

Town of Branford
Digital Marketing Services for
Branford Economic Development Commission

Addendum #1

Date: May 10, 2024

Submission Date: May 30th, 2024 11:30 am (unchanged)

The following questions were received about the bid, with answers following:

Question: For the itemized cost estimate, are you looking for hourly rates or a fixed-cost bid? If it's fixed-cost bid, should it be for an annual period (12 months) or otherwise (i.e., what is the expected contract term)?

Response: It is our desire to have a fixed-cost bid for an annual period (July 1, 2024 thru June 30, 2025).

Question: The form on Page 4 requests pricing for SEO and social media services. What is the time period for these services? Monthly or annually? I didn't see any term in the document.

Would it be possible for us to provide a more detailed quote for "X number of hours/week for ongoing work" as opposed to quoting one bulk number without specs on what that actually includes?

Response: The time period is for one year. FY2024-2025 beginning July 1st of 2024 and ending June 30th of 2025.

Question:

1. Is there a budget designated for this campaign?
2. Would you like the firm/agency to price out based on a 6 month or 12 month engagement?

Response:

We have an estimated amount in our budget, but would be adjusted based on what the different proposals suggest the costs to be.

It is our intention to enter into a 12 month agreement for our fiscal year beginning July 1, 2024 and ending on June 30, 2025.

End of Addendum No. 1