



RFP #776-17P Digital Advertising Management

Addendum 001

November 30, 2017

1. What's your budget? Does include creative development and placement? **Media budget will be \$150,000 minimum. Management and creative development will be additional, determined by bid.**
2. Are you open to doing social media ads? **Yes**
3. Do you currently work with a digital advertising vendor? If so, how are they? Were the desired results achieved? **Not currently, but we have in previous years. Somewhat satisfied with results, but think we can attain better ROI.**
4. Who are your target audiences? **Ages 17-25, primarily in-state, concentrating on Front Range. We also include some out of state geo targets with specific interest and lifestyle targeting. Some paid search terms are national.**
5. Have you done any consumer marketing research? **We recently went through a rebrand which measured in-state perception and awareness, pre and post rebrand. Both improved significantly after rebrand.**
6. Will the candidate interview be in person in Glenwood Springs, CO on 12/18? **Not required. WebEx is acceptable.**
7. Are any of these resources available prior to selecting a partner? This will be helpful to understand whether we are a good fit.
 - Detailed reports from previous campaigns (display and paid search).
 - Access to CMC's Google analytics account.
 - Access to data from the college's CRM and an outline of processes.
 - Brand guidelines, including messaging.
 - Specific performance goals by program and location.

This information will be available post-award, and possibly to short listed vendors at the discretion of CMC.

8. Should any proposed budget and plan be for the 2018 calendar year? **We are in transition with Digital Ad management. The current RFP is for the remainder of our current fiscal year, which ends June 30. Most of the work under this RFP would occur Jan-April. It is possible that CMC will continue to outsource this work in the future, however that has not been determined and CMC cannot guarantee a further contract until and unless the funds are approved and appropriated.**
9. How many agencies were invited to participate in this RFP? **The RFP was posted to Rocky Mountain E-Purchasing – BidNet Direct and was available to any vendor registered with that system.**
10. What are your current/historical admission numbers? **See <http://coloradomtn.edu/departments/institutional-research/cmc-facts/>**
11. What are your current/historical enrollment numbers? **See <http://coloradomtn.edu/departments/institutional-research/cmc-facts/>**
12. What are your enrollment goals? Is the outlined 10% increase a year one goal? How did you arrive at that metric? **This is a Year One goal. The 10% increase is an average for all locations, programs and geos that we feel would be attainable and growth that our staff could successfully accommodate in one year. Goals vary by campus and program. One of our campuses could service a 50% increase, but probably not in one year. Specific programs that we would advertise need 5-30% growth. The most attainable combination of individual goals to equal the average 10% increase would be agreed upon between college and selected partner.**
13. How are you currently nurturing leads? **This is part of our CRM implementation that is just coming online for fall 2018 leads and applicants. We are employing targeted email tracks, as well as in-person follow-up based on status.**
14. Who are you working with now on digital, social and search efforts, if any one? Is this an internal project or are you working with a consultant? **Digital was previously outsourced to Quantcast, with management and creative development done internally. Social and search have previously been done in-house.**
15. Who is managing the flow of lead generation/nurturing? **The staff person who previously managed digital advertising has been put in charge of this, and has moved under the admissions department.**
16. What CRM system are you using? If none, is there a plan to implement on? **Microsoft Dynamics.**

