



Amendment 1

Solicitation: RFP0029-19
 Date Issued: 11/21/2019
 Procurement Officer: Dianna Cecala
 Phone: 843-349-5207
 E-Mail Address: dianna.cecala@hgtc.edu

DESCRIPTION: **Digital Marketing Services**

USING GOVERNMENTAL UNIT: **Horry Georgetown Technical College**

SUBMIT YOUR SEALED PROPOSAL TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

Procurement Office
 Horry Georgetown Technical College
 PO Box 261966
 Conway, SC 29528-6066

PHYSICAL ADDRESS:

Procurement Office
 Horry Georgetown Technical College
 2050 Hwy 501 E, Bldg 100, Room 122
 Conway, SC 29526

SUBMIT OFFER BY (Opening Date/Time): **11/26/2019 at 2:00 pm** (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY: **11/20/2019 at 5:00 pm** Send Questions to Dianna.cecala@hgtc.edu

NUMBER OF COPIES TO SUBMIT: (5) Five hard copies / No electronic copies will be accepted.

CONFERENCE TYPE: **Not Applicable**
 DATE & TIME:

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

LOCATION: **Not Applicable**

**AWARD &
AMENDMENTS**

Intent to Award will be posted on **12/5/2019**. The award, this solicitation, any amendments, and any related notices will be posted at the following web address: <http://www.hgtc.edu>

You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date. (See "Signing Your Offer" provision.)

NAME OF OFFEROR

(full legal name of business submitting the offer)

Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.

AUTHORIZED SIGNATURE

(Person must be authorized to submit binding offer to contract on behalf of Offeror.)

DATE SIGNED

TITLE

(business title of person signing above)

STATE VENDOR NO.

(Register to Obtain S.C. Vendor No. at www.procurement.sc.gov)

PRINTED NAME

(printed name of person signing above)

STATE OF INCORPORATION

(If you are a corporation, identify the state of incorporation.)

OFFEROR'S TYPE OF ENTITY: (Check one) (See "Signing Your Offer" provision.)

☐ Sole Proprietorship ☐ Partnership ☐ Other _____

☐ Corporate entity (not tax-exempt) ☐ Corporation (tax-exempt) ☐ Government entity (federal, state, or local)

PAGE TWO

(Return Page Two with Your Offer)

HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)	NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)						
	_____ Area Code - Number - Extension Facsimile _____ E-mail Address						
PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)	ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)						
____ Payment Address same as Home Office Address ____ Payment Address same as Notice Address (check only one)	____ Order Address same as Home Office Address ____ Order Address same as Notice Address (check only one)						
ACKNOWLEDGMENT OF AMENDMENTS Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)							
Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date
DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)		10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	____ Calendar Days (%)		
<p>PREFERENCES - A NOTICE TO VENDORS (SEP. 2009): On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at www.procurement.sc.gov/preferences . ALL THE PREFERENCES MUST BE CLAIMED AND ARE APPLIED BY LINE ITEM, REGARDLESS OF WHETHER AWARD IS MADE BY ITEM OR LOT. VENDORS ARE CAUTIONED TO CAREFULLY REVIEW THE STATUTE BEFORE CLAIMING ANY PREFERENCES. THE REQUIREMENTS TO QUALIFY HAVE CHANGED. IF YOU REQUEST A PREFERENCE, YOU ARE CERTIFYING THAT YOUR OFFER QUALIFIES FOR THE PREFERENCE YOU'VE CLAIMED. IMPROPERLY REQUESTING A PREFERENCE CAN HAVE SERIOUS CONSEQUENCES. [11-35-1524(E)(4)&(6)] PREFERENCES DO NOT APPLY</p>							
<p>PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)). PREFERENCES DO NOT APPLY</p>							
____ In-State Office Address same as Home Office Address ____ In-State Office Address same as Notice Address (check only one)							

AMENDMENTS TO SOLICITATION (JAN 2004)

(a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments:

<https://www.hgtc.edu/purchasing>. (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged. [02-2A005-1]

QUESTIONS FROM OFFERORS - AMENDMENT (JUN 2017)

