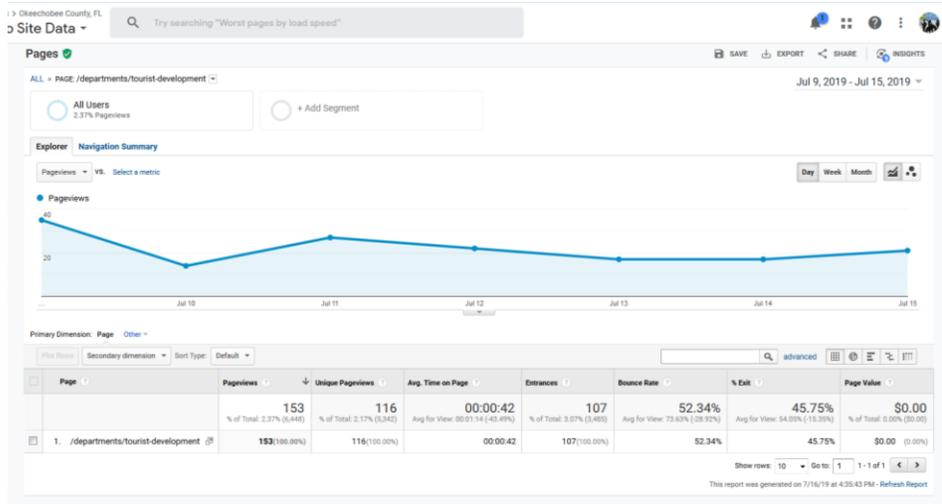


- Can you please provide a text version of the RFP? The released version is a scanned image and cannot be searched. – Available upon request.
- Why are you conducting this RFP? The Okeechobee County TDC believes that SEO and social media are imperative to our marketing success. A request for proposal also fulfills the requirements of the County procurement policy for completing competitive quotes for projects and programs.
- What factors are driving a decision to change what you're currently doing? The Okeechobee County TDC is looking to continue to reach out to potential visitors through engaging and appealing social media channels. SEO we know is constantly evolving and we are looking to remain relevant.
- Who is the incumbent agency or agencies? RPM Media Group
- Is the incumbent agency participating in this RFP? Yes, they will be asked to respond to the RFP.
- Are you happy with their results? Why or why not? Yes, RPM Media Group has worked closely with Okeechobee County TDC within a limited budget to offer not only quality service but education. The Okeechobee County TDC receives compliments frequently on their Facebook posts.
- Do local firms get preferential treatment? There is a local vendor preference however, I do not believe that there is a local agency.
- Is the goal to award a single entity or are multiple contracts being considered? The goal would be to award to a single entity.
- Who by title will be involved in the evaluation and decision? Tourism Coordinator and the Tourist Development Council Advisory Board.
- What in-house and/or 3rd party vendors, if any, will the supplier be partnering with as part of the on-going project? None
- Do you have a preferred reporting format and frequency? If so, please provide details. Yes, quarterly reports must be given to the Board of County Commissioners which will be done by the Tourism Coordinator so easy to read and understand in layman's terms and easy visuals.
- Can you quantify where you're currently at regarding website traffic and visibility and where you want to be? Increase in pageviews, decrease in bounce rate

Questions from Request for Proposal for SEO and Social Media - July 16, 2019



- Currently, how is brand awareness being measured? **Currently by incremental changes in rankings, social media audience.**
- What social media channels would the supplier be managing? **Facebook, Twitter**
- In order for us to provide a price quote, can you provide us the following information about social media management: posting frequency expectations across all social channels? What type of content is expected? (i.e. images, gifs, videos, other) How much of the content will be provided by Okeechobee and what content would we be responsible for creating?
  - Posting Frequency: **No less than 3 times a week – Monday, Wednesday, Friday for both Facebook and Twitter**
  - What type of content is expected: **Best reference would be to see current examples which includes mostly images and occasional video.**
  - How much of the content is the agency responsible for: **As stated in the RFP the agency would be responsible for creation and design. On occasion information will be sent that may be of interest to incorporate into design but mostly it will be up to the agency.**
- Will the supplier be provided an asset library for us to work with (i.e video and photography?) **There are limited assets due to budgetary constraints however stock information and some limited assets may be used or acquired by the Tourism Coordinator.**
- Will the selected supplier be responsible for all ad/creative/message development? **Yes, but collaborative efforts may also be a benefit for agency and Tourism Coordinator.**
- What's the most important thing you want your target audiences to know about you?
  1. Location – Okeechobee is not a well-known area so we are always being asked: **Where is Okeechobee?**

2. Activities that may inspire travel to our area. Okeechobee speaks to outdoor lovers for activities such as fishing, hiking, biking, birdwatching and airboating.
- Please provide the URLs/domains that we would be optimizing.  
[www.visitokeechobeeconomy.com](http://www.visitokeechobeeconomy.com)
  - We see that you ask for us to provide website content recommendations. Do you want us to provide a quote for creating said content? [That would be helpful.](#)
  - What's the biggest barrier to success you're internally facing? What is your greatest threat to growth, and how is the landscape changing?
    - Biggest barrier: [Budget/Staff](#)
    - Threat: [Budgetary and environmental issues that affect our marketing strategies.](#)
    - Landscape changes: [The past fiscal year has seen a drop in Tourist Development Tax which may be due to the environmental issues surrounding our great attraction Lake Okeechobee. Future possibilities may include more development with a pending contract for a new resort and future plans for another hotel.](#)
  - What seasonality, if any, should we be aware of? [Off season: May – September](#)  
[In season: October - April](#)
  - What is your current brand and positioning strategy? [Okeechobee is continuing to develop these strategies with the assistance of partnering agencies. To gain more knowledge about Okeechobee's position visit our website at \[www.visitokeechobeeconomy.com\]\(http://www.visitokeechobeeconomy.com\) or our social media platforms.](#)

How would you characterize your existing brand Personality? Are you happy with it or looking to evolve it as part of the contract? [Evolution is important as Okeechobee is a small community with limited resources so we are looking for creative and intuitive minds to help make our campaigns a success.](#)

- Do you have any qualitative/quantitative research available? When was it conducted? By whom? [I can provide you with the most recent report for SEO and social media upon request. This information is provided by the current agency.](#)
- What is the budget cap, inclusive of media and agency fees, for the first year of this contract? [Search Engine Optimization Services: \\$12,000.00 Social Media + Ad Buy \\$12,000.00 - \\$15,000.00](#)