



SPARTANBURG COMMUNITY COLLEGE

Request for Proposal Amendment - #1

Solicitation Number	SCC - 415
Date Issued	07/02/2018
Procurement Officer	Tami Steed
Phone	(864) 592-4671
E-Mail Address	steedt@sccsc.edu

DESCRIPTION: **DIGITAL MARKETING SERVICES**

USING GOVERNMENTAL UNIT: **SPARTANBURG COMMUNITY COLLEGE**

The Term "Offer" Means Your "Bid" or "Proposal".

SUBMIT OFFER BY (Opening Date/Time): **07/10/2018 10:00 a.m.** See "Deadline For Submission of Offer" provision

NUMBER OF COPIES TO BE SUBMITTED: **One (1) Original Copy, (5) Identical Copies (marked "copy") and (1) Redacted Copy (marked "redacted").**

Offers must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior.

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

Spartanburg Community College
Attn: Tami Steed
REFERENCE BID #SCC-415
P.O. Box 4386
Spartanburg, SC 29305

PHYSICAL ADDRESS:

Spartanburg Community College
Purchasing Office Ledbetter Bldg Room 238
REFERENCE BID #SCC-415
107 Community College Drive
Spartanburg, SC 29303

See "Submitting Your Offer" provision

CONFERENCE TYPE: DATE & TIME: As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions	LOCATION:
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AWARD & AMENDMENTS	Award will be posted at the Physical Address stated above on 07/26/2018 . The award, this solicitation, and any amendments will be posted at the following web address: http://www.sccsc.edu/Vendors
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You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date.

NAME OF OFFEROR <small>(Full legal name of business submitting the offer)</small>	OFFEROR'S TYPE OF ENTITY: <small>(Check one)</small> <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation (tax-exempt) <input type="checkbox"/> Corporate entity (not tax-exempt) <input type="checkbox"/> Government entity (federal, state, or local) <input type="checkbox"/> Other _____ <small>(See "Signing Your Offer" provision.)</small>
AUTHORIZED SIGNATURE <small>(Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above.)</small>	
TITLE <small>(Business title of person signing above)</small>	
PRINTED NAME <small>(Printed name of person signing above)</small>	
DATE SIGNED	

Instructions regarding Offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the offeror above. An offer may be submitted by only one legal entity. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, *i.e.*, a separate corporation, partnership, sole proprietorship, etc.

STATE OF INCORPORATION <small>(If offeror is a corporation, identify the state of Incorporation.)</small>
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TAXPAYER IDENTIFICATION NO. <small>(See "Taxpayer Identification Number" provision)</small>
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PAGE TWO

(Return Page Two with Your Offer)

HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)	NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)
	_____ Area Code - Number - Extension Facsimile _____ E- mail Address

PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)	ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)
_____ Payment Address same as Home Office Address _____ Payment Address same as Notice Address (check only one)	_____ Order Address same as Home Office Address _____ Order Address same as Notice Address (check only one)

ACKNOWLEDGMENT OF AMENDMENTS
 Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

Amendment No.	Amendment Issue Date						

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	_____ Calendar Days (%)
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PREFERENCES - A NOTICE TO VENDORS (SEP. 2009): On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at www.procurement.sc.gov/preferences.

*****PREFERENCES DO NOT APPLY TO THIS SOLICITATION*****

PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)).

*****PREFERENCES DO NOT APPLY TO THIS SOLICITATION*****

Amendment #1
Invitation for Bid # SCC-415

AMENDMENTS TO SOLICITATION (JANUARY 2006) (a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments: <http://www.sccsc.edu/Vendors> . (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged.

