

AUTOMOTIVE MARKETING RFP TEMPLATE

Fill in the Store profile, then send the RFP questions to every agency on your list, including the one you use today. Ask each agency to answer every question in order, fill in the Fee table and reply by the day set on the Timeline tab. Have three managers score the answers separately on the Scoring tab, run a test lead with the top two agencies, and call their references before you sign.

STORE PROFILE

Item	Your store
Store name and rooftops	
Franchises carried, or used only	
Vehicle types sold (cars, trucks, RVs, boats)	
Average units sold per month, new and used	
Market you draw from (cities, ZIP codes, drive time)	
CRM your team works leads in	
Website provider	
Agencies and channels in use today	
Monthly advertising budget range	
Co-op or manufacturer programs you take part in	
Main contact for this RFP (name, email, phone)	
Who signs the agreement	

RFP QUESTIONS

Part	Question	What a strong answer shows	Agency answer
Goals	Which two or three outcomes would you focus on for a store like ours, and how would you measure each one?	Outcomes tied to appointments and sales, with a measure for each.	
Goals	What results did you deliver for stores of our size and type, and how were they measured?	Real examples with the measure named, and references you can call.	
Scope	Which channels would you run for us, and why those?	A plan that fits our market and inventory, not a standard package.	

Part	Question	What a strong answer shows	Agency answer
Scope	Which work do you do in house and which do you hand to a subcontractor?	A clear split, with subcontractors named.	
Ownership	Whose name is on the ad accounts?	The store owns every account; the agency is added as a manager.	
Ownership	Who owns the creative, landing pages, website tracking and customer data if we part ways?	The store keeps all of it, in writing.	
Lead delivery	Where does a lead land in its first sixty seconds?	In our CRM, with a source label, assigned to a person who gets an alert.	
Lead delivery	In what format do leads reach our CRM, and how do you confirm each one arrived?	A standard format and a way to check every delivery.	
Lead delivery	Will you send a test lead through a live ad or form during this evaluation?	Yes, on a day we choose.	
Lead delivery	How do you handle a lead with a wrong number or a shopper who never asked to be contacted?	A clear process to report it and a clear answer on what happens next.	
Reporting	What does your monthly report show? Please attach a sample with the store name removed.	Spend, leads, appointments, shows and sales by source, not just clicks.	
Reporting	Can you show one lead from the ad click to a sold deal in our CRM?	A walk through from ad to sale using our CRM records.	
Reporting	Who walks us through the report, and how often?	A named person and a set monthly review.	
Creative	How do ads use our live inventory and current offers?	Ads that update as units sell and offers change.	
Creative	Who approves creative, and how fast can a change go live?	A named approver at the store and a stated turnaround.	
Creative	How fast does a sold unit leave an ad?	A stated time that matches how often our inventory updates.	
Team	Who is our day to day contact, and how many other stores do they handle?	A named person with a workload that leaves time for us.	
Team	Do you work for another dealer in our market? How are budgets and leads kept separate?	A direct answer and a clear separation.	

Part	Question	What a strong answer shows	Agency answer
Team	What do you need from us to start, and from whom?	A short, specific onboarding list.	
Fees	Please fill in the Fee table with media and every fee on separate lines.	Every line filled in, nothing bundled.	
Fees	What share of our monthly budget reaches media?	A stated share that matches the fee table.	
Contract	What is the contract length, the notice to cancel and any automatic renewal?	Short terms, a clear notice period, no surprise renewals.	
Contract	What happens to our accounts, creative and data the day the agreement ends?	A written handover of everything the store owns.	
Results	What would you expect to deliver in the first ninety days, and how will you report if results slip?	Projections with their assumptions, and a plan for a slow month, never a guarantee of sales.	

SCORING

Criterion	What good looks like	Weight	Agency A score (1 to 5)	Agency B score (1 to 5)	Agency C score (1 to 5)
Understanding of our store	Used our profile; the plan fits our market and inventory.	10			
Ownership of accounts and data	Everything in the store name, in writing.	15			
Lead delivery to our CRM	Fast, labeled, assigned, and the test lead arrived.	15			
Reporting to sales	Ties spend to appointments and sales, not only clicks.	15			
Creative and inventory	Live inventory and offers, quick changes, sold units removed.	10			
Team and service	A named contact with time for our store.	10			
Fee clarity	Media and fees on separate lines, every month.	10			
Contract terms	Short term, clear notice, clean handover.	5			

Criterion	What good looks like	Weight	Agency A score (1 to 5)	Agency B score (1 to 5)	Agency C score (1 to 5)
References	Stores like ours confirm the results.	5			
Fit with our team	Our managers want to work with them.	5			
Total (weights add to 100)	Multiply each score by its weight and add the rows.	100			

FEE TABLE

Cost line	What to ask	Agency A	Agency B	Agency C
Media spend	The monthly amount that reaches the ad platforms.			
Management fee	A share of media, a flat retainer, or both.			
Creative	Monthly or per piece, and how many revisions.			
Setup	One time charges to start.			
Software and tracking	Call tracking, landing pages, reporting tools passed through to you.			
Per lead or per appointment charges	Any price tied to volume.			
Monthly total	Every line above added together.			
Projected sold units per month	From the agency's own proposal.			
Estimated cost per sale	Monthly total divided by projected sold units.			
Contract length and notice	Term, notice to cancel, automatic renewal.			

TIMELINE

Step	What happens	Owner	Target day
Send	RFP and store profile go to every agency on the list.		Day 1
Questions	Agencies send written questions; one answer goes to all.		Day 5

Step	What happens	Owner	Target day
Responses due	Answers, fee table and sample report returned.		Day 14
Scoring	Three managers score separately, then compare.		Day 17
Finalists	Top two agencies present to the managers.		Day 21
Test lead	Each finalist points a live form at the CRM; the store sends a test lead.		Day 24
References	Call two stores per finalist.		Day 26
Decision	Choose, agree terms, and set the start and the first monthly review.		Day 30

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