



Request for Proposals: Consultant for Marketing Audit & Plan

Key Dates

Date Issued: October 8, 2025

Proposal Due Date: Monday, October 27, 2025

Desired Engagement Period: November 2025 – February 2026

Budget

The budget for this project is \$20,000 - \$30,000.

I. Overview

Houston Center for Contemporary Craft (HCCC) is a nonprofit arts center with a mission to inspire and connect people to the art and process of making. Serving as a dynamic hub at the intersection of craft and contemporary culture, HCCC showcases emerging and acclaimed artists in exhibitions, engages visitors of all ages with hands-on programming, and supports the development of working artists through artist residency and retail programs. The Center will celebrate its 25th anniversary in 2026.

To optimize our marketing efforts and ensure that resources are allocated effectively, we seek a consultant or consulting firm to conduct a comprehensive marketing audit and plan. The audit will assess the effectiveness of existing strategies, identify gaps and opportunities, and translate findings into a strategic marketing plan. This initiative will help us strengthen our marketing strategy, enhance audience engagement, and maximize the impact of our campaigns during a critical juncture in our organization's history.

II. Project Scope

The scope of work for this project includes three main components:

1. Marketing Audit

- Review all existing marketing materials, channels, and tactics, including digital marketing, print materials, email marketing, social media, and public relations efforts.
- Evaluate the effectiveness of the organization's brand messaging and positioning in the market, including its alignment with the mission, vision, and values.

- Assess and analyze current and potential audience segments, including patrons, donors, educators, artists, and visitors and identify potential gaps or untapped markets.
 - Analyze key performance indicators, analytics, and outcomes of past marketing campaigns, with a focus on ROI and impact.
 - Conduct a competitive analysis to understand how the organization's marketing efforts compare to similar arts nonprofits and cultural organizations.
 - Assess the strength and coherence of brand expression in relation to HCCC's exhibitions, residencies, retail, and educational programs.
2. Resource Allocation Plan
- Review and assess the current marketing budget allocation to ensure alignment with organizational goals.
 - Assess internal staffing, external partners, and technology tools used for marketing efforts.
 - Provide actionable recommendations on resource allocation, including suggested shifts in budget, staff roles, and tool usage to maximize marketing impact.
 - Develop a detailed plan to help the organization implement changes to marketing resource allocation, including timeline, priorities, and cost-benefit analysis.
3. Strategic Marketing Plan
- Translate findings from the first two phases to create a strategic plan that includes actionable tactics, timelines, key performance indicators, and resource recommendations.
 - Develop insights into behavioral patterns, demographic trends, and motivators for engagement across key audience types.
 - Uncover opportunities to better connect brand identity with the visitor experience.
 - Provide strategic objectives to guide marketing and PR planning, with attention to opportunities for visibility, community relevance, donor cultivation, and institutional partnerships.
 - Create a measurement framework to help HCCC assess success, optimize tactics, and maintain accountability over time.

III. Consultant Qualifications

We are seeking a consultant or firm with expertise in the following areas:

- Proven track record in conducting marketing audits and developing resource allocation strategies.
- Strong ability to analyze audience demographics, behavior, and engagement strategies.

- Familiarity with nonprofit budget structures and resource constraints, especially in the arts or cultural sectors.
- Experience in collecting and interpreting marketing metrics, KPIs, and digital analytics.
- Strong written and verbal communication skills, including the ability to present complex data and recommendations clearly.

IV. Proposal Requirements

Proposals must include the following components:

1. Brief description of the consultant or firm, including relevant experience and key team members.
2. Suggested deliverables and examples of past projects similar to the work required for this project.
3. A detailed explanation of the approach you would take to conduct the work, including timelines, tools, and techniques used.
4. Proposed timeline for completing the work, with key milestones and deadlines outlined.
5. Detailed cost proposal, including hourly rates or fixed fees for each phase of the project. Please include any potential additional costs.
6. Contact information for at least two references from similar projects.

VI. Submission Instructions

Please submit your proposal electronically to rhenry@crafthouston.org by **Monday, October 27, 2025**. Late submissions will not be considered. All proposals should be in PDF format.

Questions or requests for clarification can be directed to:

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