



BRPC

Berkshire Regional Planning Commission

Berkshire County Collaborative Campaign RFP for digital marketing services – Q&A posted 4/18 at 1pm

1. I have received the RFP for Berkshire Digital Marketing and see that ["SS-Statewide Solicitation"] is noted. Does this mean that only Massachusetts companies can apply?
We will accept bids from both in-state and out of state vendors.
2. What are your expectations on budget breakdown pertaining to how much of your expenditure goes towards the platform and how much goes towards the agency?
Each agency will have individual needs in terms of costs they need to cover. We do expect that the majority of the budget should be for direct marketing expenses. Proposed budget will be a factor in determining the most advantageous proposal.
3. Is there any preference for in-state vs. out-of-state vendors?
We do not have a preference in terms of where an applicant vendor/agency is located.
4. Can the work for this proposal, in its entirety, be done through digital mediums (i.e. Zoom Meetings)?
Yes, the entirety of this contract may be conducted virtually.
5. What campaign mediums have produced the best results for BRPC in the past?
BRPC has not conducted a similar campaign previously. We look to applicants to provide suggestions regarding campaign mediums based on experience.
6. Does the NTE \$125k include Media services expenditure? If the answer to the aforementioned is yes, can you please advise what percentile and/or amount of the proposal will include this service?

Yes, this is the entire maximum budget including services. As mentioned above, each agency will have individual needs in terms of costs they need to cover. We do expect that the majority of the budget should be for direct marketing expenses. Proposed budget will be a factor in determining the most advantageous proposal.

7. In reference to Pg. 1, Section "Services Required", Para. 2, it states, "Services shall include the preparation of a 3-month, digital retargeting campaign that also uses social media to drive traffic to a **specially designed landing page** on berkshires.org." Is this referencing a current landing page or does BRPC require the contractor to develop the landing page?

The landing page will be developed by 1Berkshire, for placement within www.berkshires.org, a site which they own and manage. The contractor will not need to contribute to design of the landing page.

8. This type of service classification can typically be accomplished 100% remotely. Can you please confirm that this is the case for BRPC? If the answer is no, can you provide an estimated amount of site visits so that we may correctly reflect this in our Travel pricing?

The entirety of this contract may be conducted remotely, there is no need to include site visit/travel expenses in your pricing.

9. Has a Geographic Preference been approved for MA businesses only, or is this open to all U.S.-based companies?

This RFP is open to all applicants, regardless of geographic location.

10. If applicable, who is the incumbent for relatable services provided, whether that be from a grant or local funding? If yes, what was the last contract amount?

BRPC has not conducted similar marketing work in the recent past, so there is no incumbent or contract amount history to provide.

11. Is there a page limit to submissions? If yes, do the appendices count toward page allotment?

There is no page limit set on responses.