

RFP 4786, Design Tourism Website and Conduct Digital Campaign
2nd set of Questions and Answers

- 1) Will you consider a hosted website?

Answer: The awarded vendor is to set up hosting for the site for the first year and then we will pay hosting after the first year. We will not pay a monthly maintenance fee for the site. We expect to be able to update the content without involvement from the vendor.

- 2) Do you have budget to support hosting & maintenance fees for years 2 and beyond? If so, can you state that budget?

Answer: The vendor is to submit proposed costs for this.

- 3) Do you have a preference of open source or close source website solutions?

Answer: If this question concerns the CMS and whether the County wants something created specifically for the County or if something like WordPress is acceptable, then to clarify that WordPress or similar software is acceptable a content management system is needed for listing the tourism assets so some items will need to be customized. Also be aware that in the future, the website needs to be accessible to other vendors. It is not the County's desire to be restricted to one vendor for the lifespan of the website.

- 4) Does the stated budget include net media costs for the 3-month campaign?

Answer: The budget includes the construction of the website, the management of the digital advertisements and the purchase of the digital advertisements. It is the responsibility of the vendor to provide a detailed budget that breaks down the cost of each.

- 5) Have you run digital campaigns in the past? (Social, Google Search, Display, etc.)

Answer: Yes, externally with google ad words and display ads. Social ads are completed internally with Facebook and Instagram.

- 6) What social media channels are you currently active in right now? (Facebook, Instagram, Twitter, YouTube, etc.)

Answer: All of those.

- 7) How do you define engagement on these social media channels?

Answer: We break down and report all of the engagements, i.e. clicks, views, comments and shares.

- 8) How do you measure Reach? This can be defined differently depending on the channel you activate campaigns in.

Answers: This question can be answered in numerous ways based on the channel used. Impressions, clicks, bounce rate, the typical methods of measurement, are all used. The goal of this project is to get people to visit Anderson County and be able to measure Reach. The vendor is to propose the best digital marketing campaign that will accomplish this goal.