



Greenville Technical College

# Amendment #2

Solicitation Number: GTC 20-02-267RFP  
 Date Issued: 09/16/2020  
 Procurement Officer: Kristal Doherty  
 Phone: (864) 250-8417  
 E-Mail Address: Kristal.doherty@gvltec.edu  
 Mailing Address: PO Box 5616 Greenville, SC 29606

DESCRIPTION: Digital Advertising

USING DEPARTMENT UNIT: Greenville Technical College

*The Term "Offer" Means Your "Bid" or "Proposal". Unless submitted on-line, your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Offer" provision.*

SUBMIT YOUR OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS: Greenville Technical College  
 Purchasing – MS 1236  
 PO Box 5616  
 Greenville, SC 29606-5616

PHYSICAL ADDRESS: Greenville Technical College  
 Bldg 123 Room 208  
 738 S. Pleasantburg Dr  
 Greenville, SC 29607

**SUBMIT BID BY (Opening Date/Time): 09/23/2020 @ 3:00 PM** (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY: 09/01/2020 (See "Questions From Offerors" provision)

NUMBER OF COPIES TO BE SUBMITTED: **One (1) original hard copy & three (3) hard copies marked COPY.**  
**If submitting a redacted copy - See Section IV. Submitting Redacted Offers for instructions. Must also submit 1 copy of proposal and cost proposal on a USB flash drive.**

**Initial here if NO redacted copy is necessary \_\_\_\_\_**

CONFERENCE TYPE:	DATE & TIME:	LOCATION:
N/A		N/A

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

### AWARD & AMENDMENTS

Award is scheduled to be posted on **10/16/2020**. The award, this solicitation, any amendments, and any related notices will be posted at the following web address: <https://www.gvltec.edu/purchasing/>

You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date.  
 (See "Signing Your Offer" and "Electronic Signature" provisions.)

NAME OF OFFEROR (full legal name of business submitting the offer)

Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.

AUTHORIZED SIGNATURE  
 (Person must be authorized to submit binding offer to contract on behalf of Offeror.)

DATE SIGNED

TITLE  
 (business title of person signing above)

STATE VENDOR NO.  
 (Register to Obtain S.C. Vendor No. at [www.procurement.sc.gov](http://www.procurement.sc.gov))

PRINTED NAME  
 (printed name of person signing above)

STATE OF INCORPORATION  
 (If you are a corporation, identify the state of incorporation.)

OFFEROR'S TYPE OF ENTITY: (Check one) (See "Signing Your Offer" provision.)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Sole Proprietorship               | <input type="checkbox"/> Partnership              | <input type="checkbox"/> Other _____                                  |
| <input type="checkbox"/> Corporate entity (not tax-exempt) | <input type="checkbox"/> Corporation (tax-exempt) | <input type="checkbox"/> Government entity (federal, state, or local) |

## PAGE TWO

(Return Pages One and Two with Your Offer)

### HOME OFFICE ADDRESS

(Address for offeror's home office /principal place of business)

### NOTICE ADDRESS

(Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)

Area Code - Number - Extension: \_\_\_\_\_

Facsimile: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### PAYMENT ADDRESS

(Address to which payments will be sent.)

### ORDER ADDRESS

(Address to which purchase orders will be sent) (See "Payment" clause)  
(See "Purchase Orders and "Contract Documents" clauses)

(check only one)

- Payment Address same as Home Office Address  
 Payment Address same as Notice Address

(check only one)

- Order Address same as Home Office Address  
 Order Address same as Notice Address

### ACKNOWLEDGMENT OF AMENDMENTS

Offeror acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

Amendment No.	Amendment Issue Date						
1	9/9/20						
2	9/16/20						

### DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)

10 Calendar Days (%)

20 Calendar Days (%)

30 Calendar Days (%)

\_\_\_\_\_ Calendar Days (%)

