2101 Advertising Agency Services RFP Q&A

Questions due by 3pm August 30, 2021
Pre-Bid Conference 2:00-3:00 pm ET September 2, 2021
Answers will be posted by September 8, 2021

1. Can companies outside the USA apply for this (like India or Canada)?
   a. Do we need to come over there for meetings?
   b. Can we perform the tasks (related to RFP) outside the USA (like from India or Canada)?
   Answer:
   It is recommended that the company is located in the U.S. as meetings, video production and/or presentations will be required in-person.

2. Can we submit the proposals via email?
   Answer:
   Proposals via email will be acceptable.

3. What are the Library’s strategic goals and priorities for December 2021-December 2022?
   Answer:
   Please find GCPL’s strategic plan [here](#)

   **Marketing Goals**
   Goal #1 Get prospective clients to think of us first for diverse and inclusive services and programs by calling, clicking and coming.
   Goal #2 Increase multilingual communication of programs and services to include a diverse audience
   Goal #3 Using Goals 1 & 2, increase awareness for new facilities and innovative technologies available
   Goal #4 Provide information and content that encourages financial gifts to the library

   **List of Priorities for 2021-2022**
   - Awareness campaign
   - Support the marketing and communications strategy development plan.
   - Promote Digital Resources, Youth Services, Adult Services when needed for special campaigns
   - Present Spanish Services to the community
   - Wise campaign
   - Summer Reading Challenge
- Celebrate: Black History Month, Hispanic Heritage Month, National Library Week, Asian Pacific American Heritage Month, Pride Month, Thanksgiving, End of the year holidays.
- Back to School campaign
- New Start Entrepreneurship Incubator campaign
- Support GCPL Newsletters graphics (x4), advertising (mostly graphics and ads, and sometimes social media buy), corporate materials like tablecloths, signage, slides, collaterals/templates as needed, giveaways, and other graphics as needed.
- Support new library initiatives, new programs, recognitions and awards as needed.
- Help to develop 2-3 unique campaigns on additional topics.
- Need for new collaterals including brochures and handouts are a big priority.

4. What are the driving factors for the Library’s website redesign?
   Answer:
   1. Improve findability, functionality, and usability.
   2. Help with integration with external software.
   3. Improve mobile-friendly design.
   4. Retargeting.
   5. Improve user journey.
   6. Improve site performance.
   7. Better content strategy.
   9. Communicate brand values better.

5. Is the Library open to a year-long engagement vs. per item pricing, as initiative scopes are not yet specified?
   Answer:
   Yes, this will be a year-long contract. It is expected to have an estimate of hours per month and a price for additional hours.

6. Is your $40-60k budget only for agency services for the year-long term, or is that inclusive of media spend, video production/editing, website development, etc?
   Answer:
   It does not include media spend, and video production/editing for large videos. It includes website development, and production of small videos and PSA for campaigns.

7. How is the in-house Marketing department structured? Who would we be communicating with on a regular basis?
   Answer:
   GCPL’s Marketing Division includes 2 marketing professionals reporting to the Marketing and Communications Director. The agency will be working mostly with the Director.
8. How have you previously marketed the library?
   Answer:
   Social media, email marketing, web management, advertising, Google My Business,
   local partnerships, and Media Relations.

9. Have you worked with an agency previously? If so, who? If not, what is your reasoning
   for using an agency now?
   Answer: Yes. We worked with a local advertising agency.

10. What platform is your website built in?
    Answer:
    Wordpress

11. What type of edits to the website are you expecting? Copy changes, design, etc?
    Answer:
    Content, pictures, creation and/or deletion of pages, blog updates, banners updates,
    menu updates.

12. Are you expecting full development, as well as redesign of the current website?
    Answer:
    It is full development that will involve coding and design.

13. Do you have a timeline/deadline for deliverables as part of this scope?
    Answer:
    Please refer to question #3.

14. Section II vii - What type of product reports are you looking for?
    Answer:
    We are looking to see two or more final products that you have worked on within the last
    3 years. The reports will depend on the product you present, and what you have
    reported to the client.

15. Is a rebrand any part of this effort? If not, do you have all existing brand guidelines that
    could be provided if we win?
    a. If a rebrand is part of this effort, why are you rebranding now?
    Answer:
    We are not looking to rebrand the library. Brand guidelines can be provided.

16. Section IV i - How do you have this project phased out, so we can appropriately provide
    budget numbers?
    Answer:
    The request for proposal has been amended with Addendum 1. The following sentence
    has been updated: An estimated total cost or cost range for each phase of the Project.
UPDATE:
- An estimated total cost or monthly fee with estimated hours. Provide a price for additional hours above the monthly estimated hours.

17. What elements would GCPL’s marketing and communications division like to see added to the website?
   Answer:
   New menus
   More organized and comprehensive pages
   Anything that helps the user to improve navigation and findability

18. Have GCPL’s marketing and communications division completed any preliminary market research activities? If so, will the selected contractor have access to that data?
   Answer:
   There is pre-Covid data available that could be shared.

19. What is the ideal outcome for an awareness campaign developed for GCPL?
   Answer:
   Increase visibility, reach and usage
   Increase engagement, followers, web traffic, and email open rates

20. Has the Library considered geofencing?
   Answer:
   We are not considering geofencing at the moment, but that is the reason why we would like to hire an agency that can bring new ideas and new technology that can help us improve our visibility, marketability, and impact in the community.

Comments from the Director of Marketing and Communications during the Pre-Bid Conference:

Creating effective advertising campaigns that reach the right customers is more challenging than ever before. The Gwinnett County Public Library’s strategic plan includes the following strategies to achieve the goals of building community awareness, and supporting the need to achieve diversity in the Library’s programs and services:

GOAL 1 - Strategy 1: Maximize engagement with community organizations

GOAL 1 - Strategy 2: Improve community awareness of the Library

GOAL 2 - Strategy 2: Hire and train Library staff to meet the needs of a diverse community
GOAL 2 - Strategy 4: Develop new programs, collections, and services that are responsive to a changing community

And therefore, our Marketing goals are the following:

Goal #1 Get prospective clients to think of us first for diverse and inclusive services and programs by calling, clicking and coming in.

Goal #2 Increase multilingual communication of programs and services to include a diverse audience.

Goal #3 Using Goals 1 & 2, increase awareness for new facilities and innovative technologies available

Goal #4 Provide information and content that encourages financial gifts to the library

To develop these strategies, GCPL is looking for an Advertising Agency to support marketing and communications activities for the library’s programs, services, campaigns, and initiatives. The selected Advertising Agency will need to provide graphic design and advertising services in English and Spanish, and support the marketing and communications strategy development plan.

In order to grow and evolve, hiring an advertising agency to support some of the marketing operations gives us the opportunity to improve branding, increase brand awareness, and speed up the process of creating effective campaigns.

The selected Advertising Agency will also support the development of GCPL’s branding, the redesign, maintenance, and optimization of the website, and the action plan to promote and raise awareness of the world of possibilities that the library system offers to the Gwinnett community.

The Advertising Agency will enable the Library to improve content and raise awareness, grow social media followers and engagement, increase traffic to the website, and most importantly improve how we tell the story of GCPL.

We have received multiple questions, and now I would like to summarize some of the answers. A document with all the answers will be posted on the website by September 8th.