Oakton College

Community College District 535
Procurement Department, Suite 1240
1600 E. Golf Rd., Des Plaines, IL 60016
847-635-2607

Request for Proposal # 1
Addendum #2
Issue Date: October 4, 2023

Proposals will be received in the Procurement Department at the above address until
11:00 AM on Thursday, November 2nd, 2023
Proposals will be publicly opened at this time. Late proposals will not be accepted.
_____
Digital and Traditional Marketing Services
The College is accepting proposals for services related to traditional and digital marketing.
The College reserves the right to award this proposal to one company or two different companies.

After a thorough review and evaluation of the submitted responses, the College may select companies for in-person or remote interviews and presentations.

The College will then determine which vendor(s) best meets our needs and is in the best overall interests of the College.

All questions pertaining to this proposal should be submitted in writing to the e-mail address listed below by 11:00 am on Wednesday, October 18th, 2023. Questions will be addressed through an addendum. Trinh Than, Purchasing Manager at tthan@oakton.edu
_____
Oakton College District No. 535 is exempt from Federal, State and Municipal Taxes
I have examined the specifications and instructions included herein and agree, provided I am awarded a contract within 60 days of bid due date, to provide the specified items from the sum shown in accordance with the terms stated herein. All deviations from specifications and terms are in writing and attached hereto. I offer the following discount terms _____.

Company Name _____ Date _____

Address_____City/State/Zip_____

Name _____ Title_____

Phone #_____Fax #_____

Signature _____ E-mail_____

This addendum is to address all the questions received from vendors.

1. Whether companies from Outside USA can apply for this?
   (like,from India or Canada)
Answer: Yes, companies out of the USA may submit a proposal.

2. Whether we need to come over there for meetings?
Answer: Meetings can be virtual

3. Can we perform the tasks (related to RFP) outside USA?
   (like, from India or Canada)
Answer: The vendor needs to meet the requirements outlined in the bid.

4. Can we submit the proposals via email?
Answer: No, please refer to page 4, number 12 of the RFP.

5. Page 11 mentions Amazon Advertising – can you provide more information about how Amazon Ads are relevant to your enrollment campaigns? What are you currently advertising on Amazon?
Answer: We are open to new ideas; we are currently not running ads on Amazon.

6. Page 11 mentions Google Tag Manager and Google Analytics. Are you currently leveraging the free GA product or GA 360? Do you have GA4 setup with reliable and accurate data? What Analytics support are you seeking as part of this RFP?
Answer: We are using the free GA product. Yes we have GA4 set up with reliable data. We are looking for a vendor to track application submissions, conversations from digital ads, and recommendations for optimization.

7. Page 11 mentions DoubleClick. Are you running ads via Google Search, Display and Video 360 currently?
Answer: Yes.

8. These two documents: a101_standard_form_of_agreement.pdf and a201_general_conditions_for_construction.pdf, appear to be building Construction related – are they supposed to be included with the RFP? If so, can you please provide additional information?
Answer: These documents are not included in this RFP. The referenced documents are for construction bids only and are posted on the top of the Procurement Page for contractors to reference, but it is not associated with this RFP.

9. Please advise whether this proposal response can be submitted electronically or whether it is a printed response only?
Answer: A printed submission is required since it is a seal proposal. However, you can include an electronic copy in a flash drive as well.

10. Do the expected budget expenditures (+/- $220,00 digital and +/- $190,000 traditional) include the agency management fees?
Answer: This information is located in the bid.

11. If you have run campaigns in the past, can you provide a rough breakdown of how the digital marketing budget (including management fees) was spent per platform during past years?
   - Display Advertising
   - Social Media Paid Ads
   - Remarketing
   - Other

Answer: We are looking for recommendations from potential vendors to manage and optimize the budget based on data and performance.

12. What networks are you running paid advertising on? (Google Ads, Bing Ads, remarketing ads)
Answer: Google, paid social, streaming audio, OTT, display ads and retargeting.

13. How many campaigns did you run during the last 12 months?
Answer: We run multi-channel campaigns throughout the year; depending on the strategy, some can run throughout the year, and some are audience-specific and enrollment-related.

14. Are you currently running paid social campaigns? On what networks? (Instagram, Facebook, etc.?)
Answer: Yes.

15. Regarding social media: Are there any expectations for the chosen vendor to manage organic social media account? Or are you just looking for management of paid social ads?
Answer: Just management of paid social media.

16. Is there an incumbent agency that currently manages your digital marketing? If so, can you share who it is?
Answer: Yes.

17. Do you currently use a different agency for your traditional marketing efforts? If so, who?
Answer: Yes.

18. Is there a preference to select a single agency to manage both the digital and traditional marketing?
Answer: We are looking for the best agency or agencies.

19. Is the reason for the RFP because the contract with your current digital marketing agency is expiring?
Answer: Yes

20. Will preference be given to local agencies?
Answer: Vendors need to meet the RFP requirements identified in the bid.

21. What marketing technologies/platforms do you currently have in place? (i.e. analytics, CRM, marketing automation)?
Answer: We utilize Google Analytics, and Siteimporve for the web; Sprout Social for our organic social media and the college uses Salesforce for our CRM.

22. Please clarify and expand on the requirements for integration with Oakton's CRM system, Target X (salesforce).
Answer: We are looking for a vendor to work with the college to ensure leads that are generated are fed into the college's CRM.

