

RFP 4786, Design Tourism Website and Conduct Digital Campaign
Questions and Answers

1. Can you share what has been the strategy and funding for the current or most recent past digital campaign, particularly the campaign referred to in paragraph one under "Description of the Goals for the Website."

Answer: The Tourism Council conducted digital campaigns during the spring of 2016 and 2017. The ads consisted of geo and contextual targeted digital advertisements and purchasing google ad words. The awarded vendor will have access to all previous reports. Vendors are encouraged to propose what digital ads they would recommend to increase traffic to the website. Spend for 2016 was \$30,000 and spend for 2017 was \$50,000.

2. Does the selected vendor write the blogs for the new site?

Answer: No.

3. Is the selected vendor responsible for all content on the new site? If only part, approximately what percentage?

Answer: The vendor is encouraged to assist the tourism council with content that will help with Search Engine Optimization but as stated under additional stipulations, the council will provide all content.

4.) Why have you included a list of certifying agencies? How are we to use that information?

Answer: Please disregard this list.

5.) To be exact; we understand we DO NOT need a performance bond. Is that correct?

Answer: Correct. A performance bond is not required.

6.) Is section 1.11 applicable to this RFP?

Answer: No.

7.) In the RFP a pre-bid conference is mentioned. Will there be one and if so when and where?

Answer: No.

8.) If selected as a presenting agency we notice that the week of October 9th to the 13th are the set dates. That week an important tourism conference also takes place. Can we request either the 9th or the 13th if we are selected to present?

Answer: Yes, every effort will be made to accommodate schedules.

9.) We understand that the information contained on 4 different sites will be included in the new site. Can you please provide the URL's for each of the four sites?

Answer: www.yallcome.org, www.movetoandersoncounty.com, www.yallcome.org/acta and the event recruitment page is no longer live.

10.) Email Campaign:

A.) Can you share how large a data base you have

B.) How was the data base obtained? Organic or bought, or a combination of both.

Answer: We are not asking for an email campaign. The only mention of email in the RFP refers to managing our company emails. Our current website company hosts our website and email. The email is through google.

11. The subject RFP states that "Over the past two years, the Anderson County Tourism Council has conducted digital campaigns..." Please provide additional information regarding these campaigns, if possible. Areas of interest include digital marketing channels used and associated expenditures.

Answer: Please see answer to question #1.

12. The RFP indicates that the Tourism Council desires to encompass efforts previously supplied by four separate Tourism Department sites. Please provide the URL of these four sites.

Answer: Please see answer to question #9.