 

Associate Vice Chancellor Business Affairs

# Bid #

Addendum

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RFP11072023 - Marketing Services for MSOM and MSEM

# This document provides responses to all questions received by December 13, 2023 as specified in the RFP documents.

**REMINDER:** It is the Respondent's responsibility to thoroughly read and examine the entire Bid document and any addenda to the Bid.

**Posted** 12/19/2023

1. Can you expand on what you are looking for in terms of Slate CRM support? For example, are you looking for a hands-on Slate setup (database, code, reporting, lead nurturing set-up, etc) or are you looking for the agency to assure its campaigns can integrate with your existing Slate data protocols?

Any marketing efforts must integrate and feed into Slate to track each lead through application, admission, application, matriculation and enrollment. Once in Slate, the existing system will track through different stages. Effectiveness of campaigns or program by evaluating final enrollments, not simply applications.

1. Will all landing pages be hosted through the University or is the expectation that the vendor will design and host landing pages on third-party platforms?

Hosted by U of A.

1. Does the university own the ad accounts on Google, Facebook, LinkedIn, and other platforms that were used for marketing in the past, or is the selected agency expected to create new ad accounts to host the campaigns?

Accounts and profiles are owned by the University.  However, buys, ad accounts and tracking are accomplished through the winner of this contract.

1. Can you provide a range of the expected media budget and./or what the approximate level of media spend has been over the past year?

Budget is dependent on success of the contract to target high quality prospects with a high conversion rate to enrollments. The total spend including creative, ad buys and this contract will not exceed $125,000 if lead conversions to enrollments are met.

1. Following up on one of the Q/A responses, you indicate that you are seeking “a lead generation platform outside of thedigital advertising campaigns”. Can you clarify if you are referencing what is commonly referred to as “lead aggregator marketing”, i.e. sites that capture leads based on general category interest, not speciﬁc schools?

This platform should include a degree search clearinghouse for individuals looking for graduate degrees, but unsure which degree or institution meets their needs. After answering questions and area of interest, the site should provide qualified leads integrated into slate.

6.    Could you provide the following (by program if possible):

Enrollment targets

* 350 new students per academic year who are fully admitted and also enroll in their first course.

Yield and Admit Rates

* We expect high quality prospects with past rates of more than 50% prospects applying for admission. Of that 50%, more than 70% should be admitted, matriculated and enroll.

1. Conversion rates from lead to application submitted as well as from application submitted to enrolled

* See answer above
* Average cost per lead not to exceed $70; however important KPI is cost to fully admitted student that enrolls in their first course
* Average ratio between organic leads and paid leads you receive for a cycle
* Our current campaigns have yielded new full admitted students that go on to enroll for less than $50 per lead.

1. In consideration of the upcoming holidays, and to allow ample time between receiving responses to these questions (presumably Dec. 20) and the submission deadline, we would like to request an extension for RFP delivery to January 19 or later instead of January 10.
   1. No extension will be provided.
2. In light of the challenges associated with the current timeline and our distributed workforce, may submissions please be allowed via email rather than via hard copy?
   1. Digital submissions is satisfactory as long as it is received in easily readable and sortable format by the due date.
3. We understand that the University of Arkansas has declined to share overall budget for this initiative. In order to help respondents construct a meaningful and accurate pricing summary, are there any budget details that the University may be willing to share?
   1. See answers above