



## Request for Quotes For Outreach/Marketing Consultants

### RFQ Questions and Answers

1. We noticed that in your RFQ #3 request a press release sample. However, in #6 there is no line requesting budget estimations for press releases or traditional media relations which would use those press releases. There is only a paid media/advertising element.

Will you be posting a separate RFQ for traditional media/public relations, media training, etc.? Earned media is vital to a strong promotional mix.

**Answer: Include the cost of press releases**

2. After reviewing the RFQ, we wanted to clarify the budget range and length of term that is being associated with the potential partnership? This information will be very helpful in crafting a potential response to your RFQ. Thank you in advance!

**Answer: Initial Agreement will be one-year with an option for (3) one-year renewals. Budget to be negotiated**

3. Can you share a budget range?

**Answer: See #2 above**

4. Can you share the goal for increasing traffic in the CareerLink?

**Answer: The goal is to increase the traffic**

5. What percentage of increase are you seeking for increased enrollment for training classes?

**Answer: What is your plan to increase enrollment for training?**

6. When will the contract be awarded?

**Answer: Second week of May**

7. Is there any seasonality on how the media budget is spent?

**Answer: No**

8. What has worked well in the past to media placement and marketing?

**Answer: We are looking for new and innovative ideas**

9. What has not worked well in the past to media placement and marketing?

**Answer: N/A**

10. Can the meetings be attended virtually, or do you prefer in person?

**Answer: Depends on the meeting agenda**