



**CITY OF DULUTH**

**REQUEST FOR INFORMATION (RFI)  
ON BEHALF OF THE DULUTH ECONOMIC DEVELOPMENT  
AUTHORITY FOR**

**MARKETING PARTNERS FOR SMALL BUSINESSES**

**RFI NUMBER 23-AA08**

Submission on May 25th, 2023 by:

Irish Titan

5320 W 23rd St UNIT 300, St Louis Park, MN 55416

(612) 200-1015

Point of Contact

Eli Brimacomb

[eli.brimacomb@irishtitan.com](mailto:eli.brimacomb@irishtitan.com)

CEO/Founder

Darin Lynch

[darin.lynch@irishtitan.com](mailto:darin.lynch@irishtitan.com)

## Background

Founded in Minnesota in 2004, Irish Titan's heart and soul is the notion of "Business First. Online Second." That means that we don't build web-based solutions just for the sake of building web-based solutions, and we don't build them until we have an understanding of your business. This mantra has been the foundation for our business and has undoubtedly sparked our growth.

The fact Irish Titan has accumulated over 300 clients from a range of industries (B2B, B2C, financial, professional services, etc.) is a testament to the very fact that "Business First. Online Second." can be sprinkled across nearly every industry. Building upon that foundation is our commitment to "Partnerships, Not Transactions." The result? Liberation from the common frustrations surrounding an online presence.

We have an incredible point of differentiation with our EMPLOYEE ONLY model - all of our Titans are W2 employees, located in our Minneapolis office. Said differently, Irish Titan does NOT use contractors, freelancers or offshore resources.

Irish Titan also has a wide array of industry partnerships (30+ industry leaders across all aspects of an ecommerce presence) that we can leverage if our partner's services meet a need for our clients.

Irish Titan is a full-service ecommerce agency with extensive performance marketing and website development capabilities. For sake of this RFI, we will elaborate on our Performance Marketing services below.

### **Performance Marketing Services and Processes:**

- Paid Media Management: Whether your goal is to drive revenue or drive brand awareness (or both!), we work with you to meet your goals while spending your dollars as efficiently as possible.
  - Services:
    - Pay Per Click (PPC)
    - Google Ads
    - Social Ads
    - Amazon and Marketplaces
  - Processes:
    - Targeting
    - Ongoing Ad Optimization
    - Account Structure Optimization
    - Return on Ad Spend Goal Setting
    - Ad Account Audit

- SEO Support: We start all SEO work with an in-depth analysis of your site. SEO has many different components, our goal is to prioritize the greatest return on your investment. We'll identify the biggest opportunities to improve your SEO and tackle those first.
  - Services:
    - Competitive Research & Analysis
    - Content Creation
    - Keyword Research
    - Link Building
    - Organic Acquisition
    - Technical SEO
  - Processes:
    - Link Profile Improvements
    - SEO Content Strategy and Creation
    - On Page vs Off Page SEO
    - Competitive Analysis
  
- Customer Engagement: We dive deep into your current communication channels, work shoulder to shoulder with you to create powerful messages, and programs to keep your customers involved.
  - Services:
    - Email
    - Social
    - SMS
    - Loyalty
    - Subscription
    - Retention/Retargeting/Personalization
  - Processes:
    - Content Creation
    - Email Design
    - Copywriting
    - Social Media Audit
    - Content Calendar Creation
  
- Analysis and Optimization: The whole team has access to a centralized dashboard to see their results, and works to maximize Return on Ad Spend (aka ROAS) and optimize conversion rate (some people call that Conversion Rate Optimization).
  - Services:
    - Central Dashboard
    - Conversion Rate Optimization - CRO
    - Return on Ad Spend - ROAS
    - Project Prioritization
  - Processes:
    - Data Analysis

- Dashboard Integration
- Audience Segmentation
- Metric Goal Setting
- A/B Testing

## Resumes

### Darin Lynch

- Founder & CEO
- [Resume](#)

### Anna Kallberg

- Director of Agency Operations
- [Resume](#)

### Mike Hoagland

- Director of Agency Delivery
- [Resume](#)

## Team Roles Breakdown

### Account Management

- Account Managers (2)

### Project Management

- PM Practice Manager (1)
- Senior Project Manager (1)
- Digital Project Manager (3)

### Performance Marketing

- Performance Marketing Manager (1)
- Senior Digital Strategist (1)
- User Experience Engineer (1)
- Designer (2)
- Digital Strategist (2)
- Associate digital Strategist (1)

## Engineering

- Software Engineering Manager (2)
- Senior Software Engineer (2)
- Software Engineer (11)

## References

### Midwest Barrel Co.

- [www.midwestbarrelco.com](http://www.midwestbarrelco.com)
- Jess Loseke - [jess@midwestbarrelco.com](mailto:jess@midwestbarrelco.com)
- Irish Titan helps Midwest Barrel Co. drive revenue for their business through email marketing initiatives, paid media management, 3rd party marketplace management (Amazon), and general ecommerce consulting with their Shopify Plus platform. Irish Titan also provides in-depth reporting and analysis to continually improve marketing strategies to drive better results.

