RFP Questionnaire

These first questions are about your monitoring needs. What are your internal requirements for news alerts and monitoring?

1. Do you require daily alerting about breaking news either in your industry or about your brand?

◯ Yes

◯ No

2. Do you want the alerting system to search the universe of media, or just key publications?

◯ I need to track every possible media outlet.

◯ I only want to track the media that matter the most to my stakeholders.

◯ I need traditional media only.

◯ I need social media only.

3. By what time do you need your alert delivered?

4. Please provide a list of search terms that you want to have included in this monitoring program:

5. What formats do you need your alert in?

☐ PDF

☐ Text

☐ Word

☐ HTML

☐ Other

6. Do you need human screening of your alert?

◯ Yes

◯ No

Some of the more mundane parts of putting brand or corporate monitoring in place will already have been answered if you opt for Daily Alerts – the search string and competitors, for example, will have already been defined. However there are still some additional questions you will need to answer.

7. What types of media outlets do you need to monitor?

- [ ] Newspapers
- [ ] Magazines
- [ ] Blogs
- [ ] Online TV
- [ ] TV (actual videos)
- [ ] Radio
- [ ] Online News
- [ ] International media
- [ ] Twitter/Microblogs
- [ ] Facebook
- [ ] YouTube
- [ ] Pinterest
- [ ] Instagram
- [ ] LinkedIn
- [ ] Snapchat

8. Do you want to monitor the competition?

- ( ) Yes
- ( ) No

9. Please provide a list of competitors:

<div style="border:1px solid #000; height:120px; width:50%"></div>

10. What types of criteria do you need to include?

- ☐ Sentiment
- ☐ Prominence
- ☐ Dominance
- ☐ Spokespersons quoted
- ☐ Issues
- ☐ Subjects
- ☐ Campaigns
- ☐ Programs
- ☐ Messages
- ☐ Positioning
- ☐ Other

11. What is your measurement budget?

- ○ I don't have one
- ○ Under $15K
- ○ Under $30K
- ○ Under $100K
- ○ Whatever it takes

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Leadership only pays attention when the results are reported, so it's critical to get your data accurate and your facts straight.

12. Who will be preparing reports?

◯ I want my vendor or agency to create them.

◯ I want to create them myself.

13. How frequently do you require reports?

☐ Weekly

☐ Monthly

☐ Quarterly

☐ Annually

☐ Ad Hoc

14. What is the standard format for reporting within your organization?

◯ PowerPoint

◯ PDF

◯ Word Document

◯ Excel table

◯ Dashboard system like Qlik or Tableau

◯ On a tablet or mobile phone

15. To what questions does leadership want answers?

☐ What happened during the previous period?

☐ How does this data relate to our bottom line?

☐ What impact does this data have on our sales inquiries? marketable universe? leads?

☐ What impact does this data have on our web traffic?

☐ What impact does this data have on our employees?

☐ What impact does this data have on our customer/stakeholder relationships?

☐ What will you do in the future to improve our performance?

☐ All of the above

☐ Other (please specify)