ACKNOWLEDGE RECEIPT OF THIS AMENDMENT

Listed below are the responses to the questions received by the designated date:

1. If video advertising were a part of the proposal, would you also need us to provide video production or do you do that in house? **Video production is not a required service in the RFP**
2. What is your target geographical area? **Spartanburg, Cherokee & Union counties in SC**
3. What is your specific target audience **Prospective students and their influencers**
4. Will there be particular majors/programs that will be a focus during the course of the campaign? **Advertising content & targeting will be determined by SCC in advance of launching a campaign, based on needs of the college**
5. Is there a veteran focus? **Advertising content & targeting will be determined by SCC in advance of launching a campaign, based on needs of the college**
6. Is the Budget/Cost Proposal based on the custom recommendation we create for the school? If not, what should the cost proposal be based on? [pg. 11-12] **SCC would like to see a vendor's proposed solution and potential impact and cost before sharing the budget.**
7. What are the goals of the university as it relates to digital marketing? What is considered a "success"? **Awareness and top of funnel engagement. Application count is one typical measure of success.**
8. Are there specific groups the school is looking to target with these digital marketing efforts? Are there programs the school is looking to boost enrollment in? **Prospective students and their influencers. Advertising content & targeting will be determined by SCC in advance of launching a campaign, based on needs of the college**
9. Where do most students come from prior to attending Spartanburg CC? **People who live, work, or recently graduated high school in Spartanburg, Cherokee or Union counties.**

10. What digital marketing channels & strategies has Spartanburg CC used in the past? **SCC's marketing mix is not being provided to vendors as part of the RFP. The college evaluates all tactics mentioned against campaign objectives and audience.**
11. Are questions and answers from other offerors posted anywhere, if so where? Or are answers just being emailed back? **Procurement will email everyone who submitted questions, as well as post it online**
12. In looking at the Scope of work (Specializes in digital marketing strategies, tools and tactics including, but not limited to, digital advertising, video advertising and SEM/SEO.) Is there a ranking in importance for the college in terms of which tactics are most desired? **SCC has a view based on historical performance but wants to see a vendor's proposed solution of what tactics will be most effective.**
13. Other than Google Analytics, are there other tools that SCC utilizes for measuring digital campaign success? **SCC also uses internal metrics, which will be shared with the selected vendor.**
14. What is the average number of full-time students that enroll with the College each year? **SCC is not providing this information as part of the RFP.**
15. How many full-time students are they hoping to gain from this campaign? **SCC is not providing this information as part of the RFP. All tactics pursued are aimed at building awareness and driving enrollment.**
16. On average, how many users currently visit the website monthly? **SCC is not providing this information as part of the RFP.**
17. Is there an existing SEM account? If so will the vendor be given access? **No. The selected vendor will be expected to execute & report on SEM. SCC has a list of keywords that can be shared with the selected vendor.**
18. What is the lifetime value of a full-time student? **SCC is not providing this information as part of the RFP.**
19. Are any video assets available for advertising use? **Yes**
20. What is the average number of adult/continuing education students? **This is out of scope of the RFP.**
21. Do you anticipate this campaign to be seasonal or constant? **SCC typically has campaigns running all the time.**
22. How would the college like to measure this campaign, calls, form fills, online registration, traffic to site, overall enrollment?

SCC would like to hear from vendors what KPIs they think are most relevant to track for campaigns.

23. Who does SCC consider to be their biggest competitor?
SCC is not providing this information as part of the RFP.
24. What digital solutions has the college used over the last two years?
SCC's marketing mix is not being provided to vendors as part of the RFP. The college evaluates all tactics mentioned against campaign objectives and audience.
25. Does SCC offer any programs that are not available at other colleges in the area? If so, what are they?
Program information is available on SCC's website, as well as that of other colleges in the area.
26. Is there a maximum digital marketing budget established?
SCC would like to see a vendor's proposed solution and potential impact and cost before sharing the budget.
27. Will SCC apply agency commissions to proposals or accept net proposals? Respondents should detail any commissions or fees in their cost proposal.
28. What format do you prefer for the proposal?
 - Powerpoint
 - Microsoft Word
 - Adobe PDF PDF is fine
 - If other, then explain.
29. What apps do you have for prospective students to access? SCC has a mobile app, targeted at current students.
30. Are there multiple apps for different topics and programs? And are they user friendly?
SCC has 1 mobile app, targeted at current students. We believe it to be user friendly.
31. Do you require printed copies or will digital copies suffice? Printed
32. Who are Spartanburg Community College's top 3-5 competitors? SCC is not providing this information as part of the RFP
33. Are you looking for pricing to include all potential services to be provided? For instance, should we include pricing for strategy creation and creative development? Can you please detail exactly what should be included in the "Budget/Cost Proposal"? Respondents should detail any costs and fees associated with the project should they be awarded the work.
34. Would you like us to respond to the questions listed in bullet #5 on page 13 within "IV. Information for Offerors To Submit" in a Q&A format or can we respond with a narrative approach? The respondent can decide how best to articulate this information in their proposal.