~~**PREFERENCES – A NOTICE TO VENDORS** (SEP. 2009): On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at [www.procurement.sc.gov/preferences](http://www.procurement.sc.gov/preferences). ALL THE PREFERENCES MUST BE CLAIMED AND ARE APPLIED BY LINE ITEM, REGARDLESS OF WHETHER AWARD IS MADE BY ITEM OR LOT. VENDORS ARE CAUTIONED TO CAREFULLY REVIEW THE STATUTE BEFORE CLAIMING ANY PREFERENCES. THE REQUIREMENTS TO QUALIFY HAVE CHANGED. IF YOU REQUEST A PREFERENCE, YOU ARE CERTIFYING THAT YOUR OFFER QUALIFIES FOR THE PREFERENCE YOU'VE CLAIMED. IMPROPERLY REQUESTING A PREFERENCE CAN HAVE SERIOUS CONSEQUENCES. [11-35-1524(E)(4)&(6)]~~

**PREFERENCES DO NOT APPLY 11-35-1524 (E)(5)**

~~**PREFERENCES – ADDRESS AND PHONE OF IN-STATE OFFICE:** Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)).~~

**PREFERENCES DO NOT APPLY 11-35-1524 (E)(5)**

\_\_\_\_ In-State Office Address same as Home Office Address

\_\_\_\_ In-State Office Address same as Notice Address (check only one)

# NOTICE – AMENDMENT #2

## SOLICIATION GTC 20-02-267RFP

### AMENDMENTS TO SOLICITATION (JAN 2004)

All actual and prospective Offerors should monitor the following web site for the issuance of Amendments:  
[www.gvltec.edu/purchasing/](http://www.gvltec.edu/purchasing/)

- (a) The Solicitation may be amended at any time prior to opening.
- (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment.
- (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged.  
[02-2A005-1]

### The Following Clause has been modified (modifications are highlighted):

#### QUALIFICATIONS – REQUIRED INFORMATION (Modified):

Submit the following information or documentation for you and for any subcontractor (at any tier level) that you identify pursuant to the clause titled Subcontractor – Identification. Err on the side of inclusion. You represent that the information provided is complete.

- (a) The general history and experience of the business in providing work of similar size and scope.
- (b) Information reflecting the current financial position **must be provided upon request. Offerors must be prepared to provide** the most current financial statement and financial statements for the last two fiscal years **or other documents deemed sufficient by GTC to determine financial stability with 24 hours of request.** If the financial statements have been audited in accordance with the following requirements, provide the audited version of those statements. [Reference Statement of Financial Accounting Concepts No. 5 (FASB, December, 1984), as amended.]
- (c) A detailed, narrative statement listing the three most recent, comparable contracts (including contact information) which have been performed. For each contract, describe how the supplies or services provided are similar to those requested by this solicitation, and how they differ.
- (d) A list of every business for which supplies or services substantially similar to those sought with this solicitation have been provided, at any time during the past three years.
- (e) A list of every South Carolina public body for which supplies or services have been provided at any time during the past three years, if any.
- (f) List of failed projects, suspensions, debarments, and significant litigation.

### Changes have also been made to the following sections, the language below replaces the language in the RFP:

#### INFORMATION FOR OFFERORS TO SUBMIT - EVALUATION (JAN 2006) on Page 12:

- Cost Proposal:
  - Provide pricing showing line Itemed cost which separates out the initial set-up and annual cost (including any fees/commissions/markups). The proposal should include costs for each of the following services if provided individually, as well as a total cost if all aspects are purchased. Any travel will be at the vendor's expense. Cost of media/media spend should not be included in pricing as this will be a product of planning with the awarded offeror. Aspects are:
    - Media planning/strategy
    - Ongoing optimization
    - Search engine marketing development

- Commissions/fees associated with advertising placements (and/or cost markups for ad placements)
- Overall advertising reporting including reporting tool

#### **EVALUATION FACTORS -- PROPOSALS (JAN 2006) on Page 15:**

##### **3. Proposal Pricing which clearly notes the following costs:**

Line Itemed cost which separates out the initial set-up and annual cost (including any fees/commissions/markups) for each of the following components. Cost of media/media spend should not be included in pricing as this will be a product of planning with the awarded offeror.

