

ADDENDUM #1

To: Interested Bidders
From: Kim Davis
Date: Wednesday, May 11, 2016
Subject: AED-16-0016, RFQ Digital Marketing

The following change(s) to the above-referenced Request for Qualifications have been made as designated below:

☒ Change of specifications
☒ Additional Specifications
☐ Change of bid opening time and date
☐ Cancellation of bid
☐ Other

BID OPENING DATE AND TIME WILL REMAIN THE SAME: Friday May 27, 2016 at 2:00 PM CST

CHANGES IN SPECIFICATIONS:

RESPONSE PACKET

REPLACE:

3	Describe your inbound marketing experience and capabilities.	20
18	Describe your company's inbound marketing methodology and capabilities, as well as how this process influences your digital marketing efforts.	5

WITH:

3	Describe your company's inbound marketing experience and capabilities, including how this process influences your digital marketing efforts.	25
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REPLACE:

7	Describe your company's outbound marketing, pay-per-impression (PPI), dynamic display and programmatic media experience and capabilities.	20
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WITH:

7	Describe your company's outbound marketing, paid/display media, and programmatic media experience and capabilities.	20
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ADDITIONAL SPECIFICATIONS:

2.1.E. Marketing services procured under a contract resulting from this RFQ could apply to any of the following AEDC divisions:

1. Business Development
2. Business Finance
3. Community Development
4. Energy, Existing Business Resource
5. Film
6. Grants Management
7. International business
8. Rural Services
9. Science and Technology
10. Small and Minority Business

2.2.P. Vendor must have an office located in Arkansas with at least two employees operating within the state.

2.2.Q. 'Niche' networks could include but not be limited to the following social media network examples:

1. Avvo
2. Ozmosis
3. LawLink
4. Oilpro
5. Alignable
6. Gentlemint
7. Quora
8. ActiveRain
9. Nextdoor
10. Wiser

The specifications by virtue of this addendum become a permanent addition to the above referenced Request for Qualifications.

FAILURE TO RETURN THIS SIGNED ADDENDUM MAY RESULT IN REJECTION OF YOUR PROPOSAL. PROPOSALS WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED.

If you have any questions, please contact Kim Davis at KDavis@ArkansasEDC.com.

Vendor: _____

Signature: _____