

 Francis Marion University Request for Proposal	Solicitation Number	RFP-2419
	Date Issued	06/08/2023
	Purchasing Officer	Jennifer D Hester
	Phone	(843) 661-1161
	E-Mail Address	jdhester@fmarion.edu
	Amendment Date	06/26/2023

DESCRIPTION: **Provide Digital Marketing Services for Francis Marion University**

The Term "Offer" Means Your "Bid" or "Proposal".

SUBMIT OFFER BY (Opening Date/Time): **07/06/2023 at 2:00 PM EST**

See "Deadline For Submission Of Offer" provision

QUESTIONS MUST BE RECEIVED BY: **06/22/2023 at 2:00 PM EST**

See "Questions From Offerors" provision

NUMBER OF COPIES TO BE SUBMITTED: **One (1) original in hard copy, three (3) copies in hard copy clearly marked "COPY," one Magnetic Media as Specified and One (1) Redacted Copy as Specified.**

SUBMIT YOUR OFFER TO ONE OF THE FOLLOWING ADDRESSES IN A SEALED PACKAGE.		
MAILING ADDRESS: Francis Marion University Purchasing Office P.O. Box 100547 Florence, SC 29502-0547	EXPRESS SHIPPING ADDRESS: Francis Marion University Central Receiving 4822 E. Palmetto Street Florence, SC 29506	HAND-DELIVERY: Francis Marion University Purchasing Office (Room 102) Stokes Administration Building 4822 E. Palmetto Street Florence, SC 29506
CONFERENCE TYPE: N/A DATE & TIME: N/A As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions		LOCATION: N/A
AWARD & AMENDMENTS	A Statement of Award will be posted at the Physical Address stated on 7/17/2023 . The award, this solicitation, and any amendments will be posted at the following web address: http://www.fmarion.edu/about/solicitationsawards	
You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date.		
NAME OF OFFEROR (Full legal name of business submitting the offer)		OFFEROR'S TYPE OF ENTITY: (Check one) <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation (tax-exempt) <input type="checkbox"/> Corporate entity (not tax-exempt) <input type="checkbox"/> Government entity (federal, state, or local) <input type="checkbox"/> Other _____ (See "Signing Your Offer" provision.)
AUTHORIZED SIGNATURE (Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above.)		
TITLE (Business title of person signing above)		
PRINTED NAME (Printed name of person signing above)	DATE SIGNED	
Instructions regarding Offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the offeror above. An offer may be submitted by only one legal entity. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, <i>i.e.</i> , a separate corporation, partnership, sole proprietorship, etc.		
STATE OF INCORPORATION (If Offeror is a corporation, identify the state of Incorporation.)		
TAXPAYER IDENTIFICATION NO. (See "Taxpayer Identification Number" provision)		

COVER PAGE MMO (JAN. 2006)

PAGE TWO

(Return Page Two with Your Offer)

HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)	NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)
	Address
	Area Code - Number - Extension Facsimile
	E-mail Address

PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)	ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)
<input type="checkbox"/> Payment Address same as Home Office Address	<input type="checkbox"/> Order Address same as Home Office Address
<input type="checkbox"/> Payment Address same as Notice Address (check only one)	<input type="checkbox"/> Order Address same as Notice Address (check only one)

ACKNOWLEDGMENT OF AMENDMENTS

Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	_____ Calendar Days (%)
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PREFERENCES - A NOTICE TO VENDORS: On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at www.procurement.sc.gov/preferences.

PREFERENCES DO NOT APPLY WITH THIS SOLICITATION: Per Section 11-35-1524(E)(5) preferences do not apply to procurements conducted pursuant to Section 11-35-1530 of the South Carolina Consolidated Procurement Code.

PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE:

PREFERENCES DO NOT APPLY WITH THIS SOLICITATION: Per Section 11-35-1524(E)(5) preferences do not apply to procurements conducted pursuant to Section 11-35-1530 of the South Carolina Consolidated Procurement Code.

Amendment 1

RFQ 2419 – Provide Digital Marketing Services for Francis Marion University

AMENDMENTS TO SOLICITATION

- (a) The Solicitation may be amended at any time prior to opening.
- (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment.
- (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged.

Modifications

The following have been **added** or **changed/removed** or **emphasized**:

1) Cover Page, Page 1

QUESTIONS MUST BE RECEIVED BY: **06/22/2023 at 2:00 PM EST**

See "Questions From Offerors" provision

2) #2 Compliance Audit Report, Page 17 to Page 18

~~>>>2. Compliance Audit Report:~~ Provide a ~~complete~~ copy of the annual compliance attestation audit report as required by Title IV of the Department of Education. ~~Note:~~ The DOE has established standards for institutions participating in Title IV programs. Section 668.23 of Student Assistance General Provisions further defines the requirements of Third-Party Servicer Compliance Audits. Such audits are not required if the servicer contracts with only one school; AND the school's audit covers all aspects of the third party's program administration. Since contractors must be able to provide services to **more than one** client institution in South Carolina at any given time, however, proposals that fail to include a complete copy of the most current annual compliance attestation report **will be ruled non-responsive and removed from further consideration**. For the purposes of this RFP, a "complete copy" of the compliance attestation audit report consists of:

- ~~a. Auditor's letter "Report of Independent Auditor".~~
- ~~b. Management Assertions Letter~~
- ~~c. Servicer Information Sheets (includes Division of Responsibility for Compliance Requirements)~~
- ~~d. Schedule of any findings and Questioned Costs, and~~
- ~~e. Independent Auditor's Comments on Prior Year Findings~~

(Removed)

