

## Digital Marketing Campaign for Summer/Fall 2023 & Spring 2024 RFP2023-P08- Questions and Answers

1. What platform is your website built on? We'd like to know more to see if it's something we can create landing pages for.

We currently use Modern Campus as our CMS.

2. Regarding Video Ads, will you be supplying the video content?

We have someone that has done video content for us in the past, but not sure of his availability for this campaign. It would be best if the vendor be a part of the video process.

3. If we don't have a reference that includes educational institutions, would that disqualify us?

It would not disqualify a vendor, but it's definitely beneficial if they have worked with colleges in the past.

4. Will IVCC give preference to IL-state-based companies? We follow our procurement policies related to lowest responsible bidding.

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5. Does IVCC have an incumbent or preferred vendor in mind for this project? If so, is IVCC happy with that incumbent vendor? We do not have an incumbent vendor. We will follow our procurement policies related to lowest responsible bidding.

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6. What is the budget allocated for this project? Please break it down by media budget and agency fees. We are seeking a budget and schedule from all bidders to inform our decision.

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7. Will you need a Campaign Creative Concept developed? As part of the project, we will work with the selected bidder to develop or refine the creative concept.

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8. How many landing pages will you need developed?

We are not sure at this time.

9. To what extent will you need SEO services? As part of the program, we are asking the vendors to detail the amount of SEO that will be provided within the scope of the proposal.

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10. Where will addenda be released for this RFP?

There have not been any addenda for this RFP as of yet. However, we will be listing all questions and answers on the website [https://www.ivcc.edu/purchasing/index.php#current\\_solicitations](https://www.ivcc.edu/purchasing/index.php#current_solicitations)

11. What would you like us to submit for "Proposed Agreement" on pg 4 of the RFP? Is that just our Proposed Scope of Work?

Yes – please submit your scope of work.

12. When targeting Latinx, high school/ IVCC dual credit students, men, low income and minority prospects- Are these targets needed seasonally for enrollment or for the entire length of the campaign?

This is part of the plan that we are requesting. – it would be for the entire length of the campaign.

13. Does IVCC handle their own social media marketing aside from organic posts. Organic meaning unpaid posts.

Yes

14. Am I correct is saying the target area is LaSalle, Bureau, Putnam, Marshall and Grundy Counties?

Yes, also very small parts of Lee, DeKalb and Livingston.

15. We note that the selection criteria mentions a budget and schedule, however, we do not see where information is provided related to your budget and timing. Can you please point me in the right direction?

We are asking for your proposed budget and timeline or schedule of detailed marketing efforts for the entire year, based on your recommendations from similar projects.