

GVSU Request for Proposal #221-21 Advertising/Marketing Agency
ADDENDUM #1: Clarifications and Additions from the February 10 Q&A Session

1. The SBDC has limited marketing resources and has not previously developed a comprehensive marketing strategy. We are looking for an agency to partner with us providing guidance and capacity to create and implement one.
2. The RFP is restricted to agencies in Michigan, Indiana, and Illinois. We are defining eligibility as an agency having an office in one of those states.
3. The three listed projects on page 5 of the RFP will be the primary work of the awarded agency. In your RFP, estimate the cost for each of the three projects broken down by each of their phases:
 - Asset development
 - Media purchase
 - Reporting

Once the RFP has been awarded, a Statement of Work will be created, and GVSU will do final acceptance of an agreement.

4. Because this work is significantly funded in part by grants, we are concerned with cost containment. Please include information on ways that the agency and SBDC can work together to mutually contain costs.
5. **Who and where are your target audience/demographics?**
The SBDC and federal government define “underserved business” as rural, minority-owned, women-owned, veteran-owned businesses. SBDC can provide key profiles/industries and zip codes for further clarity of target audiences.
6. **For the Response Requirement, what kind of definition do you want for the Media Buying Plan definitions?**
We are leaving it up to the agencies to define as they best recommend.
7. **Of the three projects, is one higher priority than the other?**
The CARES Act is the highest priority of the three projects based on the grant timeline. The other two projects are on-going campaigns.
8. **Is there a prioritization across the quadrants?**
The 10 quadrants essentially correspond to the 10 SBDC regional offices across the state. It is important that the advertising initiatives include geographic areas from within every quadrant.
9. **Do you currently have a first party database, CRM, or email platform that you are hosting your contacts?**
SBDC’s current CRM is Center IC. SBDC will be transitioning to Salesforce CRM in July 2021. Constant Contact is currently used for email.