



16515 Centerfield Drive, Suite 201
Eagle River, AK 99577
P: 907.696.2828
F: 855.615.2824
www.eklutnainc.com

October 13, 2025

Re: Request for Marketing and Communications Proposal

RFP Due by November 15, 2025

Eklutna, Inc. is seeking a skilled marketing and communications professional or firm to support the company's overall marketing strategy, research, and communications across its various business operations. This engagement will include both strategic and creative support to help guide, coordinate, and execute marketing activities that align with Eklutna's business goals. Marketing services would focus on our real estate, mining, disposal, and energy services subsidiaries.

Scope of Work

- **Company-Specific Focus:** Each business area has its own unique market and customer base. Marketing efforts should be tailored to each area individually rather than applied under a single umbrella brand.
 - **Market Research & Strategic Alignment:** Work closely with the Vice President of Operations and directors of each subsidiary to identify and refine target markets. Develop and support market research and align strategic marketing and advertising efforts with those findings. Deliverables will include actionable marketing and advertising plans tied directly to research insights, ensuring that campaigns are focused, measurable, and aligned with business goals.
 - **Branding:** Contribute to branding strategy and refinement where appropriate.
 - **Marketing Channels:**
 - Social media (setup, refinement, content creation, and management)
 - Direct contact (mailers, messaging, emails) to target customers
 - Signage for real estate and local markets
 - Online business listings (Google Business, Yelp, industry directories)
 - **Design & Content:** Provide creative support to reduce the need for outsourcing. This includes handling approximately 80% of in-house design needs (ads, flyers, mailers, signage), creating brochures and newsletters as needed, enhancing conference booth displays for local events, and offering video production capabilities if possible.
 - **Websites & Accounts:** Review, establish, and refine current commercial websites and social media accounts.
 - **New Service Launches:** Develop strategies for announcing and rolling out new services or business lines.
 - **Tools:** The company currently does not use any email marketing, design platforms, or CRM systems. Recommendations and light setup would be welcome if included in the contractor's skill set.
-

Deliverables & Expectations

- Ongoing marketing and communications support across multiple business areas, focused on aligning research findings to targeted marketing and advertising strategies.
 - Collaboration with the Vice President of Operations and subsidiary directors to establish and refine target markets.
 - Clear, research-based strategies tailored to specific services and customer groups.
 - Design and management of directed contact, digital content, and signage to support campaigns.
 - Regular management and refinement of social media and online listings.
 - Flexibility to provide creative design support in-house to minimize outsourcing.
-

Location & Collaboration

Preference will be given to professionals located in the Anchorage to Matsu Valley area. While full-time on-site presence is not required, periodic in-person collaboration will be necessary to coordinate with company leaders and effectively support marketing and communications initiatives.

Contract & Budget

- Engagement Type: Contract arrangement on a monthly retainer or hourly basis preferred.
 - Time Commitment: Part-time ongoing support (not expected to be full-time).
 - Budget: To be determined based on proposed scope and experience.
 - Start Date: As soon as possible.
-

Evaluation Criteria

Proposals will be reviewed based on:

- Relevant experience and portfolio quality
 - Understanding of the scope of work and proposed approach
 - Demonstrated ability to support multiple companies with distinct markets
 - Creativity and alignment with Eklutna, Inc.'s goals
 - Proposed pricing structure and value
-

Proposal Instructions

Please provide:

1. Overview of your services and relevant experience
2. Examples of past work in similar industries (real estate, equipment, industrial services, etc.)
3. Your proposed scope of work for this engagement
4. Pricing structure (monthly retainer, hourly, or hybrid)
5. Details of any additional services you can provide (e.g., video production, analytics reporting, branding strategy)

Submit proposals by November 15, 2025, to hr@eklutnainc.com