

**Request for Proposals (RFP):
Comprehensive Marketing & Awareness Campaign
Frequently Asked Questions**

Question: Based on the project timeline, the media plan will continue beyond the funding end date. Would it be possible to create reports that address where things stand as of the end of the funding period and then a second report as to where the project stands at the end of the media plan?

Answer: Yes, that would be acceptable. Ideally, the selected contractor will continue to offer periodic updates throughout the project period that can help track outcomes and evaluate project efficacy as well.

Question: Based on the contracting timeline and the need to develop strategy, media options, and create content, is it possible to move the media start date until June provided that all billing deadlines in the RFP are still met?

Answer: Yes, it is possible to submit a response to this RFP with a different timeline that meets the funding deadline requirements but has media start dates later than the RFP outlines. The response should provide detailed information as to why these adjustments would benefit the project. Ultimately, the goal will be to launch the media efforts as soon as possible to maximize benefits to the program, so anticipated start dates in early June will be more compelling than in late June.

Question: Of the 3 audiences outlined in the RFP, is the share of voice or outreach equal across each? Or are there priority audiences?

Answer: The 3 audiences listed in the RFP are listed in order of priority (see below).

1. Local Employers
2. Job Seekers & Community Agencies / Organizations
3. Prospective External Businesses

The top priority for voice and outreach would be Local Employers to join the program and hire candidates. Although not a firm allocation of attention, a helpful estimate would be that ~ 50% of the effort should be directed at this audience. Job Seekers would be the second audience in terms of priority and although not a firm allocation of attention, a helpful estimate would be that ~ 30% of the effort should be directed at this audience. The final audience, Prospective External Businesses, would be the last priority audience for these efforts. These three audiences are provided to help shape proposals and the corresponding marketing project while indicating that multiple stakeholders will be among the wider intended audience of the project. Fresno County EDC's (FCEDC's) hopes are that this knowledge ensures the most effective and impactful efforts support the project.

Regarding Prospective External Businesses, FCEDC will work with the awarded contractor to assist on developing Call-To-Action, geographic, and targeted industry frameworks to apply to these efforts. FCEDC also anticipates additional funding available for this project in subsequent fiscal years, so strategy developed for these audiences may persist beyond the timeline of this specific request for proposals.

Question: Are these efforts intended to be English language only?

Answer: A proportion of the efforts can be directed at non-English speaking audiences, such as for the Job Seeker audience. Most of the efforts should be directed toward English-speaking audiences.

Question: Through our research and strategy development, can we propose an alternative media mix?

Answer: Yes, however, please include your rationale for the accompanying proposal.

Question: Are you open to external landing pages, outside the FCEDC website structure, for optimal tracking and retargeting opportunities?

Answer: A respondent may propose that, however, FCEDC would work to assist the awarded contractor in maximizing the value in working with existing website structures. Please note that FCEDC's project will focus not only on its website (provided as a link below), but also the program's website (also included as a link below):

- <https://www.fresnoedc.com/>
- <https://www.ready2hire.org/>

Question: Does FCEDC have Meta Business/Ad Manager and Google accounts set up for running ads?

Answer: FCEDC has a Meta Business account. FCEDC will work with the awarded contractor to troubleshoot any limitations with these advertising platforms and adjust the budget / project plan accordingly if any issues arise.

Question: We see in the RFP that you're asking for video coordination. Is this because you already have a video vendor who will be shooting and editing? Or can we offer these services?

Answer: FCEDC does not have a designated video vendor to film and edit content. Respondents may offer these services in-house, or with a designated partner or partners, or at anticipated subcontractor rates if a defined partner is not established at this time.

Question: Do all videos need to be Success Stories? Or are we able to concept and produce additional creative that is more CTA heavy, to help directly contribute to our conversion metrics?

Answer: Not all videos need to be Success Stories. Respondents may propose their own concepts for videos that they believe will best suit the needs of the project.