THE SOLICITATION IS AMENDED AS PROVIDED HEREIN. INFORMATION OR CHANGES RESULTING FROM QUESTIONS WILL BE SHOWN IN A QUESTION-AND-ANSWER FORMAT. ALL QUESTIONS RECEIVED HAVE BEEN REPRINTED BELOW. THE "STATE'S RESPONSE" SHOULD BE READ WITHOUT REFERENCE TO THE QUESTIONS. THE QUESTIONS ARE INCLUDED SOLELY TO PROVIDE A CROSS-REFERENCE TO THE POTENTIAL OFFEROR THAT SUBMITTED THE QUESTION. QUESTIONS DO NOT FORM A PART OF THE CONTRACT; THE "STATE'S RESPONSE" DOES. ANY RESTATEMENT OF PART OR ALL OF AN EXISTING PROVISION OF THE SOLICITATION IN AN ANSWER DOES NOT MODIFY THE ORIGINAL PROVISION EXCEPT AS FOLLOWS: UNDERLINED TEXT IS ADDED TO THE ORIGINAL PROVISION. STRICKEN TEXT IS DELETED. [02-2A097-1]

The following questions were received pursuant to the original date and time specified on the front of the solicitation:

1. Question: Does HGTC require the proposal to keep the format of the RFP document or may we have some creative license, provided all requested information and documents are included?

Answer: Make sure all requested information and documents are included as specified in the proposal.

2. Question: Does HGTC have an approximate annual or monthly budget in mind, especially for services like Paid Search and Social Advertising?

Answer: Yes, HGTC has an annual or monthly budget for service like Paid Search and Social Advertising.

3. Question: Does HGTC have video and display creative they want to continue to use or will the marketing partner selected be creating those materials?

Answer: Yes, there may be some video and display creative that will continue to be used and the vendor selected may also be creating those materials.

Question: Is HGTC willing to give read-only access to their Google Analytics?

Answer: Yes

Question: Should other questions arise after today's deadline, may we contact you or someone in your office for further clarification?

Answer: Questions will be answered according to the dates/guidelines written in the proposal.

Question: Due to the timing of the questions being answered, is there the option for having the offer submission deadline extended?

Answer: The submit offer date 11/26/2019 at 2:00 pm remains the same as stated in the proposal.

Question: The submission states 5 hard copies, is that 5 copies of both the technical and price proposal?

Answer: Yes, five (five) copies of each.

The requirement not to exceed \$250,000 over a 5-year period is that assuming a \$50,000 yearly spend or is this scalable. It is \$250K or 5 years, whichever comes first.

Answer: As stated in the proposal IV, 5a. Contract may be renewed in one-year intervals for a maximum of 5 years or up to a total value of \$250,000. Whichever comes first.

Question: Per, "content marketing programs"; can you be more specific on the need? For example; HGTC needs a full content marketing strategy, HGTC needs someone to write content for an already laid out strategy or HGTC needs a full content marketing program from strategy to execution to analytics?

Answer: HGTC needs a full content marketing program from strategy to execution to analytics.

Question: In terms of social media marketing; are you looking for organic assistance or social media added into the paid media plan?

Answer: Paid social

Question: With audience extension, is this something you have done in the past? Are you comfortable with a fully integrated retargeting plan in place of an audience extension system?

Answer: Yes

Question: Will the vendor work with and in your CMS, "OmniUpdate"? What are HGTC's expectations of the vendor in terms of the CMS system?

Answer: No

Question: Will the vendor have access to all data within the CRM Ellucian?

Answer: No

Question: Will the vendor work in tandem with the partner agency Infinity Marketing or is this contract taking the place of that contract? This contract taking the place of that contract?

Answer: This contract is taking the place of the previous contract.

Do you have a vision for how the “partner”/vendor will help achieve increased operational efficiencies and an improvement in customer satisfaction?

Answer: If you are referring to student satisfaction, that will not be part of this vision. We cannot track students after they apply.

Question: Will there be an A/B testing period or will all optimizations and learnings happen while the campaign is in-market?

Answer: A/B test can be done while the campaign is in market.

What expectations do you have in regards to “Marketing automation” or are you looking for recommendations? If recommendations, which areas of Marketing are you looking to use automation in?

