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## RFP 76-16 Digital Marketing/Advertising University College

### Addendum #1

### University Response to Inquiries.

- The University of Maine  
University of Maine  
at Augusta  
University of Maine  
at Farmington  
University of Maine  
at Fort Kent  
University of Maine  
at Machias  
University of Maine  
at Presque Isle  
University of  
Southern Maine
- Q1. Are you willing to accept partial responses?  
A1. Yes. Proposals that address elements of the RFP but not all of the objectives and deliverables must clearly state what the proposal is intending to address.
- Q2. Can you confirm that these are the target geographies for this RFP: Target Geos – Bath/Brunswick, East Millinocket, Ellsworth, Houlton, Norway/South Paris, Rockland, Rumford/Mexico and Saco?  
A2. Yes.
- Q3. What are the specific programs from the University College you are looking to promote as part of this RFP?  
A3. Distance and online programs offered by the 7 campuses of the University System
- Q4. Are there landing pages currently for all of the programs?  
A4. Yes.
- Q5. What feeder business for schools do you draw from?  
A5. College Transitions Programming, Adult Education, Adult Degree Completion incentive programs, Next Step Maine. Veterans programming and networks.
- Q6. What is the traffic to your site for online programs?  
A6. We average 1000 visitors a day with approximately 60/40 split of new and returning visitors. Traffic is primarily distance and online.
- Q7. Under the Objectives, it states “Reach customers through television advertising that is supported by vendor technical and design in-campaign flexibility”, can you please explain in more detail what your technical and design support for television (or online video) is expected to be provided by the agency?  
A7. We are interested in what creative and design services you might offer in your proposal to meet the RFP.
- Q8. Is the budget of \$40k-\$45k inclusive of advertising and agency management fees or is the budget provided to cover advertising or services only?  
A8. Yes. The budget of \$40k-\$45k is inclusive of advertising and agency management fees.

Q9. Will the budget need to cover both digital advertising and traditional advertising such as television commercials?

A9. Yes.

Q10. Does UC currently work with an existing agency that supports digital marketing services? If yes, are there challenges that you are looking to overcome with a new agency?

A10. Yes. There are no specific challenges. Trying to leverage a 12 month contract for more effect cost and a more substantive partnership.

Q11. Does UC manage its website locally or through another agency/vendor?

A11. We manage it ourselves.

Q12. Does UC have the resources (internally or externally) to create and manage campaign landing pages and create content?

A12. Yes.

Q13. Has UC executed Google Search or Facebook campaigns in the past? If yes, were the efforts successful?

Q13. Yes. Mixed success. We are interested in these strategies.

Q14. What are the main challenges that UC has experienced with its enrollment marketing efforts?

A14. Making the Maine and online market aware they can access University of Maine System degree programs at eight local centers and online. And, they can get personalized assistance at the centers and online.

Q15. Will UC require creative concepting and development in addition to the planning, execution and optimization of campaigns?

A15. We have a creative toolbox.

Q16. What email platform, CMS (Content Management System) and CRM (Customer Relationship Management) platforms are you currently using?

Q16. Mailchimp and WordPress. UC does not have a CRM.

Q17. Regarding questions 13 (page 45A) what is meant by unused advertising space? The competitive nature of digital advertising typically means that there is rarely unused advertised space on the internet.

A17. Can you indicate if/how you would use interstitials.

Q18. Are questions 18 and 29 (page 46) meant to be answered differently?

A18. Yes, sorry a redundancy.

Q19. Regarding question 25 (page 46) what is meant by “the number of spots”?

A19. “Spots” is used generally in this case. How would the proposal offer value in the number or packaging of times an advertisement would air or be displayed throughout the duration of the contract?

Q20. What are some of UC's popular courses broken up by location?

A20. UC promotes complete degree and certificate programs we do not promote courses. Most popular programs are Human Services, Business (Accounting and Management), Computer Information Systems, Cybersecurity, RN to BSN Nursing degree, Medical Lab Technology.

Q21. Regarding Appendix D of the RFP, what exactly is meant by this section? Are we describing business we have done in Maine as of recent?

A21. The Economic Evaluation Form asks for previous 24mo of information in section one, and asks for following 24mo impact of awarded contract to Maine Economy in the second section.

Regards,

A handwritten signature in black ink, appearing to read 'R. Piper', with a stylized flourish at the end.

Rachel Piper  
University of Maine System: Strategic Procurement  
Director of Strategic Sourcing