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**REQUEST FOR PROPOSALS RFP # 74-16
USM ADVERTISING AGENCY
University of Maine System
ADDENDUM #1**

The University of Maine

This addendum responds to questions submitted by participants. Questions are in bold, responses are in italics.

University of Maine
at Augusta

RE: Undergraduate

University of Maine
at Farmington

1. **Could you specify your target geographies for this proposal?** *Primarily Maine, Southern NH, and North Shore MA. Some targeted areas within CT, VT and other NE states.*

University of Maine
at Fort Kent

2. **What is the budget for this project?** *\$1,000,000, 12 months.*

University of Maine
at Machias

3. **Are you looking for Search Engine Optimization as part of this project?** *Yes.*

University of Maine
at Presque Isle

4. **Where do you typically draw from and where are you hoping to draw from?** *For undergraduate, we are looking to continue to draw from Maine, high school students and working adults and more high school students from out-of-state. For graduate, primarily in-state, but some programs have reach within MA and NH.*

University of
Southern Maine

5. **Should we include the development and creation of landing pages in the scope of the project, or will the current pages for all the programs still be active?** *We will continue to develop our landing pages in-house, in collaboration with the selected agency.*

6. **What size is your current inquiry pool? What is your application pool list size?** *These are details we'll discuss with the selected agency.*

7. **Are you anticipating to increase your inquire/applicant pools? If so, by how much?** *Yes, but again, we'll discuss with the selected agency.*

8. **What feeder business or schools do you draw from?** *These are details we'll discuss with the selected agency.*

9. **What is the traffic count to your site? Could you tell us the traffic counts (i.e., monthly unique page views) to the individual program pages as well?** *These are details we'll discuss with the selected agency.*

10. **What digital strategies are you currently employing?** *We do employ digital strategies, such as SEM, Digital display, Video, Digital radio & TV. We will discuss details with the selected agency.*

11. **Will you accept partial responses to this RFP or does it need to include radio and print?** *The RFP needs to be complete. In terms of radio and print, we are not (at this time) seeking estimates or allocations for each medium to be provided. We understand that without benefit of detailed discussions this is not realistic. But an agency submitting a proposal should be prepared to explain their experience and answer questions and/or provide examples for all forms of media.*

RE: Graduate

12. **Are there any specific programs you are looking to focus on?** *We focus on graduate programs in general. We occasionally work directly with programs on short-term campaigns – sometimes in-house, sometimes with agency help.*
13. **Any new programs being launched in the next year?** *None known at this time.*
14. **Where do you typically draw from and where are you hoping to draw from?** *Maine, very few programs draw from NH and MA.*
15. **Are any of your programs offered online? If so, which ones?** *We currently have several UG and Grad programs offered online:
<https://usm.maine.edu/online-programs>*
16. **What is the traffic to your online program site(s)** *These are details we'll discuss with the selected agency.*
17. **Do you have any feeder businesses or hospitals for your graduate programs?** *Yes, we have many partnerships within the state of Maine, the details of which we will discuss with the selected agency.*
18. **What digital strategies are you currently employing?** *We do employ digital strategies, such as SEM, Digital display, Video, Digital radio & TV. We will discuss details with the selected agency.*
19. **Is there an opportunity have a call prior to creating/submitting our RFP to glean additional information?** *If, once all proposals are received and reviewed by the University, we deem a call will be beneficial, we will seek to make that happen.*

20. **Can give us a sense of the types of projects we will encounter?**

USM would be looking to work on the following types of projects:

Annual creative/awareness campaign, which is refreshed once during the recruitment season, which may utilize two or more of the following media:

- *Traditional TV*
- *Traditional Radio*
- *Traditional print*
- *Digital TV*
- *Digital Radio*

- *Social Media ads*
- *Digital ads, including video*
- *SEM ads*

Program and/or student promotional videos

Sponsorships of local events

E-mail marketing, campaign web landing pages and some smaller ad campaigns will continue to be developed and managed by our in-house team in coordination with the selected agency as necessary.



Gregg N. Allen
University of Maine System
Sourcing Manager

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