracking is aligned with Visit Pensacola's analytics ecosystem and reporting needs.
- Monitor landing page performance and provide recommendations to improve conversion rates and engagement.

Reporting & Communication

- Provide **monthly performance reports** that clearly communicate results, trends, insights, and recommendations.
- Reports should include platform-level, campaign-level, and KPI-level performance summaries.
- Conduct a **monthly meeting** with Visit Pensacola staff to review results, explain performance drivers, and discuss optimization opportunities.
- Proactively identify insights, risks, and opportunities rather than only reporting historical data.



Optimization & Ongoing Improvements

- Make regular, data-driven adjustments to campaigns based on performance, seasonality, and Visit Pensacola goals.
- Continuously evaluate opportunities to improve efficiency, scale high-performing campaigns, and reduce underperforming spend.
- Recommend new campaign ideas, targeting approaches, or platforms when appropriate.

KPI Alignment & Collaboration

- Demonstrate a clear understanding of **Visit Pensacola's KPIs**, including engagement, conversions, partner referrals, and lead growth.
- Align paid media strategy with broader Visit Pensacola marketing initiatives and objectives.
- Collaborate with internal teams and external agencies as needed to support campaign success.

Proposal Response:

- Provide a proposal for PPC services to be performed for Visit Pensacola.
- Outline your organization's experience in servicing PPC marketing campaigns.
- Provide samples of work performed.
- Include a reference list.
- Include contract cost and breakdown of recommended media spend and any management and reporting fees.

Proposal Timeline:

- Questions should be directed to Shawn Brown on or before January 16, 2026, to sbrown@visitpensacola.com.
- Please know that all proposals must be received by 5:00 p.m., January 23, 2026, to be considered. Proposals received after that time will not be accepted or reviewed. The selected firm will be announced on February 3, 2026

Terms and Conditions:

- By submitting a proposal, it is agreed that all or portions of its contents may become part of a contract if accepted.
- Visit Pensacola, Inc. reserves the right to negotiate the award and conditions before entering into a written agreement.

Shawn Brown
Visit Pensacola, Inc.



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