- Media planning/strategy
- Ongoing optimization
- Search engine marketing development
- Commissions/fees associated with advertising placements (and/or cost markups for ad placements)
- Overall advertising reporting including reporting tool

**Please note: Due to COVID safety concerns, there will not be a public bid opening for this RFP as no information can be divulged:**

#### **OPENING PROPOSALS -- INFORMATION NOT DIVULGED (FEB 2015)**

In competitive sealed proposals, neither the number nor identity of offerors nor prices will be divulged at opening. [Section 11-35-1530 & R. 19-445.2095(C) (1)] [02-2B110-2]

**All other terms and conditions of GTC 20-02-267RFP remain the same.**

### **Following are the Questions received and Answers:**

1. What is the current annual budget for 2019-2020 that is spent on marketing advertising? **Budget information will not be provided for this solicitation.**
2. Is there an estimated annual budget that has been apportioned for the 2020-2021 year? **Budget information will not be provided for this solicitation.**
3. Aside from the Digital-based products (Social Media/Search/SEO/Radio/Video), would there be a need for any physical-based materials or assets such as Billboards, Bus displays, etc...? **OOH should be part of plan but not buy. College will handle.**
4. Other than the Greenville-Metro and Carolina's region, is there any specific target areas other than the surrounding Appalachian states wanting to target? **Only for very specific campaigns to be discussed upon award.**
5. Can you provide a budget range per year to work with that includes all elements of the RFP? **Budget information will not be provided for this solicitation.**
6. We work with entities daily that we are able to red line items on their Terms and Conditions. Should we not present our Terms and Conditions in the answer to the RFP? **No redlines of Terms and Conditions are allowed in your solicitation response. Negotiations can be held with the vendor selected as the most responsive and responsible for the contract. See Discussions and Negotiations – Optional clause on Page 14 of the RFP.**

7. What geographic areas are requested to cover for the RFP? **Greenville Metro**
8. What specific 10 months are required for the RFP? **All but Jan/Feb**
9. Can you please clarify Solicitation openings by teleconference? **There will actually not be an opening by teleconference, since no information can be divulged per the following clause in the RFP:**

**OPENING PROPOSALS -- INFORMATION NOT DIVULGED (FEB 2015)**

**In competitive sealed proposals, neither the number nor identity of offerors nor prices will be divulged at opening. [Section 11-35-1530 & R. 19-445.2095(C) (1)] [02-2B110-2]**

10. Do the services requested include the design of advertisements? I noticed the aspects do not include design strategies but it is noted there will be seven campaigns with four sets of creative. We wanted to verify that the vendor would not be producing this creative. **Design will be done by college**
11. What is the annual paid media marketing budget that Greenville Technical College is working within? **Budget information will not be provided for this solicitation.**
12. The requirement "Demonstrated relationships and understanding of Greenville County, SC media" is this a firm requirement? **YES**
13. Since the RFP calls for digital marketing, local media relationship aren't necessary to implement SEM, retargeting, Hulu, YouTube, and social media strategies. If there are no demonstrated local relationships, would a vendor be disqualified? **Demonstrated relationships and understanding of Greenville County, SC are required for an offeror to be considered responsive to this solicitation.**
14. In reviewing the scope of work, it appears traditional TV and radio planning and buying are also needed in addition to digital advertising services. Can you confirm? **Traditional TV/Radio is part of plan by vendor but not buying/placing.**
15. In regards to the cost proposal, you've asked us to provide a budget schedule for the following aspects:  
  
Media planning/strategy--Media placement--Optimization--Search engine marketing development and execution--Overall advertising reporting  
  
Should this be just our fees/commissions to do these tasks or do we need factor in the actual media costs? **Fees/commissions/strategic planning fees/reporting fees, actual media costs should not be included.**
16. If we need to include the actual media costs, can you provide an overall budget or budgets for the seven campaigns you mentioned having during the course of the year. Also, can you provide more detail on what would be involved in each of these campaigns? **Budget information will not be provided for this solicitation. College will provide creative.**
17. Is there an incumbent who is providing these services and can you disclose who that is? **Infinity Marketing is the incumbent and provides some, but not all of these services. No current vendor provides all.**
18. In regards to providing website analytics monitoring, can you provide an idea on what your expectations are in this area? **College regularly looks at website analytics. Vendor should provide an interactive reporting tool with campaign performance, KPIs, industry benchmarks etc.**