17. Are there certain schools or programs within CMC that need more attention than others? **Yes. A prioritized list will be provided upon award of contract.**
18. Is there any research available that we could see regarding the enrollment lifecycle? **We are working with a contractor to define this. As an open access community-serving college, our overall student lifecycle varies greatly. This project, however, will concentrate primarily on traditional-age students, most of whom will choose a residential campus. Their lifecycle follows a traditional path, though our students tend to make their college decision in the spring before fall semester.**
19. Do you have a current recruitment and yield marking plan that you can share? **This is in process.**
20. How does this recruitment digital advertising efforts align with the overall brand/awareness campaign? **We are hoping to leverage a significant investment last spring to improve perception and raise awareness. Post-campaign research showed some significant gains in these areas, so we hope that an enrollment-focused campaign would take advantage of that.**
21. What has the total traditional and digital marketing budget been in past years? **In 2016-17 \$240,000 (extra budget to accommodate the awareness and perception campaign following rebrand). Prior to that, about \$170,000 annually.**
22. A 10% increase in leads and applicants year over year is expected, how many leads/applicants were obtained in 2017? **In the past 365 days, we've had 7,700 degree seeking applicants and about 7,700 inquiries (leads) as well. We believe that our tuition, the lowest in the state, will make this CPL/CPA attainable within the given budget.**
23. Does bidder need to include creative costs or will creative be provided by CMC? **Bidder should provide creative costs separate from ad management. Creative development is not a requirement for bidding on ad management. Creative can be produced by a third party, either as part of the ad management bid or on a separate contract with the College, independent of the ad management agreement.**
24. What are CMC's largest student populations for each campus? Where are students coming from for the Distance Learning program? **For three residential campuses, most are 18-24 years old, come from Front Range/in-state, followed by out of state. Because of some internal data conversion issues, our zip of origin and out of state geo data is not completely accurate. But CMC can provide top feeder states and major metros. Distance Learning will not be a significant focus of this campaign.**

25. What digital methods are being used by CMC currently? What has been successful? **Paid search. Social media advertising. Standard banner advertising seems to provide modest results for our demo.**
26. When was research on CMC's brand and messaging last conducted? What type of research was done (focus groups/surveys)? **Within the past two years. This was a combination of focus groups and quantitative research conducted by an outside agency and research firm.**
27. What type of digital creative resources are currently available? (i.e. program videos, student interviews, etc). **CMC has some video interviews, lots of b-roll, and some longer promotional videos. All of this would be available for ad creation. We have a :30 spot that was created for X Games ads two years ago: <https://youtu.be/OOuCqfUwpmU>**
28. Does this budget cover both media costs and agency fees or just media costs? **The stated budget is the minimum available and is only for media costs. This RFP is to determine agency/management fees in addition to the media buy.**
29. Please explain how the separate creative proposal will need to be submitted. Will it need to be in a separate package or file? **This is up to the submitter. It can be an addendum to the ad management bid, or can be a separate document. But it should be organized so the two parts can be easily filed and viewed together.**
30. What is the expected start date after award has been made? **We anticipate a January 5 project kick-off pending successful negotiation of a contract.**
31. Does the reference to year-over-year targets for leads and applicants suggest CMC is looking for a bid for a multi-year program, and the 10% target is intended to apply to years 2 and 3, i.e., within a three-year vendor relationship CMC expects leads and applications would increase by 10% in year 2 of the relationship and again by 10% above the year 2 performance in the third year of the contract? **This is a one year target. CMC has engaged a third party to help determine attainable and sustainable growth goals. Enrollment goals beyond fall 2018 will be set through this process.**
32. On page 3 of the RFP under "Reporting" the third bullet reads: "ROI reporting, including tracking leads to completion (attending students), leveraging tools and data available from the college's Microsoft Dynamics-based CRM." QUESTION: Does this mean that CMC is envisioning the vendor partner logging into your Microsoft Dynamics CRM to do the data mining necessary to evaluate ROI through to enrollment? If yes, could you please elaborate on the expectation here? If no, could you please elaborate on what this section means **CMC would seek the selected partner's expertise to develop ways to effectively track leads from digital advertising into the CRM. CMC will provide reporting to the vendor that tracks these acquisitions and conversions. At this time log in access to the vendor does not look like it will be available.**

