**Agency/Incumbent:**

Is there preference for an in-state agency?

Is this RFP a result of a current agency of record or contract expiring?

* No. The current agencies of record are still contracted with the state.

Is there an incumbent agency? If so, which agency and how satisfied are you with your current relationship?

* #23RFP8351 is a new RFP, therefor there is no incumbent agency.

**Competitors:**

If relevant, which states does The South Dakota Governor’s Office of Economic Development recognize as being “competitors” for workforce recruitment efforts? How has this list changed over time?

* Currently, the state targets workforce recruitment in roughly 10 markets (states). Although, the state does not describe these states as ‘competitors’.

**Media Preferences:**

Does The South Dakota Governor’s Office of Economic Development have a preference for more traditional or digital media channels?

* The South Dakota Governor’s Office of Economic Development has a preference of effective, accurate and large reaching media preferences. Intention to attract individuals who would align with the values, lifestyle and work-ethic of current South Dakotans who contribute to their places of work, community and state.

From your perspective, what worked well with your paid media efforts previously? What did not work as well?

* Continually growing in brand awareness is a very important aspect of the South Dakota Governor’s Office of Economic Development as well as effective recruitment strategies that inform, motivate and inspire individuals to move to South Dakota to join the workforce.

**Target Audience and Target Markets:**

Please describe, if any, the key demographics of the target audiences for your workforce recruitment efforts?

* Additional research is being conducted to provide the most up-to-date key demographics.

Has the Governor’s Office identified target industries for recruitment? If so, which are most of interest?

* Target industries can be found on [www.SDGOED.com](http://www.SDGOED.com)

Which target markets/geographies are priorities for the Governor’s Office? Or is there a geographic radius offerors should be aware of?

* Current target markets/geographies include:
  + ND, NE, IA, MN, WY, MT, CA, WA, TX, OR

**Creative:**

Will the awarded agency have access to prior creative assets of the state for this effort?

* Yes.

**Social Media:**

Please confirm: "create social media content, monthly editorial calendars, and creative unique to efforts for all channels" refers to your organic social media efforts, not the paid campaigns? Or both?

* Both

How are you currently monitoring social media comments and posts?

* South Dakota Governors Office of Economic Development Marketing staff currently monitor social media comments and posts.

**Research and Data:**

What existing marketing research do you have; are there any gaps, and if so, where?

* The South Dakota Governor’s Office of Economic Development is currently reviewing RFP responses for an up-to-date marketing research project.

Does the Governor’s Office have first-party data available to be used for paid media campaigns?

* The South Dakota Governor’s Office of Economic Development has some first-party data, but is limited.

**Reporting:**

What are your preferred tools or formats for reporting, if any?

* Excel & Power Point (presentation ready).

**Success and Measurement:**

How will marketing success be measured? What are the most important KPIs for the Governor’s Office?

* The highest measurable Key Performance Indicators (KPI) for the Governor’s Office of Economic Development will be recruited workforce and jobs filled numbers.
* In addition, brand awareness, growth, and perspective measurements will be important.
* Finally, total impressions and click-throughs will be important KPIs.

What specific issues or “pain points” should offerors address/be aware of with regard to this initiative?

* The Governor’s Office of Economic Development is not aware of any ‘pain points’ with regard to this initiative.

What are the Governor's Office's social media and SEM KPIs? ie form submissions, page views, etc.

* The Governor’s Office of Economic Development social media KPIs are currently being evaluated at this time.

Which software platforms are in use currently at the Governor’s Office which would be relevant to this work?

* There are no active software platforms that would be relevant to this work.

**Budget:**

Should the budget be weighted for any specific regions of interest? If so, which?

* At this time, no direction is advised. The Governor’s Office of Economic Development looks forward to advisement from the offeror in strategic placement of budget resources.

Is the “TOTAL CONTRACT AMOUNT” number in section 2.3 an annual budget or the budget for the total contract period of 3 years?

* The ‘TOTAL CONTRACT AMOUNT’ is the total amount of the contract, which is anticipated to last one (1) year, but not to exceed a period of three (3) years.

Is the stated budget of five million dollars inclusive of the media buy and all agency fees?

* Yes. It is the ‘TOTAL CONTRACT AMOUNT’.

**Response Structure and Question Clarity:**

5.1 asks for a sample rate card for mail services. Can you please describe what mail services in particular are requested and if you'd like the rate card in a particular format?

- No particular services are requested. As requested, please provide a sample, in similar format to the entire proposal submitted.

5.1 E asks if offerors provide in-house or outsource for phone telecommunication services. Can you please elaborate what this service includes more specifically?

- In-bound and out-bound call services, should telecommunication be a strategy in media sources.

For 5.1 E, please clarify if the sample media plan requested is expected to be an sample media plan from another campaign/client?

