Questions and Responses RFP24-08 Digital Marketing

Addendum 1

1. What is your total budget or budget range you've identified for this project? **KSU will select the most creative and cost effective campaign.**

2. Can you confirm who the incumbent agency is, how many agencies you work with and if they will be tendering for this opportunity? **There is no Incumbent Agency.**

3. Who would you consider to be your top 5 competitors? **University of Louisville, University of Kentucky, Eastern Kentucky University, Central State University and Tennessee State University, Morehead State and Kentucky Community and Technical College System**

4. Outside of digital, what other media are you utilizing currently? **Sponsor ads on KET-TV**

5. What CRM does KSU currently use to manage activity? **Target X and Salesforce**

6. Are you able to provide photography and access to branding guidelines for asset development? **Yes**

7. What prompted release of the RFP at this time? **We are being intentional with increasing awareness to current and potential KSU students - specifically about the Nursing, MBA, Engineering, Social Work programs.**

8. What are your target geographic markets for recruitment? **KSU is targeting prospective student inquiries as well as undergraduate and graduate enrollment for the School of Nursing, the MBA program, Engineering, Social Work and other programs to be determined by the University.**

9. Please clarify: are current enrollment numbers at 1,900 and your goal is to reach 3,000 within 4 academic years (with the focus on majors listed), or for the 2024-2025 school year as listed before A. in 40.2? #**3000 is the immediate goal growing to 6,000 for total enrollment at KSU each year.**

10. Should vendors include proposed advertising/media spend in the budget, or do you have an existing ad spend budget? **Include recommendations in the proposal.**

11. *Timing denotes:* "The University will launch a digital campaign with the goal to increase enrollment for the fall of 2024 and Spring 2025." with RFP in motion now, when is the University looking to kick-off the work? When is the University hoping to have the Media Campaign Launch? **If possible, KSU hopes to launch a campaign by September 2024.**

12. How are you all defining success for the project? **Increase in inquiries, applications submitted and enrollment.** Is it related to the number of leads captured, impressions, etc.? **Yes**

13. Does the university have an overarching marketing strategy that outlines the brand's archetype, personality, or tone? **No. The last marketing strategy was created in 2019.**

14. Can the University share current and historical online student enrollment data, specifically, the number of new students and total enrollees at each degree level for the past three academic years? **Current enrollment is 1300+; KSU online is in the development stages.**

15. Does the University require any instructional design services? **Not in the scope of this Project.** If so, please describe in as much detail as possible (number of courses, timeline for development, new builds vs. refreshes, etc.)? **n/a**

16. If the University does not require instructional design services, does it have a detailed plan and timeline for course development? If so, can the University share it? If not, when will such a plan be developed? **The programs listed in the RFP are current disciplines and are provided by KSU.**

17. Does the University currently work with any vendors that provide the requested services? If so, are these vendors invited to respond to the RFP? If so, why is the University issuing an RFP? **KSU does not currently have an incumbent agency.**

18. The University specifies enrollment goals for online students. Can the University clarify if these enrollment targets are total students or new starts? Does the University have specific goals by degree level? **n/a**

19. Team Noting Numbers:
    3. Digital marketing campaigns

    4. Search engine presence.

    5. Analytics and measurements.

    To support response in the **Proposed Plan of Work** portion of the RFP... is the University able to share any past Campaign Info or Data on these key aspects? **Yes, upon awarding the selected agency.**

20. With the campaign deliverables, will the assets delivered be driven by an existing media plan or will that need to be developed by the chosen agency as well? **Assets will need to be developed by the chosen agency.** To develop appropriate costs, do you have a set number of deliverables in mind? **KSU is open to recommendations.**

21. Can you share the existing Microsite / Landing Page currently used for Lead Generation? [Kentucky State University | School of Nursing and Health Sciences (kysu.edu)](kysu.edu) and [Kentucky State University | School of Business (kysu.edu)](kysu.edu) and [Kentucky State University | Home (kysu.edu)](kysu.edu)

21. Can you share what CMS is used for site updates? **Modern Campus**

    a. Is the site currently managed by an in-house team or would this be something to be managed by the Agency selected through this RFP? **The site is currently managed by a KSU team member.**

21. Are you able to share any insights on your current lead generation process, and the spending on past paid campaign efforts? **This is a new campaign.**

22. Do you have an existing media partner / management agency or as part of this new project, the Agency selected will run the paid media campaign? **The selected agency will run the paid media campaign.**

23. Is a Budget or Budget Range for the requested Cost Deliverables for this project able to be provided? **KSU will select the most creative campaign that centers the students and KSU's competitive advantage.**

    1. Market Strategy
    2. Microsite / Landing Page
    3. Marketing and Lead Generation Campaigns
    4. Lead / Application Nurture Process

24. Is a Budget or Budget Range specifically for the Paid Media Campaign "Lead Generation Campaigns" portion of this project able to be provided? **KSU will select the most creative and cost effective campaign. Please submit the best recommendation for the markets listed in the RFP.**

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