

Town of Branford
Digital Marketing Services for
Branford Economic Development Commission

Addendum #3

Date: May 24, 2024

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

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

Question: Along with the paper proposal, is it acceptable to send a USB drive?

Response: We are requesting two copies of the proposal be submitted. Sending a USB drive (in addition to the two copies) is certainly welcome as well.

Question: Is there a strong preference for a Branford resident?

Response: While we understand that a Branford resident may have personal knowledge of the Town and its advantages, that is not a requirement for us to accept one's proposal.

Question: Can you explain this portion of the RFP to me? *Engage with the LinkedIn community through comments, shares, and connections to expand reach and visibility.* Can you explain this a bit more?

Response: LinkedIn was noted as one of the means of communicating through social media. Whatever limitations that platform has in regard to our thoughts or goals will/can be described in the proposal.

Question: In the RFP, it does not specify the duration of the campaign. Would it be appropriate to propose a solution for 6 months, then perhaps evaluate results?

Response: Our fiscal year runs from July 1, 2024 thru June 30, 2025. While we are prepared to enter into a contract for the full 12 months of the budgeted year, a six month campaign could be a consideration.

Please check the website for any additional questions/answer updates or addendum.

End of Addendum No. 3