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REQUEST FOR PROPOSALS #2017-22
TOURISM MARKETING AGENCY OF RECORD
RESPONSE TO CLARIFYING QUESTIONS
May 15, 2017

Note that these are questions submitted by interested firms to the above referenced solicitation. The below answers are for clarification purposes only and in no way alter or amend the RFP as published.

1. Would it be possible to get a more detailed target audience percentage breakdown? For example, what is the percentage of leisure and business?

Answer: 90% leisure / 10% weddings and group reunion/retreats gatherings

2. From the current/historic marketing campaigns are there any channels or tactics that are performing particularly well (Print, OOH, Social, Digital, Affiliates like Trip Advisor or Wedding and Bridal brands)?

Answer: A mix of OOH, paid social with Facebook and Instagram, digital, and print

3. What CMS/key coding languages/frameworks does your website use?

Answer: CMS is currently homegrown with integrated Wordpress; mixture of php, JavaScript and html3. We have an internal webmaster and separate website development firm contract who maintain the website on our behalf.

4. For help with the website would you envision the agency providing static designs/prototypes to the partner development team? Or would you prefer front-end templates that the partners could integrate? We are happy either way.

Answer: Only services related to marketing campaign content, you would provide layouts in Photoshop files. Overall website design is not currently part of the marketing agency responsibility, as we are underway with a website refresh/redesign and working with a separate agency to provide new design.

5. What is the size of your subscriber list?

Answer: 6,000 consumer email subscribers. We manage our newsletter in house.

6. Who provides the copywriting services across the website, trip advisor, news, social, print?

Answer: We have internal staff through our social medial and content specialist positions to provide copywriting for website, newsletter and all social channels.

7. Could the new agency help and provide copy or direction?

Answer: The agency will work through an integrated strategy with the entire marketing team to ensure brand messaging is consistent and efficient across all channels. The agency can help influence and give direction through an integrated strategy, but staff provides the copy.

End of Clarifying Questions