Answer: Target customers with automated messages across web, and social. Help identify audiences, schedules, and customer behavior.

Question: You mention that your partner agency for “social, content, branding, SEO, etc.” is Infinity Marketing. Do they currently also provide paid digital marketing services?

Answer: We consider digital marketing services as the umbrella “paid social, content, branding and paid search”.

a. If so, is the reason for the RFP because your current contract is expiring?

Answer: Procurement regulations.

Question: What is the anticipated yearly budget for this partnership? If not available, a range would be helpful.

Answer: Due to regulations, we are not required to provide this information.

Question: What is the current monthly ad spend for your paid digital advertising? If not available, what do you anticipate the budget range will be on a monthly basis?

Answer: Due to regulations, we are not required to provide this information.

Question: Who currently manages the Horry Georgetown google analytics account?

Answer: The web coordinator manages the google analytics account.

a. Has it ever been set up at an agency level?

Answer: We provide "view.

Question: Can we have "view only" access to your current analytics account to get a sense of current web traffic, existing goals, events, and triggers? This will give us a better idea of work that has been implemented in the past and give us a better sense of where to focus our attention when drafting the proposal and help us better identify potential cost for the project.

Answer: Yes.

Question: Regarding the "Business Proposal," it would be nearly impossible for us to provide an estimated Cost Per Click without having access to the key words you are targeting. Would you be willing to provide us access to your Google Adwords account so that we can more accurately estimate CPC?

Answer: Listed below.

associates degrees online
associates degree requirements
online associate degrees
associate degree in applied science
associate in applied science degree
associates degree
online associate degree programs
associates in arts
Horry Georgetown Technical College
HGTC
HGTC academic programs
HGTC Manufacturing Program
HGTC courses
Horry Georgetown Technical College degrees
HGTC classes offered
HGTC Culinary
HGTC distance learning
HGTC locations
transfer courses
transferable college courses
university transfer credits
community college classes that transfer
best colleges for transfer students
college transfer classes
transferring colleges
community college transfer
+associates +in +arts +transfer
list of technical colleges

tech universities
good technical colleges
career technical college
tech college near me
technical college degree
great technical college
best technical college
South Carolina tech schools
technical schools
baking schools
baking and cooking classes
baking colleges
chef degree
baking colleges near me
career in cooking
cake decorating classes
culinary arts
culinary class
culinary college
culinary course
culinary program
culinary school
pastry school

Question: How many team members are there on the Horry Georgetown marketing team?

Answer: Four team members.

Question: Have personas already been created? If so, can you share them in order to prepare a more complete strategy for RFP response?

Answer: Adults 17-35, Adults 36-49, people furthering education, parents of high school students, interest in continuing education, manufacturing, culinary, online learning.

Question: SEO is mentioned as a “deliverable”:

- b. What level of SEO involvement do you expect/need from the chosen vendor (consulting on SEO for currently used pages and/or recommendations to expand SEO targeting)?
- c. Can you describe the SEO efforts taken on your site so far?

Answer: SEO is not included in bid.

Question: How do you plan to measure a successful campaign (or will you rely on the chosen vendor to help define this)?

Answer: Click thru to Apply, Request tour, request more information.

Question: Will the chosen vendor be expected to develop content for targeting landing pages on the Horry Georgetown website or is the expectation for ad creation/development?

Answer: Vendor will provide more details. We will provide creative.

Question: Regarding social media: Are there any expectations for the chosen vendor to manage the Horry Georgetown organic social media sites? Or are you just looking for management of paid social ads?

Answer: Paid social only

Programmatic ad strategy is a project objective. We feel that programmatic advertising does not yield the best ROI, therefore we manage all audience-specific campaigns manually. Is a programmatic ad strategy required from the selected vendor? Or are you open to our approach?

Answer: Yes

Question: How many ad groups do you anticipate?

Answer: 8-10

Question: How many keywords do you anticipate?

Answer: That will be determined by the vendor.

Question: With vendor questions being submitted so close to the due date for full responses, would you be willing to push back the submission date?

Answer: We will use the scheduled submit offer date of 11/26/2019 at 2:00 pm.

