

ADDENDUM NO. 01, QUESTIONS & ANSWERS Request for Proposals RFP No. P23/10055L Digital Marketing Services

Issue Date: December 22, 2022

This Addendum addresses questions submitted by potential respondents.

ADDENDUM:

Revise and correct Proposal Forms: Foresight, Adaptability, Data, Convergence, Awareness &, Equity. Responses should not exceed **three (3) pages**. Delete all reference to five pages.

QUESTIONS AND ANSWERS:

Question 1. Please provide the name of the incumbent vendor and the previous monetary amount awarded for digital marketing services overall, digital marketing campaigns and automated e-mail delivery.

Answer: Stamats, \$1.22 million

Question 2. To provide robust email communication, a data sharing agreement is recommended. Is Pima positioned to supply an agreement? **Answer:** The RFP has attached a sample agreement. Refer to sample agreement Attachment A: General Terms and Conditions for terms relating to data sharing.

Question 3. Regarding the 2.5M budget:

3.1 Does the \$2.5M include both ad spend and professional services fees, or is that the budget for ad spend alone? **Answer:** Both ad spend and professional services.

3.2 Would you be willing to provide a breakdown of the planned budget for this contract? **Answer:** \$500,000 per annual College budget allocation.

3.3 How do you plan to allocate the funds over the 5 years? **Answer:** \$500,000 per annual College budget allocation.

Question 4. For both adult learners and traditional learners, is the primary goal to earn new applicants?

Answer: Yes.

Question 5. How does Pima currently track applications and attribute them to marketing sources? **Answer:** Regarding digital marketing, we expect to implement a CRM in early 2023; we currently can attribute applications derived from automated email marketing campaigns.

Question 6. Is there a target cost per lead for new applicants? **Answer:** We expect them to be in line with industry standards.

Question 7. Are there secondary goals such as campus tours or request for information forms? **Answer:** No.

Question 8. Will the geo-target for any new campaigns be the same as the four counties used for PimaFastTrack? **Answer:** Yes, but we may expand to other areas as opportunities for growth present themselves.

Question 9. What is the expected frequency of campaign performance reporting? **Answer: Monthly.**

Question 10. Regarding Attachment B: Scope of Work - Page 31:

10.1 The RFP references organic and paid social media placement; to clarify, will the vendor be responsible for organic posts on behalf of the College? **Answer: To be determined.**

10.2 The RFP references both e-mail and text messaging; to clarify, will the vendor be responsible for text messaging campaigns? **Answer: Yes.**

10.3 Is PCC also considering creative as part of their placement services? **Answer: Yes.**