19. What prompted the release of this RFP? Do you have an incumbent agency that you are open to working with again? **Existing vendor handles some of these requirements. Contract has reached end of its term.**
20. Are there certain marketing tactics that have been working well or have not worked well for GTC? **SEM works very well.**
21. Given current social distancing mandates and circumstances, are you still requiring hard copies and flash drives of the proposal or will a PDF suffice? **We are still requiring hard copies and flash drives, PDF/electronic submissions are not allowed.**
22. Are you looking for a detailed media plan and specific tactical recommendations in the proposal? If so, what is your typical annual media spend? **Detailed plan should be a product of the strategic planning session upon award.**
23. We typically bill according to media spend and charge corresponding percentage fees. Will you accept cost proposals that fit our agency's billing structure or are the separate price sections (media planning, media placement, etc.) mandatory? **Separate price sections are required with your response for ability to compare costs across proposals; however, we will work with the awarded vendor on billing method which will work for both the vendor and GTC.**
24. Are you looking for Search Engine Optimization? **Not particularly. Organic search results are very healthy. SEM – yes.**
25. What is your CRM? **We are currently in between CRMs**
26. The Scope states the following: Media buying, trafficking, verifying ad runs across the planning channels (GTC will pay actual vendor for insertions with the exception of the Search Engine vendor)
- What exactly does this mean? Can we assume college will pay us directly to pay all media we place on their behalf, including SEM?* **College will pay vendor directly to pay all digital media including SEM. Vendor will not pay traditional media.**
27. Is the college able to prepay the direct costs associated with the media buys (i.e. paying for placements prior to the campaign starting)? **State Agencies do not typically prepay for purchases, however this can be discussed during negotiations.**
28. The requirements note:
- Demonstrated relationships and understanding of Greenville County, SC media
- Is the college open to working with an out-of-state vendor?* **Yes with demonstrated relationships/understanding of Greenville County, SC media**
- Ability for biannual in-person planning meetings at the GTC main Barton campus in Greenville, SC
- During COVID, would they be OK with virtual meetings?* **This will be fluid. Must be willing to meet in person with a change of venue dependent upon current circumstances.**
29. Is the college providing its own creative for all media placements? Or would the agency produce the creative? **College to provide own creative.**
30. What is the total budget? How much of this should go towards media costs specifically? **Budget information will not be provided for this solicitation.**

31. Is broadcast TV placement necessary for this buy or does online TV (OTT) suffice? **Broadcast should be part of plan. Traditional media should be part of plan (TV/Radio). College will buy/place traditional.**
32. All billing would go through our Billing Dept versus through any vendors. Would this eliminate our ability to move forward and bid? **The College pays directly for the placements of traditional media: print/tv/radio/OOH, all other payments will be made to the awarded vendor. To be responsive, you will need to accept this process.**
33. Would you accept a dashboard that is updated every 24 hours versus real time? **Yes**
34. What are your KPIs? **Some KPIs include – web views, prospects generated, applications**
35. Are you satisfied with your current digital partnership? **Yes**
36. In regards to traditional media support, are you seeking your agency partner to plan and place traditional media, or only build traditional media recommendations within strategy planning for your in-house marketing team to place? **Build traditional media recommendations within strategy planning. Vendor will place digital ads, pre-roll, SEM. Social media is assumed to be part of the plan. Vendor will set up custom match social media campaigns with creative provided by college.**
37. Aside from media performance metrics, what other data or platforms would you want to integrate into a real-time dashboard? **Comparison to industry standards/benchmarking, individual and aggregated metrics across platforms, conversion metrics**
38. Do you currently have a CRM system? If so, what is it and how is it leveraged throughout Greenville Tech? **We are currently between CRMs.**
39. Given the current climate, are there specific challenges that Greenville Tech is facing that the awarded vendor could help overcome through digital and traditional marketing efforts? **To be discussed upon award**
40. How will success be defined for the purposes of this RFP? **Success after working with vendor will be based off of KPIs such as website analytics, conversion to online prospects and ultimately applications.**
41. Are there specific parameters for the five samples of previous work? Can they include other integrated marketing services, or do they all need to be specifically related to media and analytics? **Most should be relevant to RFP but can include other successes.**
42. On page 10 under scope of work, the RFP states:  
*Advertising should be a combination of display, keyword/paid search, digital radio and TV as well as traditional TV and radio to complement the digital campaigns*