### Hammer Made

- [www.hammermade.com](http://www.hammermade.com)
- Lauren Gardner - [lauren.gardner@hammermade.com](mailto:lauren.gardner@hammermade.com)
- Irish Titan drives revenue for Hammer Made's business through paid media management, social media management, email & SMS consultation as well as general ecommerce consultation. Irish Titan approaches all areas of work on their Shopify Plus platform with a very strategic plan informed by quarterly in-depth reporting and analysis.

## Services Offered and Costs

To best utilize grant funding, Irish Titan can offer a Performance Marketing Discovery engagement and a Performance Marketing Retainer engagement.

### Performance Marketing Discovery:

- This is the first step for businesses looking for a digital partner like Irish Titan to help them optimize their web presence and reach their growth goals. For a Discovery, the Irish Titan Performance Marketing team will take a deep dive into your website data and analytics to build a strategic plan for enhancements and growth which will shape how we engage in a potential retainer afterward. The goal of a Discovery is to identify areas of improvement and develop a strategic plan to hit growth goals.

The services analyzed in a Discovery include:

- Review Online Store
  - Theme
  - Apps/Integrations
  - Custom Code/Tracking Scripts
- Google Analytics
  - Current Setup/Analysis
    - Accounts/Sites
    - Tracking
    - Goals
    - Conversions
  - Audience acquisition
  - Audience behavior
  - Goals and conversion tracking
  - GA4 Review/Preparation
- Paid Media Management
  - Google Ads
    - Campaigns Analysis
    - ROAS Targets/Goals
    - Spend Analysis
    - Conversion Overview
  - Social Media Ads
    - Campaigns Analysis
    - ROAS Targets/Goals
    - Spend Analysis
    - Conversion Overview
  - Third Party Marketplace (Amazon, Walmart, Ebay, etc.)
    - Campaign analysis
    - ROAS Targets/Goals
- SEO
  - Technical SEO Structure
  - Competitor Positioning
  - Site Health Reporting
  - Site Schema/Meta Data Review
  - Keyword Analysis
- Social Media Presence
  - Review Up to Three Channels
  - Channel Page Overview
  - Brand Consistency
  - Social Commerce
- UX/UI
  - User journey testing
    - Locate user pain points



- The minimum cost for a Performance Marketing Retainer is \$3,600/month (20 hours at a \$180/hr working rate). The monthly cost may be higher depending on the amount of initiatives we are implementing at any given time.
- As a standard, all plans will include reporting, data analysis, and ongoing strategic recommendations at a macro level. Even if Irish Titan is not working on a particular strategy, we want to incorporate that data into our reporting. This ensures that we have looked at the whole picture and can offer recommendations to the client outside of our service lines.
- Irish Titan will provide weekly status reports on tasks and monthly reporting on metrics. We will establish a weekly touchpoint as well as longer monthly strategy calls.
- At the end of this contract term, Irish Titan will present a new strategic plan for the next quarter and will restructure our retainer according to the new strategic plan.

## **Addendum**

Irish Titan acknowledges receipt of the Addendum posted on May 18 2023. We have included the Addendum below.

1. *Would you be able to share with us who the awardees of the Small Business Marketing Match grant program are...the 20 qualifying small businesses seeking marketing and advertising support?* Yes, businesses awarded with grant funds will be made public in late summer 2023.

2. *We do not categorize ourselves as a “marketing or advertising agency” per se. We provide brand design services such as: Brand Naming, Brand Identity, Brand Architecture, Brand Story/Manifesto, Design of Signature Marketing Applications (e.g., Signage, Packaging, Business Suite, Design/Look & Feel of Website core pages [we do not provide UX], Power Point Template, Marketing/Sales Collateral). Please affirm that our services qualify as noted in your Services Offered section.* Yes, the design services you listed can be utilized by a small business to fulfill the grant requirements.

3. *Are we correct in assuming that the funds provided by the small business must match up to \$5,000 and that fees and costs that may exceed \$10,000 (\$5,000 from Small Business Marketing Match Program + matching funds from the qualifying small business) will be the responsibility of the qualifying small business?* The total costs and fees of the work may exceed \$10,000, however, this funding will only reimburse up to \$5,000 of qualifying costs.

4. *Regarding program details, would an award be for all 20 qualifying small businesses or would there be another step where the small businesses choose from a list of agencies?* The small businesses may choose to contract with another marketing agency or service providers outside of the list of respondents, as long as the services qualify under the grant agreement. A grant awardee may also contract with multiple marketing agencies or service providers.



5. *With respect to billing and logistics – would each small business have a separate contract with the selected agency, or would the agency be working with the city?* The agency would establish a personalized relationship with the small business, causing no direct ties or contracts with the City or DEDA.

6. *Would the Small Business entities have budget beyond the presumed \$10K associated with the grant and matching funds?* See answer to question #3.

7. *Are you accepting bids from vendors located outside of Minnesota?* Agencies/Vendors located in and around the Duluth MN area will have preference. Agencies from outside of Minnesota are also welcome to participate.

8. *Is there a deadline or expiration date for using the grant funds, thus a deadline for when the marketing services must be completed?* There will be a deadline for the dispersal of grant funds, however that date has not been decided at this time.