AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS® (AAMA)

REQUEST FOR PROPOSALS (RFP)

MANAGED MARKETING SERVICES AND STRATEGIC MARKETING PARTNERSHIP

Date: November 6, 2026 | Proposal Due Date: November 30, 2026

Overview

The American Association of Medical Assistants® (AAMA) is seeking proposals from qualified marketing, branding, communications, and digital marketing firms for an initial one-year engagement beginning in early 2027. AAMA seeks a managed marketing partner that can provide specialized expertise, creative and production capacity, and campaign optimization in close collaboration with AAMA's internal Growth and Engagement function.

AAMA is entering a period of growth and transformation guided by its 2026–2029 Strategic Plan. The selected partner will help elevate the profession of medical assisting, strengthen awareness of the value of AAMA membership and credentialing, and position AAMA as a leading authority on medical assisting in the United States.

The relationship is intended to be a hybrid model: AAMA will retain ownership of organizational and marketing strategy, priorities, budgets, brand direction, performance objectives, and final decisions. The selected partner will complement internal capabilities with specialized strategic, creative, technical, production, paid-media, and optimization expertise.

The selected partner should function as an extension of the internal team of the AAMA and be able to scale production capacity as organizational needs fluctuate.

About AAMA

The American Association of Medical Assistants® (AAMA), founded in 1956, is a professional association dedicated to the medical assisting profession. AAMA administers the Certified Medical Assistant (CMA (AAMA)®) credential, advocates for the profession, provides continuing education opportunities, and supports state societies and local chapters. Headquartered in Chicago, Illinois, AAMA serves medical assistants, medical assistant students, medical assistant educators, and other medical assisting stakeholders across the nation.

Strategic Context

The 2026–2029 AAMA Strategic Plan identifies priorities that directly inform this engagement:

- Position AAMA as an indispensable driver of career growth and professional value for medical assistants.
- Establish AAMA as a trusted authority and central hub connecting knowledge, community, and professional engagement across the medical assisting profession.
- Strengthen the visibility, awareness, and influence of medical assistants within healthcare.
- Expand awareness of the profession and communicate the value of credentialed medical assistants to employers and healthcare organizations.

- Become a primary source for timely, authoritative information on medical assisting, including scope of practice, industry trends, and workforce issues.

Desired Market Position

- Change the narrative of AAMA from a membership association serving primarily credentialed medical assistants to the professional home for all medical assistants.
- Establish AAMA as a go-to resource for information, professional development, workforce insights, and career advancement within the medical assisting profession.
- Strengthen awareness and appreciation of the value credentialed medical assistants bring to healthcare employers, patients, and the broader healthcare system.

Scope of Services

Strategic Marketing and Brand Positioning

- Collaborate with AAMA leadership to translate the organizational growth strategy into an integrated marketing strategy and annual marketing plan.
- Refine and strengthen the value proposition and audience positioning.
- Recommend audience segmentation and messaging strategies.
- Provide strategic consultation on brand positioning, awareness, market opportunities, and campaign priorities.

Campaign Development, Production, and Optimization

- Develop integrated campaign concepts, messaging, and channel recommendations within objectives, audiences, budgets, and priorities established with AAMA leadership.
- Develop paid-media strategies and manage paid campaigns.
- Establish campaign tracking standards and measurement frameworks.

Creative Services and Production

- Develop campaign assets across digital, email, web, print, paid media, and other appropriate channels.
- Provide publication and editorial layout support.
- Develop email graphics and templates, website graphics, social campaign assets, presentation templates, reports, and branded organizational templates.

Website, Digital Marketing, and Audience Acquisition

- Provide website creative direction and recommendations that support strategic messaging and conversion goals.
- Support paid search, paid social, retargeting, and other appropriate digital acquisition channels.
- Provide SEO strategy and keyword/content opportunity recommendations.
- Recommend and develop campaign landing pages and conversion paths as appropriate.

Video and Multimedia Production

- Develop concepts, scripts, and storyboards for priority video initiatives.
- Produce short-form and long-form video content for campaigns, membership, credentialing, conferences, workforce initiatives, and brand storytelling.

Conference and Event Marketing

- Develop campaign strategies and promotional materials for the AAMA annual conference and other priority events.
- Design AAMA conference programs, signage, onsite materials, promotional items, and other event-related creative.
- Design exhibit signage and promotional materials for use by AAMA when exhibiting at outside events.