Will the selected vendor be responsible for buying/placing media for media digital channels only or would the vendor be responsible for buying/placing traditional TV and radio as well? **The plan should include digital and traditional media; however, the college will buy and place traditional TV/Radio based off of the annual recommendation. The vendor will buy/place digital media and cost will come out of awarded amount.**

43. On page 11 under scope of work, the RFP states:  
*Offeror must be able to document their experience in digital advertising production and media placement as outlined below.*

Will the selected vendor be responsible for production? If so, please specify. **Vendor will not be responsible for production**

44. On page 10, the RFP states:

*Advertising should be a combination of display, keyword/paid search, digital radio and TV as well as traditional TV and radio to complement the digital campaigns. Vendor will traffic all pertinent ad campaigns for the above platforms with an expected change of approximately seven separate campaigns with four sets of creative for each campaign and for each platform.*

Are we limited to only these placement opportunities or do we have the freedom to recommend additional media vehicles (i.e. social media, pre-roll, in-app, etc.)? **Can definitely recommend other opportunities. Social media is assumed under digital.**

45. On page 10, the RFP states:

*This will include working in conjunction with GTC staff to develop a comprehensive strategy document, placing and purchasing advertisements for recruitment of students to Greenville Technical College as well as implementing and managing search engine marketing (SEM).*

Will the selected vendor be responsible for implementing SEO/ SEM recommendations on the backend of GTC web properties (i.e. installation of relevant APIs)? **The vendor will need to provide code/tags for the college website to track conversions; however, the college will handle the backend.**

46. In regard to the following two lines in your Offeror's Checklist

a. Do not include any of your standard contract forms!

b. Unless expressly required, do not include any additional boilerplate contract clauses.

Do those lines or any other language in your RFP mean GTC will not accept Offeror's terms which we do with all of our clients locally, regionally and nationwide?

Are those two lines also stating that you will not recognize the Interactive Advertising Bureau (IAB) Standards and Terms? **\*The Interactive Advertising Bureau** is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The organization represents many of the most prominent media outlets globally, but mostly in the United States and in Europe. **No additional Terms and Conditions are allowed to be submitted with your solicitation response. Negotiations can be held with the vendor selected as the most responsive and responsible for the contract. See Discussions and Negotiations – Optional clause on Page 14 of the RFP.**

47. In the very first page, Request for Proposal, you want us to fill it out and sign it, but it has very limiting legal language in it (*You must submit a signed copy of this form with Your Offer. By signing, you agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date.*) that says we blankly accept your terms if I read it correctly. Can we redline that particular and then address any of the terms and language individually that are in conflict as one offs? We may be able to live with your terms, but we also have to have our IO terms included. **No redlines of Terms and Conditions are allowed in your solicitation response. Negotiations can be held with the vendor selected as the most responsive and responsible for the contract. See Discussions and Negotiations – Optional clause on Page 14 of the RFP.**

48. To better formulate what you need from this RFP, what is the budget for the total RFP? Do you have it itemized? If so, can we see that? **Budget information will not be provided for this solicitation.**

49. Please define specifically what you refer to as **descriptive literature**? **Descriptive literature would include pamphlets, brochures and other informational/promotional literature not specifically requested in the solicitation document.**

50. Are there specific months out of the 10 months that you want to run in the year? **All but January/February**

51. In your statement in the RFP, you stated a reporting tool should be provided allowing GTC staff to pull needed analytics without support of vendor. This seems to imply you want a dashboard to track the campaign. If we provided on demand, can that suffice? Or can we provide an UTM code instead? **Real time of campaign/s, conversions, industry benchmarks is preferred**