23. Measurement is important to success. Who currently manages your Google Analytics account? When was the last time it was audited and enhanced?
Answer: The college manages our Google Analytics account and was recently enhanced.

24. What version of Google Analytics are you using? Do you have Google Analytics 4 set up?
Answer: Yes GA4.

25. Data accuracy is imperative. Will the chosen vendor be allowed to make adjustments to Google Analytics in order to support benchmarking and results measurement?

Answer: In collaboration with the Oakton team.

26. Do you have a preferred dashboard reporting product? We solely use Data Studio/Looker Studio - Will this be an acceptable platform?
Answer: We are open; the college is looking for live access to campaign performances.

27. How often do you want to meet to review campaigns, etc (monthly, bi-monthly, other)?
Answer: At least monthly, but we are open to a schedule that works.

28. What are some of your largest challenges/concerns with your current Digital Marketing campaigns?
Answer: Reaching diverse student populations.

29. How do you plan to measure a successful campaign (or will you rely on the chosen vendor to help define this)?
Answer: In addition to applications, enrollment, leads generated, or attending an event, we

are looking for collaboration with the vendor to help determine additional measures of

success.

30. What are your overall indicators or KPIs that you will use to evaluate the success of the campaigns?
Answer: See response in 30.

31. Is there a target percentage for increased traffic? What are the current website traffic numbers?
Answer: As we recently underwent a website redesign, we know the current website traffic,

pre and post-launch. In collaboration with our partnership, we are looking for

recommendations.

32. Outside of campaign data, do you have access to intranet, website, and enrollment metrics?
Answer: We have access to the web and enrollment metrics.

33. How far down the recruitment funnel can you currently track? Have applications been attributed to specific digital marketing efforts?
Answer: Yes but we need to continue to grow in this area.

34. What are the enrollment targets for next year's cycle?
Answer: This is identified in the bid.

35. What are the current conversion rates from inquiry to application?
Answer: The college does not have this information and needs to grow in this area.

36. Will you be supplying the actual creative (design and layout) as well as copywriting for all digital/social ads? Or will the vendor be expected to supply these services?
Answer: We will provide the creative. There may be times we need creative support and

looking for pricing if needed.

37. Search engine optimization can impact paid performance. Who manages the site's search engine optimization? Are SEO updates connecting to paid performance possible? Do you have a current SEO strategy?
Answer: The college manages the current SEO strategy.

38. How much control do you have over the content of the site and technical files?
Answer: The web team reports to the marketing team.

39. Making updates to site content, especially program content, is important to the success of Digital Campaigns. Who are the stakeholders who currently manage this content and how is the update process structured? Do you have a content governance strategy in place? Are there dedicated content owners? How long does it take to approve and publish changes?
Answer: The college has a web governance process led by the marketing team; we can

publish changes immediately.

40. Are site content and call to action updates possible to optimize conversions?
Answer: Yes as deemed appropriate.

41. Has keyword research been completed?
Answer: Yes.

42. Have student personas already been created? If so, can you share them in order to prepare a more complete strategy for RFP response?
Answer: No.

43. Can you describe the team the chosen vendor will be reporting to? Role and department?
Answer: The marketing team consists of: content marketing, web and digital strategy, and design and creative services. The vendor will report to the director of marketing and key members of the marketing team.

44. What have been the biggest barriers to achieving your goals as it relates to marketing?
Answer: Our student body is incredibly diverse, noisy marketplace, competition and the public questioning the value of education.

45. What does a "successful" agency partnership look like to you?

Answer: A collaborative partner, thought partner; responsive, actively looking out for Oakton, ensures accuracy and accountability to our campaigns and reporting, forward-thinking, passionate about higher education and community colleges and delivery results.

46. Does Oakton College have an internal social media team who manages organic content?
Answer: Yes.

47. We see that there is a 15-page maximum to our RFP response. Can you please clarify if this must include the pricing pages and pages 16-19 from the RFP that we have to fill out/sign?
Answer: This information is on the bid on page 12: 15 pages total.

48. We believe dynamic creative is an important component of the digital ad campaigns run, how will the college expect to provide creative recommendations as a part of these campaigns?
Answer: We expect to be collaborative partners.

49. Who will be on the college team and be the prime college lead with the chosen vendor?
Answer: See response in 43.

50. Can you confirm that the media budgets provided do not include professional agency fees and that those fees will be in addition to the media budgets? agency fees?
Answer: This is identified in the bid on page 13.

51. Will the prior media spend and performance reports be made available to the successful agency partner?
Answer: No.

52. Is there an expectation for SEO work (e.g., content strategy, keyword optimizations, etc.) under this SOW? Please describe.
Answer: No.

53. Is there any expectation for organic social media support to optimize algorithm performance under this SOW?
Answer: No.

54. You have requested hourly rates for services. Are you only accepting bids on an hourly basis, or will you accept fixed price bids for a defined SOW with hourly rates submitted for variable work outside the SOW?
Answer: This information is located in the bid.

55. Can you clarify what you are looking for on the pricing page relative to your request to "provide an overview of your digital marketing opportunities?" and related questions. Are you seeking strategy ideas in the proposal response?
Answer: We are looking for vendor recommendations as they relate to our goals listed on the bid.

56. Related to the pricing sheet, the written narrative instructions request that we "show the commission formulas and *the model for various channels and niches"*. Can you clarify what you looking for proposers to provide relative to the model?

Answer: Full cost.