Question: What do you consider “top tier networks” for OTT?

Answer: Please provide tiered pricing for what you consider “top” tier networks and who these networks are.

Question: Is a :06 OTT placement negotiable? Most apps do not allow for a :06 placement.

Answer: Yes. We have :30, :15, and :06 but have yet to utilize the :06

Question: Do you have a desired keyword list for SEM?

Answer: Listed below:

Ad Groups	Keywords	Ad Groups	
Associates Degree	associates degrees online	Distance Learning	online classes
	associates degree requirements		online courses
	online associate degrees		distance learning
	associate degree in applied science		online school
	associate in applied science degree		online college
	associates degree		online degree
	online associate degree programs		accounting degree online
	associates in arts		business online degree

Branding	Horry Georgetown Technical College		Crime scene investigation online course
	HGTC		criminal justice tech online course
	HGTC academic programs		massage therapy online class
	HGTC Manufacturing Program		associates in arts online
	HGTC courses		business admin marketing degree
	Horry Georgetown Technical College degrees		marketing associates
	HGTC classes offered		business administration degree
	HGTC Culinary		medical coding classes
	HGTC distance learning		medical billing classes
	HGTC locations		hospitality associates
			sports tourism
Transfer	transfer courses		hospitality program
	transferable college courses		sports recreation
	university transfer credits		
	community college classes that transfer		welding school
	best colleges for transfer students		trade school
	college transfer classes		trade college
	transferring colleges		hvac course
	community college transfer		hvac class
Technical College	+associates +in +arts +transfer	Manufacturing	hvac college
	list of technical colleges		hvac program
	tech universities		manufacturing course
	good technical colleges		manufacturing class
	career technical college		manufacturing college
	tech college near me		manufacturing program
	technical college degree		manufacturing school near me
	great technical college		manufacturing school in sc
	best technical college		manufacturing classes near me
	South Carolina tech schools		machine tool
	technical schools		welding classes
Culinary	baking schools	Community College	diesel engine
	baking and cooking classes		welding careers
	baking colleges		list of community colleges
	chef degree		community schools
	baking colleges near me		good community colleges
	career in cooking		career community college
	cake decorating classes		community college near me
	culinary arts		community college degree
	culinary class		South Carolina community schools
	culinary college		great community colleges
	culinary course		
	culinary program		
	culinary school		
	pastry school		

Question: Is the college looking to push all programs year round or will there be seasonality? If seasonal, please provide additional information.

Answer: Summer/Fall: April-July, Spring: October-December.

Question: Will your new agency be tasked with providing creative concepts or will the college be providing creative direction?

Answer: College provides creative direction but is open to suggestions.

Question: The RFP mentions "other states" when referring to the target geographical areas for "Culinary" and "Distance Learning". What are those other states and how important are they to target within the strategy? What states are you currently targeting with display and SEM.?

Answer: SC, NC, VA, MD, PA, OH. We currently only target SC, GA, NC.

Question: Will we be able to gain back end admin access to your website for SEO?

Answer: No.

Question: Will we be assistance with video production or is video production being bid out separately?

Answer: Separately

Question: Is there a preferred amount or ratio of static display impressions versus video display impressions?

Answer: No.

Section III, CURRENT DIGITAL, Line #7 Reads:

7. We are currently driving traffic to our site through organic leads and search engine marketing, and social media

Replace with:

7. We are currently driving traffic to our site through organic leads, paid search engine marketing, paid social media, online display banner ads and OTT.

Section III, TRACKING and REPORTING, Reads:

A single JavaScript pixel placed in a shared code section of a website that captures data on every page of the site, as well as across multiple sites. It is additional functionality that increases mapping flexibility and simplicity of tag placement.

Replace with:

Measuring the effectiveness of digital marketing and providing access to a dashboard with digital marketing analytics, to include but not limited to insightful data, and conversion rates.

VIII. BIDDING SCHEDULE / PRICE-BUSINESS PROPOSAL

Changed to remove (assume 200 clicks for month if based on #)

1. For Paid Search – Cost per Click = _____

Removed “Cost per Click” as this is not how pricing is calculated for Impressions.

2. Impressions = _____