

Marketing/Outreach Services RFQ

Q & A

	<p>Posted 11/8/22</p>
1.	<p>Q. Do you have an idea on the overall budget, especially media buys?</p> <p>A. Refer to historical data below:</p> <p>20/21 Professional Services: \$23,200 Media Buys: \$8,493</p> <p>21/22 Professional Services: \$40,350 Media Buys: \$23,420</p> <p>Future expenditures for professional services and media buys will be based on project needs at the time. Historically, the agency includes a budget for outreach/communications when applying for new grants to ensure the target population is made aware of the available services.</p>
	<p>Posted 11/9/22</p>
2.	<p>Q. I wanted to make sure that we were not missing anything and that you just want hourly rates for our services? We did not see any specific projects or deliverables that we could estimate a total for if we were to partner with you.</p> <p>A. You are correct that we are not seeking a total for the project. In the response we are asking for 1) Hourly rate of service [by position], and 2) Other costs which would not be included in hourly rate for Scope of Services.</p>

Posted 11/14/22

3. Q. Under scope of services it mentions advertising, web maintenance and account management. What did Golden Sierra have in mind when they listed those services? For example, for website maintenance, is that editing the site or just hosting it or both? For advertising is that print since digital marketing is outlined as its own bullet? Was advertising meant more as strategy development? And for account management we are not sure what that would cover? Is that Golden Sierra's account with us?
- A. Examples of each category below:
- Web maintenance services:**
- Regular copy/content updates
 - Checking for and resolving broken links
 - Backups, updates, and security scans
 - Hosting
 - Management of domain registration and renewal fees
- Advertising services:**
- Design and deploy the creative materials necessary to promote specific programs or services to the target audience.
 - Placement may include print, video, radio, or digital platforms.
- Account management:**
- Regular communication with Golden Sierra re: strategy, campaign performance, and other analytics.
 - Single point of contact for communication.
 - Project management activities to ensure budgets and deadlines are met.