

Town of Branford
Digital Marketing Services for
Branford Economic Development Commission

Addendum #2

Date: May 17, 2024

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

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

Question: Is there a budget designated for this campaign?

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

Question: 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.

Question: Is there a specific timeframe for the contract? When it comes to pricing, I'd like to be able to provide a flat rate for each deliverable if possible. If not, is a monthly pricing structure acceptable?

Response: The timeframe would coincide with our fiscal year budget: July 1, 2024 – June 30, 2025

Yes, a flat rate for each deliverable is absolutely acceptable, and/or a monthly pricing schedule would be accepted as well.

Question: In regard to the SEO, just wanted to clarify that this is for the Discover Branford website? I checked out the BEDC page on the Town of Branford website and it doesn't look like there is any content up / available.

Response: Yes, this is for the DiscoverBranford.com website and our social media desires.

Question: The budget range listed on the RFP is \$50k to \$100K. Is that budget range correct?

Response: No, that amount is not listed.

Question: Is the budget for a 12 month contract?

Response: Yes, we are anticipating a 12 month contract

Question: Would the contract be renewed after 12 months? Or would another RFP process occur?

Response: This process was for an anticipated contract during the upcoming fiscal year. Additional work or contract(s) would be determined in the following year's budget.

Question: Are there any specific business categories Branford wants to attract?

Response: We would hope that the marketing team would determine the most compatible businesses as they work through their campaign.

Question: Do you want 2 copies of the proposal besides the "Bid Proposal Sheet"?

Response: Yes, we would like to have two copies of the proposal submitted.

Question: Do you have a budget identified for the scope of work in the RFP?

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

Question: Are multiple vendors expected to be awarded the RFP or is this a singular award?

Response: It was our initial assumption that one vendor would be awarded the RFP.

Question: Is any work required to be onsite or is this expected to be a remote project?

Response: Would assume it could be done remotely. However, may be advantageous to have information and/or photos that one acquires locally.

Question: Would current marketing efforts be enveloped into the scope of this project?

Response: Most of the current marketing efforts could be enveloped into this project.

Question: Are there current measures for success/performance metrics for the project that can be shared?

- i.e – amount of businesses that relocate, engagement % on social, levels of "optimization", etc?

Response: At this time, we are not utilizing data that measures success/performance metrics.

Question: Are sub-contractors/partners allowed for response to the RFP?

Response: If you are utilizing sub-contractors/partners, they are welcome to be part of the response.

Question: Are the SEO/Facebook/LinkedIn aspects of the RFP the only things being considered at this point? Is a respondent allowed to include additional services around digital marketing or will those not be considered?

Response: The SEO/Facebook/LinkedIn aspects were thoughts that the Economic Development Commission suggested. Respondents are welcome to include additional/preferred suggestions for consideration.

Question: To ensure that we comply with all submission guidelines, we would like to inquire whether electronic submissions are permitted for this RFP. The RFP document mentions sealed proposals being delivered to the Finance Department, but we wanted to confirm if there is an option for electronic submission.

Response: We are only accepting sealed proposals.

End of Addendum No. 2