35. Do you have an expectation for the number of case studies and sample reports to be provided? Will 2-3 of each suffice? **There is no exact number required. The respondent can decide how best to articulate this information in their proposal.**
36. In section "II. Instructions To Offerors – B. Special Instructions", bullet (c), the instructions state "the contents of your offer must be divided into two parts, technical proposal and business proposal. Each part should be bound into a single volume.", however the section "IV. Information For Offerors To Submit" does not outline that submissions should be provided in two parts. Which section of the RFP should we refer to when assembling our bid? **We need pricing separate from the RFP.**
37. Do you have an existing, external vendor currently for digital marketing? **Yes.**
38. Are all creative assets the sole responsibility of the vendor to develop? **No. SCC has a creative manager on staff who will provide samples and approve all creative.**
39. Are all landing pages to be hosted by Spartanburg CC? **Yes.**
40. If the vendor has the ability to host landing pages, should all forms integrate directly to the Spartanburg CC CRM? If so, what is your current CRM? **Not applicable based on response above.**
41. What is the current size of your inquiry list? **SCC is not providing this information as part of the RFP.**
42. What is the average size of your inquiry pool each year? Will the vendor be able to use that list as a resource? **No. CRM is out of scope of this RFP.**
43. In section "IV. Information For Offeror's To Submit" the RFP states that the offeror should "submit a summary of all insurance policies you have or plan to acquire to comply with the insurance requirements stated herein...", but the outline of information to be submitted does not include where the insurance summary should be included. Do you need us to include that information, along with completed forms, at the end of the proposal? **Yes, you can include that information at the end of the proposal.**
44. Have you established a desired budget range for this project? **SCC would like to see a vendor's proposed solution and potential impact and cost before sharing the budget.**
45. What are your enrollment goals for 2018/2019 **SCC is not providing this information as part of the RFP.**
46. As related to analytics integration, what CRM platform do you currently use? **CRM integration is out of scope for this RFP.**
47. Are there campaigns by major or are the campaigns institutional based? **Campaigns can be either.**

48. What digital tactics have proven to be the most successful in the past year to achieve marketing objectives? **SCC's marketing mix is not being provided to vendors as part of the RFP. The college evaluates all tactics mentioned against campaign objectives and audience.**
49. What is driving majority of your leads per month? **SCC is not providing this information as part of the RFP.**
50. Are you using video in your digital/social advertising? **Yes.**
51. How many Open Houses are held each quarter? **1 per year.**
52. What is your average CPM for display? **SCC is not providing this information as part of the RFP.**
53. Do you run separate campaigns for the Spartanburg and Cherokee campus locations? **Not typically. We also have a campus located in Union.**
54. How will success be measured? **SCC would like to hear from vendors what KPIs they think are most relevant to track for campaigns. Application count is one typical measure of success.**
55. What is your student demographic target? **People who live, work, or recently graduated high school in Spartanburg, Cherokee or Union counties. Additional criteria will be provided to the selected vendor.**
56. How large is the first year student enrollment and total enrollment? **SCC is not providing this information as part of the RFP.**
57. Is there existing consumer research available for review if we are to be awarded the contract? **Yes. The college expects the agency selected to provide actionable insights into the target audience as well.**
58. Are there existing video assets that can be utilized? **Yes.**
59. Who is the existing agency partner? **SCC is not providing this information as part of the RFP.**