52. Will your team be developing/providing the creative or will the chosen vendor develop the 4 sets of materials for 7 campaigns? **College to provide creative**
53. Does the school have a Google Ads account already for the SEM component, and will you enable Google Ads Manager access for the selected vendor? **Yes**
54. Social media is not mentioned. Will that piece be handled internally? **Social media ads assumed under digital and to be planned/placed by vendor with direction/creative from college.**
55. Who handled your last campaign? **This information will not be provided for this solicitation.**
56. Do you have an existing agency? **Infinity Marketing**
57. Are you able to share your budget (or a range)? **Budget information will not be provided for this solicitation.**
58. How much was spent on marketing for FY 2019-2020? **Budget information will not be provided for this solicitation.**
59. We are a privately held corporation and do not normally share financials. Is a bank reference letter acceptable? **The qualifications clause with this requirement has been amended:**
- (b) Information reflecting the current financial position must be provided upon request. Offerors must be prepared to provide the most current financial statement and financial statements for the last two fiscal years or other documents deemed sufficient by GTC to determine financial stability with 24 hours of request. If the financial statements have been audited in accordance with the following requirements, provide the audited version of those statements. [Reference Statement of Financial Accounting Concepts No. 5 (FASB, December, 1984), as amended.]**
60. What are your current conversion rates for inquiry, application, enrollment and start? **This information will not be provided.**
61. Have you recently performed a SWOT analysis? **Yes**
62. What is your current optimization strategy? **Utilizes Google Analytics**
63. What is your core demographic? Graduating seniors? Continuing education? Parents of HS students? **Targeted audience depends on program**
64. What is your current CRM of Student Management Portal? **We are currently between CRMs**
65. Are there any mandatory requirements for specific media placements or channels? **Geo-targeted to Greenville County**
66. What is the current student lead flow process? **Most prospects come in through the college inquiry form online. These prospects are then part of a multimedia communications plan including: direct mail, email, calls and text. They then move into the normal college enrollment funnel once they apply to the college.**
67. What platforms are currently being used to run media ads? **Online/social media/tv/radio/OOH**
68. Who are your top market competitors? **Obstacles to attend depends on audience – can be other colleges, life events, financial**
69. What are the KPIs for this campaign? **Web traffic, online prospects, and applications**

70. What is the budget for this campaign? **Budget information will not be provided for this solicitation.**
71. Are there any other higher education institutions that you admire? **This information will be discussed with the awarded vendor if it is relevant.**
72. Who are your core competitors? **Obstacles to attend depends on audience – can be other colleges, life events, financial**
73. What is the % spend between online and in-person schools? **This information will be provided upon award.**
74. Do you have a creative agency who will handle all the assets? **This is handled In-house.**
75. How often do you receive campaign analytic reports from your current partner? **On-demand and through live tools such as Google Analytics**
76. Can you please let us know who the incumbent vendor is for this solicitation? **Infinity Marketing**
77. Can you also let us know what the current budget is for this solicitation? **Budget information will not be provided for this solicitation.**
78. What are your current marketing efforts? **Platforms are stated in the solicitation document.**
79. Are you currently active with GoogleAds, Display, Facebook/Instagram, Streaming Radio, and YouTube? **Yes**
80. How many campaigns do you typically have in-market at a time? **At same time - SEM, term campaign, audience specific efforts**
81. Do you have any co-op requirements for your partnerships? **No, none that we are aware of.**
82. How have you allocated spend within your current plans? **Budget information will not be provided for this solicitation.**
83. What have you found to be the most successful tactics in your current plan? **SEM, digital pre-roll**
84. What in-house creative capabilities do you have? **All of the below (tags to be provided by vendor and placed by college)**
- a. Landing page creation?
  - b. Video pre-roll?
  - c. Display ads/asset tags?
85. What creative assets do you currently have available? When were they last refreshed? **All assets described and refreshed before next flight or annually (SEM and pre-roll usually annually or as needed)**
86. When was the GTC Brand Platform last updated? Is it current and up-to-date? **Discussed upon award**
87. What CRM are you using? **We are currently In-between CRMs**
88. Do you have the ability to create landing pages? **Yes**
89. How are you currently tracking the lead? **Google analytics**

