

NECC23-MKT01
Digital Advertising Services
Bid Questions and Answers

1. Who at NECC will be assigned to work with us? And, what is (are) their title(s)? **Andrea McPherson-Mesa, Director of Digital Communications**
2. Is there an incumbent agency that is bidding on this RFP? –**We will not know if the incumbent agency is bidding until bids are received.**
3. Are you seeking a monthly budget spread on the strategy execution? **Monthly budget spend can vary based on strategy and current promotions however we do promote consistently throughout the fiscal year.**
4. Should the price breakdown on the \$138k budget include creative asset development or be shown as a la carte pricing considering these services are outside the scope of the RFP? **We mainly use in-house creative. Any outside development should be shown as a la carte pricing and is generally outside the scope of the rfp.**
5. Other than geographic service area, what demographics or profile can you share regarding admissions targets? **Primary targets include 18-25, male and female, also target Hispanic.**
6. What is the recent enrollment trend? What is the recent enrollment trend? **Enrollment has trended slightly up over the previous year for community colleges after dramatic declines in enrollment during the pandemic.**
7. What is your current CRM? Is NECC seeking a partner that is able to integrate with the CRM? **We currently do not have a CRM.**
8. Are there any programs/degree focuses that would be informative to our response? **No specific degree focuses. We are in the beginning (research) stages of possible promotion of online programs.**
9. Can this be hand delivered to campus? **Bid responses can be hand delivered to the address listed on the RFP between the hours of 8-4pm.**
10. Creative Question: Are you open to an agency submission for just the media piece? **Bid responses should satisfy all services outlined in the rfp.**
11. Campaign KPIs: How will performance be measured for this project? Do you currently have a set of KPIs to track and measure success or are you looking for the agency you select to provide recommendations of select metrics? **We would like to work with the chosen agency on determining appropriate KPIs.**
12. Overall media program: This is a digital only solicitation. Do you have a traditional advertising program in place? If so, are you able to share a topline view into that program? What percentage of your budget overall goes to traditional placements versus digital placements? **Digital is roughly 70% of the ad budget.**
13. Is there an incumbent firm already performing these services? If so, can you disclose whom it is and if they are participating in the RFP as well?- **The incumbent firm is providing these services through July 31st. Per the public record law guidelines, please request this information through the NECC Records Access Officer (RAO) which can be found at the link: <https://www.necc.mass.edu/discover/public-records/>**
14. Do you have a CRM system? **We do not currently have a CRM.**
15. Are you able to share your current Student Acquisition Cost? **Not available.**
16. How do you track leads – is there a digital form fill? **There is a digital form on all of our landing pages and it is tracked/has tracking.**
17. What third party tools/software do you use to assist in the nurturing of received leads? **Constant Contact automated nurture campaign and in-house staff follow-up.**
18. What percentage of your students are online only versus live/in-person classes? Do you have specific goals with respect to percent of each? **No specific goals.**
19. Who do you consider your strongest competitors? **Middlesex CC, North Shore CC, UMass Lowell, as well as life-in-general.**
20. Whether companies from Outside USA can apply for this (like, from India or Canada)? **Preference is to award to a US Based company.**
21. Whether we need to come over there for meetings?- **Face to Face meetings may be required upon request.**
22. Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)? **Preference is to award to a US Based company.**

23. Can we submit the proposals via email?- **Proposals must be submitted in sealed envelope as outlined in RFP.**
24. What is the average number of applicants you receive per semester? **We average around 3,000 applicants per year.**
25. Do you have access to physical addresses for students at Middlesex Community College, North Shore Community College and Salem State University that could be used for in home digital targeting?- **No**
26. Do you have access to physical addresses for students at Haverhill High School, Lawrence High School, and Whittier Regional Technical High School that could be used for in home digital targeting?- **No**
27. Do you have a set number or average number of event specific Marketing Campaigns to be run throughout the year or are you requesting our recommendation? **We typically run between 8-10 targeted campaigns throughout the year. Also open to recommendations.**
28. Is NECC requesting multiple copies of the proposal in the sealed envelope? Or is a single copy of the proposal sufficient? **Single copy is sufficient.**
29. Could you clarify that the budget identified is inclusive of media buys as well? **The expectation is that the budget will be primarily allocated to media buys.**
30. Could you identify the digital channels you would like us to focus on or you have a preference for? **Our preference is to partner with an agency who has a wide range of capabilities, including but not limited to Google Adwords search/display/remarketing, programmatic advertising, geofencing/geotargeting, social media ads, online radio, video, etc.**
31. Could we request an extension to the submission deadline?- **We are not offering bid extensions.**
32. Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies? **–As outlined in the RFP, electronic bids responses will not be accepted.**
33. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming? **Preference is to award to a US Based company.**