

Questions on S.E.O and Social Media RFP's.

- What is the budget for social media advertising? Total for social media is \$12,000 (\$1,000 per month)
- Do you have a budget range for agency fees? No, agency fees should be included in proposed amount which the total is \$12,000 for SEO and \$12,000 for social media.
- Do you have an existing social media strategy? Not established. Currently just looking to extend reach outside our community to promote visitation.
- Are you currently using social listening, analytics and/or scheduling tools, and if so which? I am not sure as the current agency is taking care of all the analytics and so on. I do look at the Facebook insights.
- Is there an existing library of assets? If, not do you want the chosen agency to capture content and how much will need to be captured? I do have some assets, however some content may need to be captured as well. Stock photos are fine so long as they are fair representation of my community.
- Approximately how many versions of ads will you want to be created per month? Is this part of a larger campaign? Currently we are just boosting ads. However, I would like to start targeting with paid ads as I have been told that paid ads are getting a better return.
- Do you have someone on your staff who will be implementing recommended S.E.O updates? I am the only one in this department. Currently, the agency that is doing the S.E.O campaigns works with me on S.E.O updates.
- Should the quarterly reports include organic social as well as paid and S.E.O? Yes