90. Where are you currently with enrollment and where do you want to be? When do you need to be there? **Enrollment is largely on the right trend. Applications have been at an all-time high in the last 18 months. Would like to see an increase in yield.**
91. Do you have any previous data and/or research specifically around digital marketing you could share with us? **Will be provided upon award**
92. What kind of analytics tracking system do you use? (eg: Google Analytics, Adobe Analytics, etc) Do you have access to that analytics system? **Google analytics and we do have access to that system and use it regularly.**
93. Is it possible for us to gain access to the analytics system at a level of either edit or admin as a partner so we can audit and adjust the tracking? **Upon award**
94. Are there specific programs that you are wanting to target out of the 100+? **We will focus on our schools and some programs based off of audience. Main campaigns are corporate. SEM focusses on all programs.**
95. What has your paid media budget been, historically? **Budget information will not be provided for this solicitation.**
96. How will these digital marketing efforts play into your overall enrollment plan? **Generating leads – initial pipeline, re-engage stopout students/unregistered students**
97. How important is the customer journey and do you have any existing persona work? **Will be discussed upon award**
98. Enrollment Funnel (Past 3 years' data if possible) **Will be provided upon award**
- a. Do you know your cost per enrollment?
  - b. Inquires needed:
  - c. Inquiries to apply:
  - d. Completed Apps:
  - e. Apps to admit:
  - f. Admit to enroll:
  - g. Enrolled to seats:
  - h. Net Tuition:
  - i. Retention Rate:
99. What is your enrollment goal? Do you have goals identified per campus and center? **Information will be provided upon award. Enrollment goals overall and then by program.**
100. Do you have communication with high school counselors in the area? Will this be a need in your plan outside of communication with students and parents? **Yes and this vendor will reinforce communication and not have responsibility to lead it.**
101. Would this engagement include the production of any marketing materials identified as a need? **No. College will produce.**
102. Could you outline what capabilities you have available to you that we would utilize if necessary? **In-house creative, webmaster, existing Google Ad account etc.**
103. What is currently in your enrollment marketing toolkit? **Aside from advertising – engaged audiences and social media platforms, strong analytics, students, alumni, staff willing to share stories, in-house creative etc.**

104. Do you have an in-house team that will manage inquiries? **Yes**
105. Are you purchasing lists? If so, from what sources? **Yes. Traditional college sources.**
106. If we were meeting here three years from today and you were to look back over those three years, what has to have happened during that period, both personally and professionally, for you to feel happy about your progress? **Clearly define goals on day 1, path to achieve them and have overachieved those goals.**
107. What do you see as the biggest risks of this project? **Goal is to find a true expert in field and bring that to the table.**
108. What do you see as your biggest strengths to reinforce? **Quality, affordability, Real-world**
109. Who are your top three competitors and why? **Depends on program audience. Overall, other colleges, student life/finances/work**
110. Are there any timeline considerations that we need to be aware of? **Those noted in the solicitation document.**
111. What does your working team look like? (The people that will work on the project from your side, not necessarily the key stakeholders) **director, PR, creative director, web, call center and a few client reps**
112. What are you looking for in a partner? How will you know that you have made the right choice? **A true partner who hears and works with the college and uses expertise to refine strategy, identify opportunities and continually optimizes.**
113. Are there any other major initiatives we need to be aware of? **Nothing that cannot be found in the RFP or website**
114. Do you all have an incumbent agency? **Infinity Marketing**
115. Can we speak with the other project stakeholders ahead of our submission? **No communication is allowed during the solicitation period (see clause below from the solicitation document):**

**PROHIBITED COMMUNICATIONS AND DONATIONS (FEB 2015)**

**Violation of these restrictions may result in disqualification of your offer, suspension or debarment, and may constitute a violation of law.**

**(a) During the period between publication of the solicitation and final award, you must not communicate, directly or indirectly, with the Using Governmental Unit or its employees, agents or officials regarding any aspect of this procurement activity, unless otherwise approved in writing by the Procurement Officer. All communications must be solely with the Procurement Officer. [R. 19-445.2010]**

116. How is this work being funded? **Annual budget**
117. What is your all-in budget for this work? **Budget information will not be provided for this solicitation.**
118. What is your defined budget for paid media? **Budget information will not be provided for this solicitation.**

119. Who all will be involved in the partner selection process? **No information on the evaluation committee will be provided prior to award.**
120. How will you all make your final decision? **Scoring will be based on the evaluation criteria listed in the solicitation document.**