33. On page 3 of the RFP under “Creative” the paragraph reads: “CMC requires the services of an external partner to provide creative assets for the above campaign, based on CMC’s established brand guidelines. This is not a requirement of this digital marketing RFP, and should be submitted as a separate proposal, if at all.” Because our services include full creative development and hosting of standalone campaign landing pages that are hosted in our marketing automation solution, we would handle all of this in a turnkey fashion. QUESTION: Is this approach for landing page management acceptable to CMC and does CMC require the RFP fee structures to be broken apart into two sections (i.e., advertising management and creative development), or will one fee for both bundled services suffice? **Creative production is not a required to be included in this RFP. For those who do include this, we would like to have the costs for ad management and creative development broken into two totals, with enough itemization that we can see what each includes.**
34. Is CMC able to provide an estimate of the preferred budget balance of brand campaign advertising versus academic program campaign advertising? **Not at this time. Because of greatly varying costs, especially for paid search terms, we would work with the selected partner to set budgets and targets, using CMC historical data as a reference.**
35. Can you confirm that the 10% increase in the leads and applicants goal is a combined goal across all academic/program focus areas, and not a 10% increase in each academic/program focus area? **It is a combined goal. See #12.**
36. If the term is for more than one year, does CMC require a multi-year budget? **At this time CMC is not asking for this commitment from a contractor.**
37. Can CMC share from where it currently gets applicants? (i.e., Are most applicants from Colorado?) For three residential campuses, most come from Front Range/in-state, followed by out of state. **Because of some data conversion issues, our zip of origin and out of state geo data is not completely accurate. But CMC can provide top feeder states and major metros. See #48.**
38. Are there any states/regions outside of Colorado that CMC has had success in targeting? **Yes. We would share these and would concentrate on the top 6-8, mostly in paid search, unless advised otherwise. See #48.**
39. Are there any existing creative assets from which to work (e.g., display ads)? **Some ads, but they are focused primarily on brand awareness and perception. We have an extensive photo library and video b-roll.**
40. Does CMC have audience / student research that it can share with the selected vendor once the contract is awarded? **Yes.**

41. Do you want a flat rate or will hourly rates work? **Either is acceptable, but hourly rates would have to be stated with a maximum "not to exceed" amount.**
42. Can you give some detail on past campaigns and target markets? **Most recently, our awareness and perception campaign targeted in-state 17-24 year olds and parents. This was deployed on multiple channels across Colorado, concentrating on the Denver Metro area, with some inventory for other parts of CO. At the same time, we continued advertising for specific programs through separate banner ads and paid search in state, with some focused on traditional feeder states.**
43. Can companies from outside the USA can apply for this? (like,from India or Canada) **Yes.**
44. If from out of the country, do we need to come to Colorado for meetings? **No, not required.**
45. Can the tasks (related to RFP) outside USA? (like, from India or Canada). **Yes.**
46. Can we submit the proposals via email? **No, all submittals must be online through Rocky Mountain E-Purchasing System – BidNet Direct.**
47. Does the 10% increase translate to a target lead/applicant number? **The vendor would be responsible for an overall 10% increases in leads and applicants. We would be satisfied with 10% increases each in leads and applicants—roughly 770 of each for approximately a cost of \$100 CPL/CPA, based on inquiries and applications in the past 12 months. We believe this is doable given our low tuition rates.**
48. Has CMC already identified specific out-of-state markets that can be shared prior to vendor selection? (competition evaluation) **Our markets roughly follow the Colorado Tourism major markets: Twin Cities, Chicago, Dallas. Also Northeast, PA, CA. Our data has not been clean for specific zips, but this is being corrected.**
49. Surrounding leads and applicants, where does the vendor's accountability end? (i.e. once a lead is delivered or application submitted) **The vendor would be responsible for increases in leads and applicants.**
50. If vendor is responsible for applicants, will communication with admissions department be granted for lead follow up purposes? **If the vendor needs to communicate with the admissions department to coordinate communications to students for the purpose of increasing applicants, yes, staff will be fully available. But if the vendor is asking to set up their own communication/conversion track, that wouldn't work within our present system.**
51. If a respondent is qualified to also provide creative services, are there guidelines available for the separate proposal CMC is requesting? **The media decisions would come from**

selected vendor/CMC meetings and vendor recommendations for media mix. CMC has photo and video assets that could be used in production, but is not expecting to create media with high production costs, such as a brand image video.