

REQUEST FOR PROPOSALS

ADDENDUM # 1 **Questions and Clarifications**

Social Media Advertising Management Services
RFP# NF2022-04

TO: Prospective Proposers
FROM: Jamie Arbogast, Procurement
DATE: April 14, 2022
SUBJECT: Addendum No. 1 – Questions and Clarifications

The following is included as part of Addendum No.1 and supersedes the language/requirements set forth in the original "Request for Proposals".

ADDENDUM # 1 – Questions and Clarifications

#	Questions submitted or asked	Response from GPMTD
1	Page 48: What is meant by Facebook Feed Ads, are you looking for just Facebook content posts to be published on your behalf or are you looking for an advertisement out in front of the masses to be reviewed and interacted with?	<i>We are looking for paid advertisements that get out in front of a broad audience; however, there may be certain paid/boosted posts that we want posted directly to our Facebook feed timeline.</i> <i>Attachment A below are a list of terms that have been added to the RFP document.</i>
2	What does the term Click-Budget mean?	<i>If applicable for the advertising being placed, it is the budget set for clicks recorded when a user interacts with an ad by clicking on it.</i>
3	What is the budget?	<i>\$15,000 - FY 2023 \$16,000 - FY 2024 \$17,000 - FY 2025</i>
4	If this the first RFP done for this service?	<i>Yes</i>
5	Are visual assets included and supplied or will they be generated from the Vendor?	<i>Most of the visual assets used will be supplied by GPMTD; however, there will be instances where stock images or local business photos will need to be procured by the vendor selected to create the campaign graphics/artwork.</i>

6	Page 16 section 2-2 (6), expand on this section.	<i>The expectation is that the vendor selected will monitor the daily results from the paid advertising campaign that will be compiled in the campaign reports/dashboard.</i>
7	Is reporting used? Such as Sprout Social?	<i>Yes, we have an annual subscription to Sprout Social, but it is currently used more for scheduling posts in advance than for its reporting features.</i>
8	On the web side are you utilizing google analytics	<i>We receive monthly Google Analytics reports for the traffic on our website. We do not have Google Analytics set up for our current social media platforms.</i>
9	Do you have budget branding guidelines?	<i>There are no specific branding guidelines in place, but we expect the vendor to use our current logos, color scheme, and direction from GPMTD on the creative used for social media paid advertising campaigns.</i>
10	Are organic paid posts part of the scope?	<i>GPMTD plans to continue posting organic/unpaid content on Facebook, but are open to discussing all aspects of paid advertising on Facebook with the selected vendor.</i>
11	Can you provide your sample calendar?	<i>A calendar/planning session will be scheduled once a vendor has been selected and the contract is in place.</i>
12	Page 38 section 7-9. Explain the \$100,000?	<i>This service agreement will not exceed \$100,000.</i>
13	Is there a ballpark budget we should be aware of for the RFP as we plan the proposal?	<i>See question 3</i>
14	Is there a local vendor preference for this RFP?	<i>No</i>

Attachment A – Additional Definition of Words and Terms

Click Budget: Budget set for clicks recorded when a user interacts with an ad by clicking on it.

Dashboard: Electronic tracking tool used to build an interactive, visual representation of data from campaigns to monitor metrics and performance.

Digital Asset: Any digital material owned by an enterprise or individual including text, graphics, audio, video and animations.

Digital Platform: Online/web based/media sharing products, such Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.

Facebook Boosted Post: A type of paid advertisement on Facebook promoting an existing post from a business page.

Facebook Feed Ads: Ads placed in the business page's Facebook feed.