Measurement, Reporting, and Optimization

- Recommend campaign-specific KPIs connected where possible to membership acquisition, retention/reactivation, credentialing demand, education participation, event registration, employer engagement, lead generation, website conversion, brand reach, and attributable revenue.
- Establish baselines and measurement approaches with AAMA.
- Provide campaign performance reporting, insights, and concrete optimization recommendations.
- Conduct post-campaign reviews that identify lessons and opportunities for future improvement.

Desired Partner Qualifications

- Experience serving professional associations, healthcare organizations, credentialing bodies, or nonprofit organizations.
- Expertise in brand strategy, positioning, audience development, digital marketing, paid media, and campaign optimization.
- Proven success delivering integrated marketing campaigns with measurable outcomes.
- Strong graphic design, creative production, and multimedia capabilities.
- Experience supporting conferences, educational events, membership organizations, or credentialing programs.
- Ability to translate strategic objectives into measurable marketing activity while collaborating effectively with internal staff.
- Strong project management, account management, and client communication practices.
- Familiarity with healthcare workforce issues, professional credentials, or association marketing is preferred.

Work Product and Files

AAMA expects access to final work product developed specifically for AAMA under the engagement, including final creative assets and agreed-upon working/source files, subject to the final contract and any disclosed third-party licensing restrictions. Respondents should identify any standard intellectual-property, licensing, stock-asset, font, music, software, or source-file limitations in their proposal.

Proposal Submission Requirements

Proposals should include the following:

1. Firm Overview
    - Company background, years in business, areas of specialization, and relevant association/healthcare experience.

2. Proposed Approach
    - Understanding of AAMA's goals and the hybrid operating model described in this RFP.
    - Recommended approach to strategic planning, campaign development, creative production, paid media, optimization, and collaboration with internal staff.
    - Collaboration model, including what the firm will own versus what it expects AAMA staff to own.
    - Typical turnaround expectations for routine creative and process for urgent requests.
    - How production capacity can scale up or down within the proposed model.
    - Process for prioritizing competing requests and managing scope/capacity.
3. Project Team and Service Levels
    - Names and roles of key personnel and relevant experience.
    - Identification of day-to-day account lead and backup coverage.
    - Proposed communication, project-management, response, turnaround, and escalation practices.
4. Pricing Proposal
    - Base managed services retainer, including the services and capacity included.
    - Media spend (if applicable), stated separately from agency fees.
    - Video production and other pass-through production expenses.
    - Out-of-scope hourly or project rates by discipline.
    - Optional services and associated fees.
    - Assumptions, exclusions, limits, pass-through costs, and optional services.
5. Relevant Experience
    - Examples of similar managed marketing, branding, integrated campaign, digital, creative, conference, or association work.
    - Examples of measurable results and representative creative work.
6. References
    - Provide at least three references from organizations with comparable scope, preferably associations, credentialing organizations, healthcare organizations, or nonprofits.

Evaluation Criteria

- Understanding of the AAMA mission, strategic objectives, and hybrid internal/external marketing model.
- Relevant association, healthcare, credentialing, and managed-marketing experience.
- Strategic thinking, creativity, and demonstrated ability to complement internal staff without duplicating internal capabilities.
- Strength of portfolio and demonstrated measurable results.
- Qualifications, continuity, and availability of the proposed team.
- Service model, responsiveness, production capacity, and account-management approach.
- Value, clarity, and transparency of proposed pricing.
- Client references and overall fit as a strategic partner.

RFP Schedule

AAMA anticipates the following process. Dates other than the proposal deadline may be updated by AAMA as needed.

Milestone	Timing
RFP issued	November 6, 2026
Questions due	November 16, 2026
AAMA responses to questions	November 20, 2026
Proposals due	November 30, 2026
Shortlist / finalist discussions	To be communicated
Selection and contracting	To be communicated
Anticipated engagement start	Early 2027

Submission Instructions

Proposals must be submitted electronically no later than November 30, 2026.

Submit proposals to:

Barbara Arango
Senior Director, Growth and Engagement
American Association of Medical Assistants (AAMA)
Email: barango@aama-ntl.org

Questions regarding this RFP should be submitted in writing to the contact above. AAMA reserves the right to reject any or all proposals, request additional information from respondents, modify the project scope, or elect not to make an award based on this RFP.