

## **Questions and Answers—24RFP10253**

- It appears that this RFP is very similar to the existing “workforce recruitment” campaign currently live (though on a much smaller scale). Is there a reason why the existing marketing partner isn’t being utilized?  
**This RFP encompasses all marketing for GOED. The contracts with existing marketing partners will expire on June 30, 2024.**
- Will the current agency of record be involved in this campaign and to what extent if so?  
**The selected vendor will be the sole vendor for GOED marketing.**
- Will SD GOED staff / hiring panel make the final decision on which partner to select?  
**Yes**
- What’s working / not working with the existing campaign?  
**We have many facets to the GOED marketing, not one campaign. Please propose what you feel is best.**
- Will the existing creative or creative concept be utilized?  
**We would like the proposal to be what you think is best for GOED. If you have something different to propose, please do so in your proposal.**
- What percentage of your overall budget is allocated towards media?  
**This should be part of your proposal.**
- What percentage of your paid media budget currently is allocated for traditional media vs. digital media placement?  
**We prefer not to disclose as we would like to hear what you feel is best for GOED.**
- Do you have additional demographic information outside of targeting “businesses & workforce recruitment?”  
**We have done workforce studies before the Freedom Works Here campaign began. We would be willing to share it with the selected vendor.**
- Are there any cities/markets you would like to focus on?  
**No, please propose what you feel would be best.**
- Who would be the day-to-day contact for the duration of this contract?  
**Missy Sinner, Marketing Director GOED**
- Can you share an export of your website analytics dashboard for 2023?  
**No**
- Do you use landing pages separate from the main website for any campaigns? If so, could you share some examples?  
**We have two websites that GOED manages: [sdgoed.com](https://sdgoed.com) and [freedomworkshere.com](https://freedomworkshere.com). Here is an example of one of our landing pages: <https://www.freedomworkshere.com/freedom-tv>**
- Overall Success: outside of executing the scope of work, what does “success” look like when reviewing overall objectives of this contract? What will make SD GOED extend this contract for the optional year extensions from a success standpoint?  
**We are looking for a solid partner to help us with workforce recruitment, business recruitment, and maintaining a strong brand for GOED via any way the vendor suggests. We report to the legislature and would need proof of progress where it is possible to show it.**
- What metrics are you currently tracking?  
**Web traffic and clicks, digital media views and clicks.**

- Do you have any reporting on past media you are willing to share for reference?  
**No**
- Is the proposal due April 22 or April 19 at 5 pm CST? (There are conflicting dates).  
**The proposal is due April 22<sup>nd</sup> at 5:00pm CST. Thank you for bringing this to our attention.**
- Is the \$1M budget a total for all three years – so \$333,333 each year including all professional fees and expenses such as media buys?  
**The budget is \$1 million each year; subject to an annual legislative appropriation.**
- Should we allocate the budget for Year 1 only or for all three years? In what section should the budget be included?  
**Please present a long-term plan showing what you envision for GOED to do over the 3 year period.**
- Are you able to disclose the budget for media buys in recent years?  
**We prefer not to disclose as we would like to hear what you feel is best for GOED.**
- How have you prioritized traditional vs. digital marketing in the past? For example, are there traditional media buys that must be part of a future plan?  
**We would like traditional media buys to be part of the selected vendor's plan.**
- The RFP form mentions Marketing and Public Relations Services, but Public Relations is not mentioned elsewhere in the RFP. Are PR services required?  
**Public Relations Services would be used in the image portrayed in the social media and by representing us at trade shows.**
- Has GOED conducted any recent research with target audiences – businesses and workforce? If so, are you able to share it?  
**We have done workforce studies before the Freedom Works Here campaign began. We would be willing to share it with the selected vendor.**
- Per 5.2.3.2, can you clarify the ideal structure for the proposal and which sections need to be enumerated? For example, you ask for references and sample work similar to the requirements of this RFP under 3.3. Does that go before the Scope of Work in 4.0?  
**Yes; the enumerated responses should follow the order of the RFP.**
- Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?  
**We do not have a local preference and welcome all proposals.**
- Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?  
**Proposals are due in our office by 5 pm on the 22<sup>nd</sup>.**
- Do you have an incumbent and would they be participating in this RFP?  
**We do have an incumbent and the contract expires June 30, 2024.**
- Are there any past GOED campaigns or marketing efforts that will need to be considered for updates or additions? Or is the selected vendor expected to come up with completely new concepts and strategies?  
**This can be determined by the selected vendor. If you have ideas that build on what we are currently doing please offer that in your presentation, if you create an all new plan from scratch that is also ok. We would like to see what each company sees as the best plan for us weather that takes us in a new direction or not.**

- Can you share what roles are covered amongst the internal marketing team from GOED (if any) related to copy, design, production, media, etc..?

We have a small marketing team comprised of:

- Marketing Director who works closest with the selected vendor and oversees the rest of the marketing team.
  - We also have a Marketing Coordinator who posts only current local happenings on a variety of social media platforms. We do not handle any media buys, everything we post has organic engagement.
  - We have a Communications Coordinator who writes all of our press releases, business/community features, and newsletter content.
  - We have a Graphic Designer who designs all internal marketing pieces.
  - We have a Digital Media Coordinator who does both still photography & film.
- The anticipated award date is May 23, 2024. Is there a target date for when GOED would like this campaign to launch?  
Both our fiscal year & current marketing contract end June 30<sup>th</sup>, 2024 and the new one starts July 1<sup>st</sup>. We would like to see a seamless transition into the selected vendor.
  - Can you share how many industry trade shows GOED generally attends, based on past year's commitments?  
We plan to attend around 5 out of state tradeshow this upcoming year.
  - Would GOED consider hiring more than one vendor/partner to work collaboratively within their respective area of expertise?

No