

**ADDENDUM #1**  
**RFP# 22-07**

**Media Buying Services**

May 27, 2022

**QUESTIONS AND ANSWERS**

**This Addendum contains five (5) pages.**

- 1) Can companies from Outside USA can apply for this (like, from India or Canada)?  
**a) No**
- 2) Do we need to come over there for meetings?  
**a) No**
- 3) Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)?  
**a) No**
- 4) Can we submit the proposals via email?  
**a) Yes**
- 5) Do we have to be present in the state of Massachusetts to do the work?  
**a) Must be in New England**
- 6) Regarding the statement: “We anticipate spending approximately \$200,000 to \$400,000 based on available budget”: Please confirm whether this spend is per year, or spread over the 3 years of the contract.  
**a) Per year**
- 7) Regarding “Social Media Promotion”: Are you looking for social media account management/organic posting or paid social advertising, or both?  
**a) Paid only**
- 8) Regarding “Television and video ad production”: Can you estimate how many programs/courses of study you’ll be focused on for the year so we can determine how many sets of creative/commercials might be needed?  
**a) These are typically generic (to promote the college) and not program specific, approximately 2-3 per year.**
- 9) Regarding “Radio”: Can you estimate how many programs/courses of study you’ll be focused on for the year so we can determine how many commercials will need to be produced?  
**a) For most outlets (radio, tv, search, digital) we do four campaigns:**
  - i. Awareness/promotion of the college aimed at traditional age students,**

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- ii. Awareness/promotion of the college for adult learners**
- iii. Promotion of specific program areas (ex., healthcare, human services, business)**

- 10) Regarding “Billboard Displays”: Can you estimate how many programs/courses of study you’ll be focused on for the year so we can determine how many sets of creative might be needed?
- a) These typically are focused on promoting the college generally rather than programs, and are not for a full year, but just a month ahead of fall or spring enrollment, in English and Spanish.**
- 11) Do HCC have an incumbent Agency? Who is it?
- a) Yes. Market Mentors**
- 12) Is your incumbent agency participating in this review?
- a) Yes.**
- 13) Confirming the \$200,000 to \$400,000 budget is for media only and agency fees are independent of that?
- a) Agency fees are included in the budget.**
- 14) What was HCC’s marketing/media budget for 2020/2021 and 2021/2022?
- a) Approx. \$250K each year.**
- 15) For the 2020/2021 and 2021/2022, what was your % split in media spending between digital and traditional?
- a) 2/3 digital, 1/3 traditional.**
- 16) Will finalists be selected and asked to make oral presentations?
- a) Yes, via Zoom.**
- 17) Will the agency be expected to attend in-person meetings? If so, how often?
- a) No.**
- 18) Under General Specifications #9 (Page 9), it states: “Proposals should be made on the forms supplied by the College.” Is this referring to the cost proposal sheet specifically or other parts of the proposal?
- a) The cost proposal sheet should be completed, as should the business reference form. However, agencies should also provide a narrative proposal describing their capabilities as well as delineating how they would approach creating marketing plans for the college, including recommendations for splits between digital and traditional, direct mail, as well as**

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**other approaches. Examples of successful campaigns/plans for other higher ed institutions also welcome.**

- 19) In Attachment 2, there is a request to price out TV and video production. Is a range acceptable as it is impossible to provide a precise cost until the specifics of the TV commercial/video are finalized?  
**a) A range is acceptable.**
- 20) In Attachment 2, can you advise what you are looking for under “Recommended Outlets.”  
**a) Print, radio, TV, social (and within social, which platforms), search, direct mail, etc.**
- 21) Is HCC amendable to a hybrid fee structure including an Agency fee and media commission?  
**a) Yes.**
- 22) At what point do you reach out to references?  
**a) When the top group of firms are identified.**
- 23) Is WordPress a good content management system for the needs of this website?  
**a) Our CMS is Ingeniux, and our media buyer is not involved with its management, beyond letting us know when a landing page is needed.**
- 24) What is the allotted/not-to-exceed budget for this website project?  
**a) This is not a website project. This is strictly for media placement and purchases.**
- 25) Is there any preference for in-state vs. out-of-state vendors?  
**a) There is a preference for regional vendors.**
- 26) Can the work for this proposal, in its entirety, be done through digital mediums (i.e. Zoom Meetings)?  
**a) Yes.**
- 27) Does Holyoke Community College have a platform budget breakdown?  
**a) No.**
- 28) What campaign mediums have produced the best results for Holyoke Community College in the past?  
**a) Facebook, Instagram and Spotify**

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- 29) Is the vendor required to have an SMWBE Policy? Meaning: Small, Minority, and Women Owned Business Enterprises (SMWBEs) in the procurement process.  
a) **Yes.**
- 30) Are you currently tracking awareness metrics?  
a) **Not sure in what way you refer to, but we do an annual awareness survey each year.**
- 31) Can you define which KPIs you use to measure awareness and enrollment?  
a) **Clicks, calls, and visits to landing pages.**
- 32) Are you tracking cost per acquisition on new student enrollment? If so, what systems are you using to measure and attribution? Is your site capable of deploying tracking mechanisms thru pixeling, GA events, etc.?  
a) **We are not tracking but would like to add this.**
- 33) Is the net media budget confirmed as \$200k-\$400k each year? Would there be additional budget available for creative development and production, if needed?  
a) **We cannot exceed \$400k.**
- 34) Do you currently run an always-on “halo” campaign, or is this budget carved up among multiple disciplines/specialty programs with unique targets over the course of a year? (As an example, we’ve seen the recently launched paid social ads featuring your summer sessions for younger students - would programs like this be considered as part of your overall budget?)  
a) **We promote the college in general every month of the year, with content aimed at traditional age and adult prospective students. We also choose 2-3 programs to promote during fall and spring enrollment cycles. As for paid social: We do reserve limited funds for boosting posts that are performing well, but for the most part we expect ad expenditures to come from the media buying budget.**
- 35) What is your current media mix? If you are segmenting your budget into multiple campaigns supporting different college entities, are there consistencies in channels across programs?  
a) **Facebook, Instagram, Snapchat stories, Google display, Spotify, TV, paid search, print, billboard.**
- 36) If you are currently supporting multiple programs within your budget, does each program/area of study have their own internal team and decision makers for the ad program?

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- a) **The Marketing Department manages the entire college marketing budget, develops the creative, and decides which programs to promote each semester (in addition to general college promo to traditional age and adult prospects).**

37) Have you done or could you supply audience research outlining your particular target student including demo, psychographic, geography, etc.?

- a) **We can.**

38) The proposal specifically requests quotes for incremental production work based on recommended channels, but does not request a spec media plan or media buy itself (unless that is what is designated by “recommended outlets” in the Cost Addendum.) Is a spec media plan and buy detail required for the pitch?

- a) **That is what is designated by recommended outlets. We seek a wholistic plan for the full year, with recommendations on where best to allocate our advertising budget.**

39) On the Cost Addendum, should we assume that “agency service fee” is to quote the agency fee for media buying services only, based on a \$200k-\$400k annual budget, and feedback on the questions above?

- a) **Agency service fee could be a percentage of ad purchase, a monthly service fee, or some combination. Those fees, along with the cost of the ad placements, will come from our annual budget.**

\*\*\*\*\* END OF ADDENDUM #1 \*\*\*\*\*