



City Of New London

Department of Finance-Purchasing Agent
13 Masonic Street • New London, CT 06320 • Phone (860) 447-5215 • Fax (860) 447-5297

Request for Proposals

ADDENDUM 1

Proposal No.: 2022-06

Addendum No.: 1

Date Issued: February 16, 2022

Social Media Services

Opening Date and Time: February 22, 2022 at 2:00PM

Bidders Notes: This addendum is issued to provide all potential bidders with answers to questions submitted.

All other terms and conditions remain the same.

This Addendum cover page must be signed and returned with your bid.

Authorized Signature of Bidder

Company Name

Return Bid To:

Joshua Montague, Accounting Purchasing Agent
City of New London
13 Masonic Street
New London, CT 06320

Bids cannot be accepted after the Bid Opening Date and Time indicated above.

ADDENDUM 1

Social Media Services

RE: 2022-06
FROM: Joshua Montague, Accounting Purchasing Agent
TO: Prospective bidders

This Addendum shall be part of the Contract Documents and modifies the original bidding documents. This Addendum is to be acknowledged by the bidders on the Bid Form. Failure to do so may subject the bidder to disqualification.

Changes to prior Addenda:

- No prior Addenda have been issued

Q&A:

Q1) Is the budget inclusive of any media buys on FB and Instagram?

A1) The City will work out a percentage with the chosen vendor for digital buys.

Q2) If not, what is the media buy budget for these two platforms?

A2) TBD, City would like potential vendor to provide a proposal that includes that in the budget

Q3) What metrics can you share based on your current SM strategies and efforts?

A3) This will be answered in a separate addendum.

Q4) Does the marketing team have a photographer and if so do we have access to send the photographer on assignments?

A4) NO

Q5) What are your goals you are seeking to achieve with this campaign?

A5) Goals are to find an individual who can be part of the culture of the City and document the local economy, tourism, community and City events

Q6) What is your current Tourism/Biz Dev marketing strategy?

A6) We just created VisitNewLondon.org and our PR/Marketing firm is working on being more present on state and regional websites.

Q7) Do you have audience target data for your current marketing strategy and if so can you share this information? Is your audience target for the SM strategy the same?

A7) Target audience is SECT, Hartford/Springfield, Providence/Boston, Fairfield/New York

Q8) Why have you selected FB and Instagram as your only social media platforms for this effort?

A8) Has proved to be most effective but open to build additional platforms

Q9) Based on your current posting on FB and Instagram are you considering adding to this more style driven content ie: meme culture, quote culture, pop culture, and/or increasing/adding more relational content such as showcasing small business owner and creating storytelling centered content or are you seeking to keep your current style only?

A9) Yes, exactly

Q10) Will you be adding a lead capture gateway to the Visit New London page to take advantage of the social media click thrus?

A10) Yes

2022-06

Q11) Is there anything else you think we need to know that wasn't asked or wasn't listed in the RFP?

A11) Not at this time

Q12) Whether companies from Outside USA can apply for this (like, from India or Canada)?

A12) NO, looking for a local presence

Q13) Whether we need to come over there for meetings?

A13) Need to live local

Q14) Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)?

A14) NO

Q15) Can we submit the proposals via email?

A15) NO, you must submit a hard copy and a USB drive as specified in the RFP.

Q16) Will the \$25,000 budget also include digital media advertising spend or is there a separate budget for campaign advertising..

A16) YES, the \$25,000 budget includes digital media advertising spend

Q17) Are the social media accounts to be used for these campaigns already established or will these be new accounts?

A17) Already established @exploreNewlondon

General Items:

- None