* A sample media plan, specific to the efforts and interest of the South Dakota Governor’s Office of Economic Development, is preferred. If unable to provide specifics as an example, another campaign will suffice.

7.2.3.2 asks for “a specific point-by-point response, in the order listed, to each requirement in the RFP.” Please confirm which section number(s) are you referring to for the list of requirements to be addressed: For example, 3.0 Capabilities Sought in a Marketing Agency, 4.0 Scope of Work, 5.1 Responding to the RFP - What We Need from You, and/or any additional sections? Would you prefer we respond to any of the latter sections for 7.2.3.1 instead?

- Details of “Proposal Response Format” are explained full in section 7.0, as well as the details in the sub sections of 7.0. Pay close attention to the organization directions provided in 7.2 – regarding ‘tabbed’ and ‘labels’ with headings. These instructions should provide sufficient direction in the format of responding.

- Regarding responses to sections, the RFP states specific requirements and directions of information to be provided.

6.4 asks for contact information for at least 3 previous/current contracts as well as any contract that has been terminated, expired, or not renewed in the past 3 years. Should those that fall in the latter category be listed separately from 3 previous contracts? In other words, how many clients should offerors provide information for in total?

- Three (3) previous/current contracts.

- Any contracts that has been terminated, expired, or not renewed in the past 3 years. The number of those contracts could vary from agency to agency. If there have been no contracts with that description, please provide three (3) previous/current contracts. If there have been any contracts with the description, provide three (3) previous/current contracts, plus the contracts that fit the description above.

Related to 8.3, do you have a preference for how we portray the qualifications, education, training etc. of our team, such as resumes or bios? If so, would you prefer us to include as an appendix or in a particular section of the response?

* Provide as you see fit.

**Working Together:**

Can you provide information about your internal team that the winner of this RFP will work with?

* The Marketing Department consists of five to six staff members, including video production, graphic design, writing, strategy and digital media management.
* In addition, South Dakota Governor’s Office of Economic Development staff from other departments – including analytics, business development, partner relations, and finance may work with the awarded agency from time to time.

**Printing/Packaging:**

Section 7.2  says the proposal must be tabbed. Please clarify how you prefer tabs to be included? Is there a preference for binders or spiral bound submissions?

* Binder preferred.

Is there a preference for proposals to be single- or double-sided?

* No preference
* Is the existing SD GOED website going to be evaluated as part of this RFP process? If so, are there programming language or hosting requirements that need to be met?
  + The existing SD GOED website will be undergoing updates, which will be a separate RFP process.
* What content management system is your existing website built on?
  + The existing SD GOED website will be undergoing updates, which will be a separate RFP process.
* How old is the current website?
  + The existing SD GOED website is 4+ years old.
* Can you share an export of your website analytics dashboard for 2022?
  + Not at this time.
* Do you use landing pages separate from the main website for any campaigns? If so, could you share some examples?
  + Current workforce campaign efforts direct individuals to a landing page: FreedomWorksHere.com
* 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 contact for the optional year extensions from a success standpoint?
  + What metrics are you currently tracking?
* The highest measurable KPI for the Governor’s Office of Economic Development will be recruited workforce and jobs filled numbers.
* In addition, brand awareness, growth, and perspective measurements will be important.
* Finally, total impressions and click-throughs will be important KPIs.
  + Do you have any reporting on past media you are willing to share for reference?
  + Not at this time.
* What is your current DMP? Should costs associated with a DMP be included in the overall cost proposal?
  + Yes, Data Management Platform(s) (DMP) should be included.
* Are there any additional current third-party contracts we should be aware of or should we be providing a recommendation for all new third-party platforms? (ex. email software, CRM tool, social media monitoring/management platform, etc.)
  + No specific third-party contracts necessary to be aware of for the scope of this project.
* What percentage of your paid media budget currently is allocated for traditional media vs. digital media placement?
  + Majority of paid media placement is currently directed towards digital.
* What percentage of your overall budget is allocated toward media?
  + The total contract amount of this RFP is $5m
* Who are the target audiences for this initiative?
  + Are there any cities/markets you would like to focus on?
* Current target markets/geographies include:
  + ND, NE, IA, MN, WY, MT, CA, WA, TX, OR
* You mentioned a new look and feel for this campaign. What do you like/what’s working from your current branding efforts? What’s not working?
  + Freedom Works Here will most likely continue for the campaign as it has seen great success thus far.
* What are your timing expectations for the launch of the new workforce campaign?
  + Further detailed discussions would determine launch timeframe of the campaign to ensure the most effective results.
* Who would be the day-to-day contact for the duration of this contract?
  + Nate Welch or a member of his Marketing Team will be the day-to-day contact of this contract.
* Who is your current agency of record?
  + South Dakota Governor’s Office of Economic Development currently has contracts with Lawrence & Schiller, and Design Sensory.
* How often will travel be required?
  + Frequencies of travel will be determined as needed, but is explained in the RFP.