Questions Asked

Question 1	<ul style="list-style-type: none"> a. What was the average cost per lead? b. How many leads were acquired?
Answer	N/A. The University has not pursued this type of solicitation/request before.
Question 2	<ul style="list-style-type: none"> a. What was the allocation of spending among the various channels and placements? For example, Google Ads Paid Search (Brand / non-brand), Meta (Facebook / Instagram), YouTube, PMAx, Bing, etc. b. What was the allocation of lead volume from each channel (listed above)? c. What's the current spend allocation between brand and non-brand search?
Answer	N/A. The University has not pursued this type of solicitation/request before.
Question 3	Are you advertising on Bing paid search?
Answer	The University does not currently advertise on Bing.
Question 4	Are there specific programs you're looking to promote more so than others?
Answer	This campaign is designed for general university branding, but there could be an opportunity to promote a certain program within the campaign, but that would be identified later in the project.
Question 5	Do you design ad creative (graphics / video) in-house? Or will the chosen vendor be responsible for new creative?
Answer	The vendor will not be responsible for developing new creative but may be a part of the decision-making process.
Question 6	Do you have a CRM to track leads from advertising? If so, which one?
Answer	We currently use Google Analytics to track visits to various pages that are targeted in campaigns.
Question 7	Do you have a current landing page where you're driving online advertising traffic?
Answer	We typically drive traffic to our online application page but have not done a campaign of this magnitude.
Question 8	Do you track performance through the platform AND Google Analytics to ensure data integrity?
Answer	We would like to track performance through the platform and our Google Analytics.
Question 9	Do you have access to your Google Analytics and Advertising platforms?
Answer	We have access to our Google Analytics page.
Question 10	Does the estimated budget include the cost of the media as well as the management fees?
Answer	The estimated budget does not include the cost of media, but it should include any management fees. Typically, the university will provide the creative assets for the campaign outside of this contract.
Question 11	What creative video and digital assets exist? Is it only the FMU Stories?
Answer	The University has several video and digital assets. FMU Stories would not typically be used for this campaign. New assets will be created for this campaign.
Question 12	Is there an opportunity to create new video assets? Would there be an additional budget to create new assets?
Answer	If needed, there could be an opportunity to create new video assets, but creative assets are usually done in house. The creation of new assets is not included in this budget.
Question 13	In Section V. Qualification, if we are providing this information in the proposal, must we repeat it here?

Answer	Proposals must follow all requirements according to the solicitation. Please see page 9- Contents of Offer and Pages 12-14 for Information for Offerors to Submit. Proposal must have all required submitted documentation and requirements as requested.
Question 14	Financial Statement and Information reflecting your current financial position, please confirm that financial statements are NOT required with the proposal.
Answer	The financial statements and information reflecting your current financial position are not required to be submitted, but as that section states, you may be requested to provide those statements at a later date.
Question 15	Compliance Audit Report, we have not provided this to other higher education institutions in SC, can you please provide further information.
Answer	Please see the modifications above in this amendment, this section for the Compliance Audit Report has been removed and is not required and no longer requested for this solicitation.
Question 16	Does FMU already have the creative assets (digital and video ads) that will be deployed in the campaign, or will the selected agency need to include costs to provide graphic design, photography, videography and copywriting services?
Answer	The selected agency does not need to include costs to provide graphic design, photography, videography, and copywriting services. The university will provide the creative assets for the campaign.
Question 17	Is the selected vendor involved in the project tactic decision process?
Answer	Yes, the selected vendor will be involved in the project tactic decision process.
Question 18	Is there a budget for each tactic outlined in the RFP (Paid Search, Social, Video)?
Answer	There is not a set budget for each tactic as selected vendor will work with University Communications to determine the best tactics based on a variety of factors during the campaign (i.e. travel locations of counselors, other advertising, extent to which certain markets need to be reached, etc.). For purposes of this RFP, vendors should use \$4,500 as Paid Search and \$2,500 as Paid Social as a benchmark.
Question 19	If there is no budget for each tactic, is the vendor responsible for creating a tactic playbook with budget allocations?
Answer	Yes, the client would like the vendor to make a proposal and work with University Communications to ensure it is the correct fit.
Question 20	How many keywords are currently active for Paid Search/SEM?
Answer	There is not currently a Paid Search/SEM campaign.
Question 21	Are additional tactics of consideration?
Answer	Yes, other tactics may be considered if included in the response.
Question 22	To confirm, Francis Marion University is providing video content for Video(OTT/YouTube TruView)?
Answer	FMU will provide video content for the campaign.
Question 23	Is this a new contract or is there an incumbent vendor? If there is an incumbent, can you identify them and why a new vendor is being sought?
Answer	This is a new contract; the University has not pursued this type of solicitation/request before.
Question 24	In section III Scope of Work/Specifications, you reference a geo-target of specific locations around sites as your admission counselors travel the state. Can you clarify what geographic areas these campaigns will target?
Answer	It will target selected areas in the state including the Upstate, Midlands, Low Country, Grand Strand, and Pee Dee in coordination with the travel conducted by the Admissions Office.

Question 25	In section III Scope of Work/Specifications, Video Marketing, you state “Premium content video only”. Can you clarify what is considered to be premium content video? And is there a certain percentage of video you want to serve on connected television as opposed to desktop/mobile video?
Answer	We consider “Premium content video” to be higher quality video that someone looking for a higher education institution may be viewing. It can also be content available for a fee (premium channel, etc.), but does not have to be.
Question 26	Are there enrollment events or other university timelines that might affect how a campaign is implemented?
Answer	Yes, these will be discussed with the winning vendor.